

**THE EFFECTS OF SOCIAL MEDIA MARKETING EFFORTS IN H&M
BRAND ON BRAND EQUITY AND CONSUMER RESPONSE**

THESIS

Presented as Partial Fulfilment of the Requirements of the
Degree of Sarjana Manajemen (S1) in International Business
Management Program Faculty of Business and Economics
Universitas Atma Jaya Yogyakarta



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**FACULTY OF BUSINESS AND ECONOMICS
UNIVERSITAS ATMA JAYA YOGYAKARTA**

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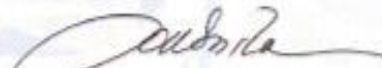
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AUTHENTICITY ACKNOWLEDGEMENT

I, Vivienne Thearesya Meidyani hereby declare that the work contained in this thesis, "The Effects of Social Media Marketing Efforts in H&M Brand on Brand Equity and Consumer Response" is exclusively my own, unless otherwise specified. The sources employed in this thesis have been properly cited and referenced. I have not employed any unauthorized resources or assistance in the completion of this assignment.

In addition, I attest that this thesis has not been submitted for any other degree or qualification at Atma Jaya Yogyakarta University or any other institution.

Yogyakarta, 28th May 2024

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Vivienne Thearesya Meidyani

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I realize that this thesis is still way too far from perfect. Therefore, I would like to apologize for all the shortcomings and wrongdoings in this thesis, and hopefully this thesis will be useful for those who read it in the future

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ABSTRACT

THE EFFECTS OF SOCIAL MEDIA MARKETING EFFORTS IN H&M BRAND ON BRAND EQUITY AND CONSUMER RESPONSE

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This study examines the impact of social media marketing on the value of the H&M brand and how consumers react to it. The research employs a quantitative methodology to examine the influence of different elements of social media marketing, such as engagement, content relevance, and interactive communication, on H&M's brand equity. Brand equity covers consumer views, loyalty, and awareness. The investigation moreover investigates the impact of these heightened perceptions on consumer actions, encompassing their inclination to pay higher costs, general contentment, and brand favoritism.

Information was gathered from 178 individuals that engage with H&M's social media channels. The investigation demonstrated that H&M's social media marketing endeavors play a substantial role in enhancing its brand equity through the promotion of heightened brand recognition, perceived excellence, and customer confidence. Moreover, the results suggest a significant and positive relationship between increasing brand value and enhanced consumer reactions, demonstrated by higher levels of customer contentment, heightened loyalty, and a greater inclination to endorse the brand to others.

This research offers useful information for marketers aiming to utilize social media to establish robust, competitive brands and stimulate favorable consumer behaviors. This study emphasizes the significance of producing captivating, pertinent, and top-notch content that connects with consumers and motivates them to actively engage and share.

This research enhances the overall discussion on digital marketing and brand management by examining the relationship between social media marketing efforts, brand equity, and consumer response. It provides practical suggestions for firms that want to succeed in the digital era.

Keywords: Social Media Marketing Efforts, Brand Equity, Consumer Response, H&M Brand.