



Sripatum University (Bangkhen)

2410/2 Phaholyothin Rd., Jatujak, Bangkok 10900 Thailand

Tel: (662)579 1111, Ext. 1302, 1307, 1308, Fax: (662) 558 6868

Email: lr@spu.ac.th

Acceptance Letter

5 January 2020

Paper Title: The impacts of social media marketing activities on brand awareness of hair care brands

Author(s): Patnarin Manokum

Dear Sir/Madam,

We are pleased to inform you that your paper, based on your abstract, has been accepted for the Regional Conference on Graduate Research 2020 to be held on 18 January 2020, Sripatum University, Khonkaen, Thailand. The Committee now needs to have confirmation from you that you will be able to submit your full paper to us by 10 January 2020 and that you will be able to present your paper in a 15 minute time slot during parallel session at the Conference. The paper should be no more than 4000 words, Times Roman 12pt and single-spaced. Please confirm that you will attend the conference to present your paper, notifying us as soon as possible, and no later than 15 January 2020. If I do not have confirmation from you by 15 January 2020, your 15 minute time slot will be allocated to a reserve speaker.

We would also like you to submit your PowerPoint presentation to us by 13 January 2020 so that we can give you feedback regarding the likelihood that your presentation will stay within the 15 minutes of allocated time. A member of our Committee will be in contact with you about this after we have had confirmation that you will attend the conference to present your paper. The conference program, and final session schedule will be delivered to you by 15 January 2020 through your email address, and we are looking forward to hearing from you.

With Warmest Regards,

A handwritten signature in black ink, appearing to read 'Vichit U-on'.

Assoc. Prof. Dr. Vichit U-on

Dean, Graduate College of management

Coordinator E-mail: yongyut.ho@spu.ac.th

Website: <https://www.spu.ac.th/fac/graduate/th/content.php?cid=19370>

**RCGR[®]
2020**

Organized by



Incorporation with



Certificate of Appreciation

This is to certify

**Patnarin Manokkum, Wanchai Chulaphan,
Jorge Fidel Abraham Cuevas, and Panchanok Bejrananda**

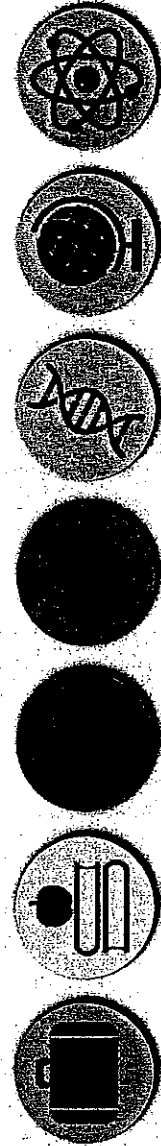
presented a paper on

**The Impacts of Social Media Marketing Activities
on Brand Awareness of Hair Care Brands**

The 5th Regional Conference on Graduate Research

18-19 November 2020

Sripatum University, Khon Kaen Campus, Khon Kaen, Thailand



Vichit U-on

Assoc. Prof. Dr. Vichit U-on
General Chair, RCGR 2020

RCGR^{5th} 2020

Organized by

SPU
SRIPATUM
UNIVERSITY



University
of Cyprus



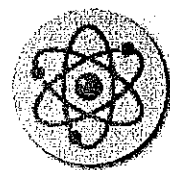
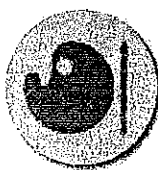
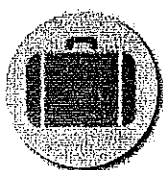
UNIVERSITY
OF WOLLONGONG
IN DUBAI

PROCEEDINGS OF **THE 5th REGIONAL CONFERENCE ON GRADUATE RESEARCH**

**THEME "SUSTAINABLE BUSINESS GROWTH, CHALLENGES,
MEASURES AND SOLUTIONS IN GLOBAL SCENARIO"**

18 January 2020

Sripatum University, Khon Kaen Campus, Khon Kaen, Thailand



Editors:

Vichit U-on

George C. Hadjinicola

Code	Session		Chair	Room	Start	Finish
SD2	Business and Marketing Management 2		Assoc. Prof. Dr. Vichit U-on	Floor 2/ Room 304	13:20	15:00
0049	13:20	13:40	The Relationship between Marketing Mix and Financial Investment Behaviors of Senior Citizens in Nong-Rua, Chumpae, and Sichomphu District, Khon Kaen Province <i>Natda Chaichawakoo and Nontipan Prayurhong</i>			
0055	13:40	14:00	The Relationship between Marketing Mix and Purchase Decision of Fresh Coffee at the Gas Station in Nong Ruea and Chum Phae Districts in Khon Kaen Province <i>Tuntigon siritepsongklod and Nontipan Prayurhong</i>			
0059	14:00	14:20	Relation between the Marketing Mix and Quality of Thai traditional Therapeutic Massage Service for the Elder in Mueang District, Khon Kaen Province <i>Patrawadi Sripolleh and Nontipan Prayurhong</i>			
0060	14:20	14:40	Factors Influencing Foods Purchase through Applications Grab Food and Food Panda in the Mueang District, Khon Kaen Province <i>Juthatip prachachai, Waraporn Seetha, Panadda Sannupap, Niphaphon Waitaisong, Supatra Pimson, Montatip Singasasang, Panchita Chainasup, and Palakorn Wiangtai</i>			
0064	14:40	15:00	A Correlation between Change of Economic Condition and Competency in Adaptation of Silk Community Enterprise in Ban Phai Sub District, Khaen Nuea District, Khon Kaen Province <i>Galayarat Wamjid and Nontipan Prayurhong</i>			

Code	Session		Chair	Room	Start	Finish
SE2	Accounting, Finance, and Banking 2		Dr. Sumana Chantharat	Floor 2/ Room 305	13:20	15:00
0047	13:20	13:40	Guidelines for the Internal Control of the Financial and Accounting of Veterinary Clinics in Muang Khonkaen <i>Siriprapa Jampee, Kanyarat Jungpantaw, Sudduangkamon Buatik, Supakan Siriod, Panchewee Chomphuphuen, and, Palakorn Wiangtai</i>			
0058	13:40	14:00	Factors That Influence The Performance of Accountancy Strategic Management of SME Business in The Province Khon Kaen <i>Amornrat Sanpanna, Thidarat Kengthon, Tanaporn Prapun, Muttika Onapai, Pornpimon Moonrat, and Palakorn Wiangtai</i>			
0061	14:00	14:20	The Causal Relationship between Financial Development, Energy Consumption and Economic Growth in South East Asia <i>Noppadol Senken, Jorge Fidel Barahona Caceres, Wanvilai Chulaphan, and Tanchanok Bejrananda</i>			
0065	14:20	14:40	A Study of the Accounting Problem of Small and Medium Business in Khon Kaen Province <i>Tutsanee Hadkhunthod, Chirawan Singkong, Ruttikal Saisopa, Apinya Jomtong, Pawarisa Buanong, and Palakorn Wiangtai</i>			
0069	14:40	15:00	A Study of Factor Analysis of Accounting Major at Sripatum University, Khon Kaen Campus <i>Charinthip Khamphaphan, Nisachon Keawpanya, Pattamalak Leakarchok, Varisara Asawapattanakun, Wilasinee Singkornkaew, and Palakorn Wiangtai</i>			

Code	Session		Chair	Room	Start	Finish
SF2	Communication Arts		Dr. Virat Chareonchua	Floor 2/ Room 306	13:20	15:00
0072	13:20	13:40	Ethics in Presenting Entertainment News in the Digital Age <i>Athit Kamultra and Tirath Pluempitichaikul</i>			
0073	13:40	14:00	A Study of Thai Film Marketing Communication Strategy at Sahamongkol Film International Co., Ltd. and M Pictures Entertainment Public Co., Ltd. <i>Chonticha Kingkai and Ongart Singhalumpomg</i>			
0077	14:00	14:20	The Impacts of Social Media Marketing Activities on Brand Awareness of Hair Care Brands <i>Patnarin Manokum, Wanvilai Chulaphan, Jorge Fidel Barahona Caceres, and Tanchanok Bejrananda</i>			
0080	14:20	14:40	Ethics on Online Media Creation <i>Monchaya Sabuar and Karatploy Thamkaew Sillapaurai</i>			

0107	Characteristics of Highly Successful Members of the Multi-Level Marketing Company, Kangzen-Kenko International Co., Ltd.	429
	<i>Taradol Akkarapattananon and Nontipan Prayurhong</i>	

Communication Arts

0072	Ethics in Presenting Entertainment News in the Digital Age.....	441
	<i>Athit Kamultra and Trirath Pluempitichaikul</i>	
0073	A Study of Thai Film Marketing Communication Strategy at Sahamongkolfilm International Co., Ltd. and M Pictures Entertainment Public Co., Ltd.	449
	<i>Chonticha Kingkwai and Ongart Singhalumpornng</i>	
0077	The Impacts of Social Media Marketing Activities on Brand Awareness of Hair Care Brands.....	459
	<i>Patnarin Manokum, Wanvilai Chulaphan, Jorge Fidel Barahona Caceres, and Tanchanok Bejrananda</i>	
0080	Ethics on Online Media Creation	471
	<i>Monchaya Sabuar and Karatploy Thamkaew Sillapaurai</i>	
0109	Practical Use of Designing Cover Pages for Publishing on Websites, Digital Image, and Video Exchange Services	481
	<i>Thapanapong Sararat, Jiranai Yoddee, and Wassana Yuttachum</i>	

Educational Administration and Planning

0001	Information System Development for Education Loan in Rajamangala University of Technology Isan, Nakhonratchasima Province (e-RMUTI Education Loan)	493
	<i>Apiradee Muankhamla and Yaowaret Jantakat</i>	
0020	The Development of Thai Vocabulary Reading Skill by Using the Thai Reading Supplementary Exercises for Grade 2 Students of Banphukambao School Khonkaen Primary Educational Service Area Office 4.....	503
	<i>Penprapa Anuntapum, Chakkaphan Chancharoen, and Supachai Janpum</i>	
0022	A Feasibility Study of the Bachelor of Arts Curriculum Development Tourism Department, 2020	513
	<i>Saowanee Thapphet</i>	
0025	Development of Problem Solving Skills on Multiplication by Using Multimedia for Grade 2 Students from Intornwittaya School	523
	<i>Nantawan Kumbua, Suphat Punpattanakul, and Pannapa Songsangkaew</i>	
0026	The Development of Achievement in Solving Multiplication Problems by Using the Skill Practice Prathom 4 School under Loei Primary Education Service Area Office 1	531
	<i>Santipron Puttathongsri, Jirayu Srisangachai, and Ngamprom Onbuakhao</i>	
0028	The Development of English Word Reading Ability by Using Phonics Method of grade 1 students at Banphailomnonsombut School Under Udon Thani Primary Education Service Area Office 3	541
	<i>Chollada Suksamran, Chakkaphan Chancharoen, and Thanu Vongjinda</i>	
0031	The Development of Learning Activities Based on Geo-Literacy on Human-Environmental Interactions for Mattayomsuksa 1 at Nongbuadaeng Wittaya School the Secondary Educational Service Area Office 30	549
	<i>Chakkit Tophan, Chakkaphan Chanchareon, and Sanae Komsommai</i>	
0032	The Development of Practice Skills about Human and Environment by Using CIPPA Model For Student In Prathomsuksa 3 at Banphonthong School under Loei Primary Education Service Area Office 1	559
	<i>Jeeraphan Kanpakse Chotwattananusorn, Chakkaphan Chancharoen, and Virat Chareonchua</i>	

0077

**The Impacts of Social Media Marketing Activities
on Brand Awareness of Hair Care Brands**



Patnarin Manokum

Maejo University, Chiang Mai, Thailand
E-mail: Patnarin.mnk@gmail.com

Wanvilai Chulaphan

Maejo University, Chiang Mai, Thailand
E-mail: wanvilai@mju.ac.th

Jorge Fidel Barahona Caceres

Maejo University, Chiang Mai, Thailand
E-mail: jorge@mju.ac.th

and

Tanchanok Bejrananda

Maejo University, Chiang Mai, Thailand
E-mail: thanchanok@mju.ac.th

The Impacts of Social Media Marketing Activities on Brand Awareness of Hair Care Brands

by

Patnarin Manokum

Maejo University, Chiang Mai, Thailand

E-mail: Patnarin.mnk@gmail.com

Wanvilai Chulaphan

Maejo University, Chiang Mai, Thailand

E-mail: wanvilai@mju.ac.th

Jorge Fidel Barahona Caceres

Maejo University, Chiang Mai, Thailand

E-mail: jorge@mju.ac.th

and

Tanchanok Bejrananda

Maejo University, Chiang Mai, Thailand

E-mail: tanchanok@mju.ac.th

Abstract

This study analyzes the effects of social media marketing activities on brand awareness of hair care brands. This research classified social media marketing activities into five elements that are entertainment, interaction, trendiness, customization and word of mouth. The survey was conducted with a sample of 129 people who likes and follows social media of three hair care products brands and analyzed data by using multiple regression analysis. The results showed that entertainment, interaction, trendiness and word of mouth had a significant positive effect on brand awareness in every brand. The results from this study are able to utilize to create social media marketing strategies by focusing in the strength area of each brand.

Keywords: Social Media, Marketing Activities, Brand Awareness, Hair Care

1. Introduction

In the current, increasing social media reflects people's needs for interpersonal interaction. Online social networking websites bring social activities into the online virtual world. For example, real time messaging facilitates sharing of information and online social contacts among people. This phenomenon suggests that companies use social media as an important part of their online marketing strategy (Chen and Lin, 2019). Therefore, the popularity of Internet, social media has become an important tool for online marketing events. Both of individuals and companies create fan pages on online platforms and develop business opportunities using social media. Thailand is ranked in the world's top ten for social media usage, by the percentage of usage in each social media of Thai users has continued increasingly such as Facebook growth of 4%, Twitter 33% growth, and 24% growth in

2017(Nguansuk, 2018). At present, social media has become an important part of people. Therefore, social media marketing is important to bring the business to the point of success (Mers, 2014). A rapidly expanding marketing channel that reaches more than two thirds of all internet users, providing unparalleled branding and reputation opportunities (Correa, Hinsley, Zuniga, 2010, and Spillecke and Perrey, 2012). Trackmaven.com (2014) told that for lead company to success in the market by use social media regard of the brand equity is an important issue because if have brand equity it mean company has succeeded in differentiating itself from its competitors in some way. Whether it is a quality product, superior customer service, or an effective marketing campaign, certain businesses are recognized and respected by consumers to ensure they use it and pay with the product over other similar products. The importance of brand equity has been one of the focal points in recent studies on social media marketing activities. By which Keller (2003) give meaning that brand equity is inscribed in the consumer's memory that is different from other brands by combining various brand features. Therefore, the value of the brand is a social and cultural phenomenon that exceeds the product name. It is a symbolic meaning that the brand seeks. Kim and Ko (2012) classified brand equity consists of four elements that are brand awareness, perceived brand quality, brand associations, and brand loyalty. For the most business do the social media marketing by want to create the brand awareness around 28% that are the biggest part in brand equity, brand awareness is the first target that business want to build when do social media marketing (Chainiran, 2011). By brand awareness meaning to the ability of customers to identify brands in other situations or to recognize brands (Rossiter and Percy, 1987). However, few studies that explored the role of brands in investigating the impact of social media marketing activities on customers (Seo and Park, 2018).

Previous research has been studied the effects of do social media marketing activities on brand equity in term of luxuries brands (Godey et al., 2016) and airline industries (Seo and Park, 2018). In the sectors of hair care product is the consumer goods in a line of personal care and cosmetics industry that probably the most fragmented, highly dynamic, and competitive. Hair care is an industry worth billions of dollars. Global hair care expenditure is estimated at \$50 billion in 2013 (persistencemarketresearch, 2014). In Thailand social media marketing is become necessary for many businesses, hair care industry also focused. This study fills the gap in previous research by study in others industry and study the most necessary parts of brand equity, the objective in this study is to investigate the effects of social media marketing activities on brand awareness of hair care brands. This research focused on hair care brands that can be considered successful in doing marketing via social media that are Loreal Paris, Dove and Sunsilk that the brands are launched on social media and are the brands has followers as top three in social media in Thailand for study.

2. Literature review

In the current the people worldwide are attached with the web 2.0 technology and social media platform that make business start to use technology and social media to help to interact more with their customer (Alalwan et al., 2017). Social media marketing is different from traditional marketing. In Social media marketing the business needs to focus less on selling and increase in communicate with their customers that mean in this marketing relate with relationship between brand and customers (Gordhamer, 2009). In the sectors of hair care product is a product in personal care and cosmetics industry that probably the most fragmented, highly dynamic, and competitive. Hair care is an industry worth billions of dollars. Global hair care expenditure is estimated at \$ 50 billion in 2013 (persistencemarketresearch, 2014). Authors are settings the components of social media marketing in different. Seo and Park (2018) applied entertainment, interaction, trendiness, customization, and perceived risk to study airline industry. Sano (2015) applied interaction, trendiness, customization, and perceived risk as the four SMMA components in her study on

insurance services. Kim and Ko (2012) applied entertainment, interaction, trendiness, customization, and word-of-mouth (WOM), and they applied them to luxury brands. Entertainment in social media is a key element in positive emotions, increase the attendance habits and generates intention to use continuously (Kang, 2005). Entertainment incentives cover the satisfaction of the media relating to escape or distraction from problems or routines. Release emotions or relief; relax; cultural enjoyment or aesthetics over time (Muntinga, Moorman, Smit, 2011). Interaction the interactive nature of digital media is not only it helps seller share and exchange information with their customers. It also allows customers to share and share information with others. Using social media, organizations can build relationships with existing and new customers and create interactive collaborative communities to identify and understand problems and develop solutions for them (Sashi, 2012). Trendiness it means providing the latest information about a product or service (Godey et al., 2016). Moreover the customers turn to use more social media because they believe that can trustworthy source of information than corporate-sponsored communication through traditional promotional activities (Mangold and Faulds, 2009, Vollmer and Precourt, 2008). Customization in the world of social media, customization refers to the target audience of post messages (Godey et al., 2016). Social media customization is a tool for companies to communicate their brand identity and improve their loyalty (Martin and Todorov, 2010). Word-Of-Mouth (WOM), social media connects eWOM with the interaction between consumers and consumers online about brands (Muntinga, Moorman, Smit, 2011). It plays an increasingly important role in the development and use of social media technology, because social media technology makes spreading WOM easier than ever before. WOM believes that it is very important for the company because the positive of WOM can attract new customers and increase profits (Sano, 2015).

Brand awareness is the one part of brand equity that is an asset that needs to be distinguished from the measurement of that asset. With those considerations as background, brand equity is presented as a function, largely, of brand-consumer relationships (Ambler, 1997). It's regarded as a very important concept in business practice because marketers can gain competitive advantage through successful brands (Lassar, Mittal, Sharma, 1995). Keller (1993) presented the model of brand equity providing in two groups that are brand awareness and brand image. Aker (1991) providing in four groups that are brand awareness, perceived brand quality, brand associations, and brand loyalty. Brand awareness it means having a brand in the mind of the consumer. The relevance of brand recall, added by Kapferer (2003) who said: "a brand only manifests itself through its actions (models, products, communication, network, etc.)". In addition, brand awareness also means the ability of consumers to identify brands in other situations or to recognize brands (Rossiter and Percy, 1987). Keller (1993) said that the presence of brand awareness indicates that consumers know the brand name and increase the possibility of the brand's probability of being selected.

3. Data and Hypothesis

3.1 Data

The objective of this research is to investigate the effect of social media marketing activities on brand awareness. This study collect data by send a questionnaire to the sample. The samples that use for study is consumers of top three of hair care brand in Thailand (L'Oréal, Dove, or Sunsilk) that got top follower in top social media that is Facebook, by Facebook is the social media most used by businesses to create pages and advertise. Businesses can specify objectives when they advertise on Facebook. One of the objectives is the creation of brand awareness in order to make the brand to be remembered (Lawrance, 2016). For the sample size, because the population is large and doesn't know the exact quantity so this research uses W.G Cochran formula to calculate the sample size. The result

of sample size is 369 to be a sample size (Sincharu, 2010). Questionnaire is instrument of this study and it translates to Thai language. The questionnaire sends via Facebook that is the top of social media in Thailand. For reduce selection bias (Chuaychunoo 2016) this study have to communicate with the followers of hair care brand first and ask followers about the video viewing experience. Because for do questionnaire, followers must have experience to watched videos of brands before. If consumers never watched it, it means not having to submit a questionnaire. Before survey, the questionnaire has been^o validated using 10 sample pre-tests to test whether the respondent understands the question and finds and corrects the problem. And from the calculation of the population to collect this questionnaire is 369 people, but due to the limited time and the sample group must like and follow the social media of each brands (L'Oréal Paris, Sunsilk, and Dove) and have to watch the video before. For this reason, the sample collected is 129. From 129 respondents divided into three brands (L'Oréal Paris, Sunsilk, and Dove), there were 43 respondents per brand.

3.2 Hypothesis

From Aaker's brand equity model (1991, 1992) he defines brand equity to fives category that brand loyalty, brand awareness, perceived quality, brand associations, and other proprietary assets. Brand awareness has different levels. At the perception level, it can give a brand that is familiar, including signs of substance, commitment and awareness, and at the recall level, affecting selection by influencing what the brand is considered. For many companies, brand awareness is at the heart and is the strength of a successful brand.

From literature review that study about social media activities and brand equity can find the multi result such Kim and Ko (2012) studied about the effects of social media activities on customer equity for luxury brand, the result show that social media marketing activities significantly affected equity value, relationship value, and brand value. Godey et al. (2016) study the effort of social media to brand equity for luxury brand and they found that social media marketing has a significant positive effect on brand equity in term of brand awareness and brand image. Seo and Park (2018) study on the effects of social media marketing activities on brand equity for airline industry and they found that social media activity has positively effects on brand equity in term of brand awareness and brand image, confirming that social media activity is a precedent contributing to airline brand equity. Because the goal of companies to do social media marketing is to create brand awareness, which is about 28% (Chainiran, 2011). Which is considered the first target of the company so for this study will investigate the effect of social media marketing activities on brand awareness. Social media marketing activities in this research divide in five dimensions by follow Kim and Ko (2012).

This research give the definition of five dimensions of social media marketing activities that entertainment refer to satisfaction of followers after watching the brands post. Interaction refer to the communication of brand and followers, by they share the opinion via the public post from social media of brands. Trendiness refer to social media of hair care brands provide the latest or current information for followers. Customization refer to the hair care brands social media provide the information of brands to individual followers via inbox message. Word of mouth (WOM) refer to the followers of hair care brands have share post that they saw from social media of hair care brands. Brand awareness is following the brand equity model of Aaker's by take the first one from five category of brand equity and this study give the definition of brand awareness that brand awareness is refer to a brand is recognized by customers that can help to measure the brand recognition and brand recall of consumers.

Hypotheses: Social media marketing activities have positive effect on brand awareness for hair care brand.

4. Methodology

For test the hypotheses this study by use multiple regression model for estimate the effect of social media marketing activities on brand awareness. Multiple regression model may be used to identify the impact strength that independent variables have on a dependent variable. It can help us understand how close our calculations are to reality. The regression analysis is a simple yet powerful technique. Moreover, it used to explain relationships between variables and it can explain how changes in one variable can be used to explain changes in other variables (Malic, 2018). Therefore, this study applied regression analysis. For this estimate this research got equation that are

$$\text{Brand awareness} = a + b11(\text{Ent}) + b2(\text{Int}) + b3(\text{Trend}) + b4(\text{Cust}) + b5(\text{WoM}) + e$$

Where Y = Brand awareness, Ent = Entertainment, Int = Interaction, Trend = Trendiness, Cust = Customization, WoM = Word of Mouth

5. Results

The result of sample characteristics shows that the most of respondents were female (74.4%). And the most of respondents were aged in the range 20 to 39 years old (85.3%), next is less than 20 (10.1%), and 3.9% were in 40 to 60 years old, and finally is more than 60 (0.8%). With regard to education, the most of respondents' graduate in bachelor degree (70.5%), 20.9% were graduate in high school level, graduate from primary school 8%, next is master degree 4.7%, graduate from doctor degree 0.8%, and from others 2.3%. Regarding the income of responders, the most of them earned less than 10000-baht per month (48.1%), 31% earned 10001-20000-baht, next is 20001-30000-baht (14.7%), and 6.2% earned more than 30000-baht per month.

Table 1 The regression result of social media activities effects on brand awareness

Brands	L'Oreal Paris	Dove	Sunsilk
Constant	1.1805 (0.0452)**	1.4821 (0.0333)**	3.1777 (0.0021)***
Ent	0.5243 (0.0028)***	0.1667 (0.3321)	0.0001 (0.9995)
Int	-0.1150 (0.6845)	-0.0389 (0.8204)	0.4148 (0.0003)***
Trend	-0.0512 (0.6845)	0.3564 (0.0075)***	0.2632 (0.0082)***
Cust	0.1199 (0.6898)	0.4404 (0.1421)	-0.7730 (0.1548)
WoM	0.5239 (0.0352)**	0.4587 (0.0316)**	0.0205 (0.8974)
Determination R2 brand awareness	0.4119	0.4664	0.4972

Note: ** and *** represent significant levels of 5% and 1% respectively. And the numbers in brackets is p-value of each brands.

From Table1: The study hypotheses tested by multiple regression model and the result show that the coefficient of determination of L'Oréal Paris is 41%, Dove is 46%, and Sunsilk is 40%, for explanation of the brand awareness in the tested of hair care brands.

Hypotheses: Social media marketing activities have positive effect on brand awareness for hair care brand.

The first one is entertainment, for this study that that related the satisfaction of followers after watching the brands post. And the result of tested the hypothesis, entertainment has positive effect on brand awareness of L'Oreal Paris have significant at the 1 percent significance level. Similar to Godey et al. (2016) that study the effects of social media marketing activities on brand equity in term of luxury brands and Seo and Park (2018) study in term of airline industry, found that entertainment has positive effect on brand awareness. The second one is interaction, for this study that is related with the communication of brand and followers, by they share the opinion via the public post from social media of brands. So, the result of this hypothesis is Interaction have positive effect on brand awareness of Sunsilk significant at the 1 percent significance level. Similar to Godey et al. (2016) found the same result by they study in luxury brand. The third one is trendiness, for this study that social media of hair care brands provide the latest or current information for followers. The result of this hypothesis is trendiness have positive effect on brand awareness of Sunsilk and Dove are significant at the 1 percent significance level. From the result found that similar with the research of Seo and Park (2018) that study the effects of social media marketing activities on brand equity in term of airline industry, they found that trendiness has positive effect on brand awareness and trendiness was highest relative importance of airline social media marketing activities components. The fourth one is customization that refers to the hair care brands social media provide the information of brands to individual followers via inbox message. For this hypothesis the result insignificant. Seo and Park (2018) that study the effects of social media marketing activities on brand equity in term of airline industry give the reason for this situation that because customers give important in other elements in social media marketing activities. For this research that mean the sample pay attention more in entertainment, interaction, trendiness, and word of mouth. The finally one is word of mouth, for this research that related with the followers of hair care brands have share post that they saw from social media of hair care brands. The result of this hypothesis is word of mouth has positive effect on brand awareness of L'Oreal Paris and Dove are significant at the 5 percent significance level. Similar to Godey et al. (2016) that study in term of luxury brand, them found that Word of mouth have positive effect on brand awareness.

6. Conclusion

This study investigated the effects of hair care brands social media marketing activities on brand awareness by classified social media marketing activities to five. It was found that entertainment had positive effects on brand awareness of L'Oréal Paris, interaction had positive effects on brand awareness of Sunsilk, trendiness had positive effects on brand awareness of Dove and Sunsilk, word of mouth had positive effects on brand awareness of L'Oréal Paris and Dove. For customization that not significant for hair care brands that mean customers do not give importance to this part. The implication of this study are relevant to the business of hair care brands. The companies can use the results from this study to pinpoint consumer's interested. Then, advertisements and social media activities can be developed according to the consumers' needed. . Since social media marketing activities is a tool to create a positive impact on brand awareness that helps create brand value, companies should encourage customers to use more social media by providing more interested social media activities. This study focus on study on the hair care brand; therefore, the results are likely to

be useful for hair sector They may not be directly applicable to other industries. So, for next research should explore others industries that different from this research.

References

- Aaker, D.A. (1991). Managing brand equity: Capitalizing on the value of a brand name. *Journal of Business Research*, 29(3), 247-248.
- Aaker, D. A. (1992). The Value of Brand Equity. *Journal of Business Strategy*, 13(4), 27 – 32.
- Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017). Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*, 34(7), 1177-1190.
- Ambler, T. (1997). Do Brands Benefit Consumers. *International journal of advertising*, 16(3), 167-198.
- Bougenvile, A., & Ruswanti, E. (2017). Brand Equity on Purchase Intention Consumers' Willingness to Pay Premium Price Juice. *Journal of Economics and Finance*, 8(1), 12-18.
- Chainiran, P. (2011). Create a fourth Brand Equity with Social Media. Retrieved August 22, 2018, from <https://www.marketingoops.com/campaigns/social-media-marketing-digital/brand-equity/>
- Chen, C.-F., & Chang, Y.-Y. (2008). Airline brand equity, brand preference, and purchase intentions. *Journal of Air Transport Management*, 14(1), 40-42.
- Chen, S. C., & Lin, C. P. (2019). Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction. *Technological Forecasting and Social Change*, 140(1), 22-32.
- Chuaychunoo, P. (2016). Factors affecting consumer buying decisions about goods on social media. Independent study submitted in partial fulfilment of the requirement for the degree of Master of Business Administration, Thammasat University. Retrieved November 13, 2018, from <http://journal.human.cmu.ac.th/files/form2.pdf>
- Correa, T., Hinsley, A.W., & Zuniga H.G. (2010). Who interacts on the web? The intersection of users' personality and social media use. *Computers in Human Behavior*, 26 (2), 247-253
- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: influence on brand equity and consumer behavior. *Journal of Business Research*, 69 (12), 5833-5841.
- Gordhamer, S. (2009). 4 Ways Social Media is Changing Business. Retrieved August 22, 2018, from <https://mashable.com/2009/09/22/social-media-business/#lRnOjCLiogqx>
- Jolly, W. (2018). The 6 Most Effective Types of Social Media Advertising in 2018. Retrieved August 24, 2018, from <https://www.bigcommerce.com/blog/social-media-advertising>
- Kang, M. J. (2005). A Study on the Effect of Features of Brand Community Using One-person Media on Consumers. Master's dissertation, Seoul National University.

- Kapferer, J.N. (2012). *New strategic Brand Management. Advanced insights and strategic thinking.* (5th ed.) Kogan Page Ltd.
- Keller, K.L. (1993). Conceptualizing, measuring, managing customer-based brand equity. *J. Mark.*, 57 (1), 1-22.
- Keller, K.L. (2003). *Strategic Brand Management. Building, Measuring and Managing Brand Equity.*^o (2nd ed.) Pearson Education Inc, NJ.
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65 (10), 1480-1486.
- Lassar, W. Mittal, B., & Sharma, A. (1995). Measuring customer-based brand equity. *Journal of Consumer Marketing*, 12 (4), 11-19.
- Malic, F. (2018). How Good Is My Predictive Model — Regression Analysis. Retrieved March 2, 2019, from <https://medium.com/fintechexplained/part-3-regression-analysis-bcfe15a12866?fbclid=IwAR36aIc8qLX3pwfUONORJfinyxpPMfOD5EN05QbZveVcaFNiOdvoL3rAC2I>
- Mangold, W.G., & Faulds D.J. (2009). Social media: the new hybrid element of the promotion mix. *Business Horizons*, 52 (4), 357-365.
- Martin, K., & Todorov, I. (2010). How will digital platforms be harnessed in 2010, and how will they change the way people interact with brands. *J Interact Advert*, 10 (2), 61-66.
- Mers, J. (2014). The top 10 benefits of social media marketing. Retrieved December 17, 2018, from <https://www.forbes.com/sites/jaysondemers/2014/08/11/the-top-10-benefits-of-social-media-marketing/#4af27c7d1f80>
- Moisescu, O. I. (2005). The concept of brand equity - A comparative approach. Retrieved August 14, 2018, from <https://mpira.uni-muenchen.de/32013>.
- Muntinga, D.G., Moorman, M., & Smit, E.G. (2011). COBRAs: Exploring motivations for brand-related social media use. *International Journal of Advertising*, 30 (1), 13-46
- Nguansuk, S. L. (2018). Thailand makes top 10 in social media use. Retrieved from September 22, 2018, <https://www.bangkokpost.com/business/news/1420086/thailand-makes-top-10-in-social-media-use>.
- Persistencemarketresearch. (2014). *Hair Care Market - Industry Overview and Global Analysis.* Retrieved August 22, 2018, from <https://www.persistencemarketresearch.com/article/hair-care-market.asp>.
- Rossiter, J. R., & Percy, L. (1987). *Advertising and Promotion Management.* New York, NY: McGraw-Hill Book Company.
- Sano, K. (2015). An empirical study the effect of social media marketing activities upon customer satisfaction, positive word-of-mouth and commitment in indemnity insurance service. *Proceedings International Marketing Trends Conference.*

Sashi, C.M. (2012). Customer engagement, buyer-seller relationships, and social media, Management Decision. Emerald Group Publishing Limited, 50(2), 253-272.

Seo, E. J., & Park, J. W. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. Journal of Air Transport Management, 66(1), 36-41

Sincharu, T. (2010). Research and statistical analysis with SPSS. Bangkok: Business R & D, 11(1).

Spillecke, D., & Perrey, J. (2012). Retail Marketing and Branding: A Definitive Guide to Maximizing ROI. (2nd ed.) John Wiley & Sons Ltd.

Standberry, S. (2018). Digital Marketing vs Traditional Marketing: Which Produces Better ROI. Retrieved August 22, 2018, from <https://www.lyfemarketing.com/blog/digital-marketing-vs-traditional-marketing>.

Trackmaven. (2014). Brand Equity. Retrieved August 22, 2018, from <https://trackmaven.com/marketing-dictionary/brand-equity-2>.

Vollmer, C., & Precourt, G. (2008). Always on: Advertising Marketing and Media in an Era of Consumer Control. New York, McGraw-Hill.

Yoo, B., & Donthu, N. (2001). Developing and validating a multidimensional customer-based equity scale. Journal of Business Research, 52 (1), 1-14.