COMMUNICATION IN SOCIAL MEDIA FOR BRAND EQUITY BUILDING

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Abstract

Social media (SM) has changed the traditional communication between brands and consumers and enabled consumer to make positive as well as negative influence on brand equity (BE). Therefore, it is important for companies to know, how to manage communicate in social media seeking to build brand equity.

The first part of the article defines the conceptual essence of communication in social media for brand equity building: the communication between brand and consumer, the communication consumer–to–consumer and consumer's feedback to brand. The theoretical model of brand equity building by employing communication in SM has been proposed. The eight stages of the model were distinguished: environment and competitors analysis, brand equity research, preparation of communication, selection of proper channels, implementation of the process of communication, monitoring of actions, responding to negative comments, assessment and comparison of results by linking it to brand equity analysis. The qualitative (structural interview) and quantitative (content analysis and questionnaire interview) research methods were used to show the applicability of theoretical model of the brand equity building by employing communication in SM in practice.

This study proposes the approach of consumer involvement into brand equity building by invoking communication in SM which can provide the brands with more favourability.

The type of the article: *Empirical study.*
Keywords: *Brand equity, Communication, Social Media.*
JEL Classification: *31.*

1. Introduction

Recent studies in marketing focus on the potential of the brand, as one of the most important means for competitive advantage formation of a company, in increasing revenue and profits by employing social media for brand equity building. Virtual environment requires operational integrity from branding and greater responsibility in the process of communication with consumers, because they (consumers) gain more power to influence the expression of brand, to contribute to its building, dissemination, promotion and representation.

According to Bruyn (2008), Hennig-Thurau, Gwinner, Walsh, & Gremler (2004), Kurucz (2008), Litvin, Goldsmith, & Pan (2005), Kozinets, Valck, Wojnicki, & Wilner (2010) word-of-mouth communication in SM platforms is powerful and cheap. Within a short period of time companies using such power of communication can attract a lot of consumers who being impressed by a viral message will join the process of dissemination of information or will be willing to advocate the brand or the company. However, companies should know how to manage the communication process online since BE can be affected by positive as well as negative information.

As the research object, the increase of brand equity by employing communication in social media is rather new. Thus, there is a lack of in-depth analysis of this field. Yet it remains unclear how to properly use SM that brand equity would increase, how to involve consumers into the process of brand equity building i.e. how to communicate in SM that greater brand equity would be achieved. Thus, there is a need for in-depth studies on the consumer involvement in brand equity building through social networks that have recently became popular and other channels.

The aim of the research is to design the structural model for brand equity building using

communication in SM and to test it empirically.

The conceptual essence of social media management in brand equity building

Social media can provide many advantages to brands: it allows to secure the reputation of a brand, increase sales, involve consumers in brand creation process, expand brand awareness, provide more positive associations and increase consumer loyalty to a brand (Ulusu, 2010; Schau, Muniz, & Arnould, 2009, Keler, 2009; Fournier & Avery, 2011; Muniz & Schau, 2011).

Scholars Mangold & Faulds (2009), Patterson (2011), Schau, Muniz, & Arnould, (2009), Woerndl, Papagiannidis, Bourlakis, & Li (2008), Adjei (2010) analysing communication of companies or brands with consumers in SM most often focus on three aspects of communication in SM: communication between brands or companies and consumers; consumer-to-consumer communication; communication between consumer and brand (feedback).

Communication between brand and consumer. In social media brand becomes dependent on the wish and will of a consumer. Consumers themselves decide how to interpret a brand, i.e. shared creativity between a brand and consumers. Companies seeking to expand brand awareness must learn to communicate in such a way when a message would spread among consumers like a virus. Word-of-mouth communication or viral marketing when used together with other marketing communications means can increase brand equity. Therefore companies have to prepare for the communication with consumers in SM.

Hollenhorst & Michael (2009), Woerndl, Papagiannidis, Bourlakis, & Li (2008) suggest to analyze environment (platforms, communication between consumers, evaluate resources used by other brands) and prepare a strategy (distinguish target groups, appropriate channels; to consider the basic idea in messages, the frequency and the content of the messages and consumer engagement in communication). Dörflinger (2011), Blanchard (2011), Murdough (2009), Hollenhorst, Michael (2009), propose for companies to view the communication of a brand in SM as a complex of actions (analysis, audience research, planning, preparation, implementation of communication, monitoring and evaluation), company (Eyrich, Padman, Sweetser, 2008; Blachard, 2010) encourage to integrate it into general strategy of a company. Once the brand profile on proper platforms is created and the "talking" has been started, it is important to realize that such communication may not always be successful, because communication in social media depends on consumers will and wish.

Consumer-to-consumer communication. Social media has empowered consumers possibilities to create content (Muniz & Schau, 2011, Kaplan & Haenliein, 2010), therefore consumers are no longer passive acceptors of press releases and information about products (Li & Bernhoff, 2008). It is perceived that consumers are providing rather reliable information to each other. This information can be positive, as well as negative.

Bambauer-Sachse & Mangold (2010) highlighted that dissatisfied people are much more motivated to share their negative experience than satisfied people are motivated to talk or write about their positive experience. In the case of low comprehensible agreement (when number of positive and negative comments is balanced) it is considered that consumers believe that authors of negative comments cannot use or evaluate the item (Bambauer-Sachse & Mangold, 2010). However, when facing a large number of negative comments, the consumers are likely to draw negative conclusions about the brand. Clues of negative context can decrease brand equity. According to Pullig, Netemeyer, & Biswas (2006), such consequences may be the reason for intensions to purchase lower brands. Even companies with brands of high value should not count only on the loyalty of consumers because BE may significantly decrease due to negative online comments.

Even though a companies cannot directly control the messages transmitted from consumer-to-consumer, it can influence consumer dialogues or discussions. Bronner & Hoog (2010), Bambauer-Sachse & Mangold (2010) recommend constant monitoring of word-of-mouth communication, which is performed simultaneously with the traditional marketing surveys; to follow the number of negative comments about a brand and divide them into categories according to their seriousness and credibility (validity of data); to monitor the ratio between positive and negative comments, by linking it with the number of views, on the most popular opinion platforms. On the basis of such

information marketing specialists can determine the relative probability that potential consumers will face a rather large number of negative, reliable comments about the brand. When this probability is quite high, companies should implement proper compensatory strategies, i.e. create the proper channels of communication so that the consumers would learn more about the brand and to try to change some of the negative associations.

Consumer-brand communication (consumer's feedback to brand). According to Fournier & Avery (2011), Patterson (2011), Beuker & Abbing (2010), Barwise & Meehan (2010) consumers influence brands not only by directly responding to a message, but also by communicating or interpreting it, forwarding the message to other consumers, who can directly respond to the sender, show no reaction or forward it to another consumer with their own interpretations. Consumer's response or reaction, attitude towards a brand can be determined in consumer surveys that allow identifying the main elements of brand equity: awareness, associations, loyalty. The act of purchasing may be consumer's response to a successful communication of a company in SM.

Communication in SM can influence brand equity. Brand equity is determined according to brand knowledge structure created in the minds of consumers. According to Keller (2009), brand equity knowledge is not the facts about a brand – these are all the thoughts, feelings, comprehension, image and experience that are linked with the brand in the minds of consumers. Brand awareness and brand image are the two crucial components of brand equity knowledge. The way brand knowledge structure changes can indicate the effectiveness of communication in SM. Communication in SM can affect brand resonance (or loyalty to the brand).

According to Keller (2009) the Internet enables to reach consumer groups that are hard to reach and because of this it makes the creation of brand awareness easier for those market segments that can be reached online. Communication in SM can also help to distinguish points of brand performance, imagery, points-of-parity and points-of-difference. SM can also help to reveal the personality of the brand through its tone (atmosphere, mood) and creative content.

Communication in SM is most useful when resonance is created as it guarantees the possibility of a daily or frequent encounter or feedback between consumers and the brand. Hendrikse (2009) believes that the strongest form of resonance is created inside of online environment when a consumer can get involved in a direct online dialogue with a brand through the means of SM. This way it is expected to create a strong supporter of the brand who will represent the brand in other websites of SM. Such interaction between a brand and a consumer can enhance consumer's attachment to the brand. Communication in SM can have the greatest effect on the resonance of a brand only when active involvement of consumers is achieved Keller (2009).

Companies employing SM in brand equity building should consider the communication strategy well and aim at controlling its implementation by constantly being in a relation (dialogue) with consumers.

Theoretical model of brand equity building by employing communication in social media

The theoretical model of brand equity building by employing communication in social media was developed referencing the theory presented in first part and the Aaker's (2008) model of brand equity dimensions, Skrob's (2005) many-to-many model of online communication, Zailskaitė-Jakšte's & Kuvykaite's (2012) model of communication in SM, Mangold & Faulds (2009) model of a new communication paradigm, Litvin's, Goldsmith's & Pan's (2007) conceptual model of word-of-mouth, Pickton & Broderick (2005) integrated marketing communications process model (Figure 1).

Brand preparation for communication in social media defined with first four stages of the model: environment and competitors' analysis, brand equity research, communication strategy, selection of appropriate channels. When messages are posted, the *communication between brand and consumers* (the stage – process of communication)*. The *communication consumers-to-consumers and consumer feedback to brand* is reflected through the stages "monitoring of actions", "responding to negative feedback", "assessment and comparison of results".
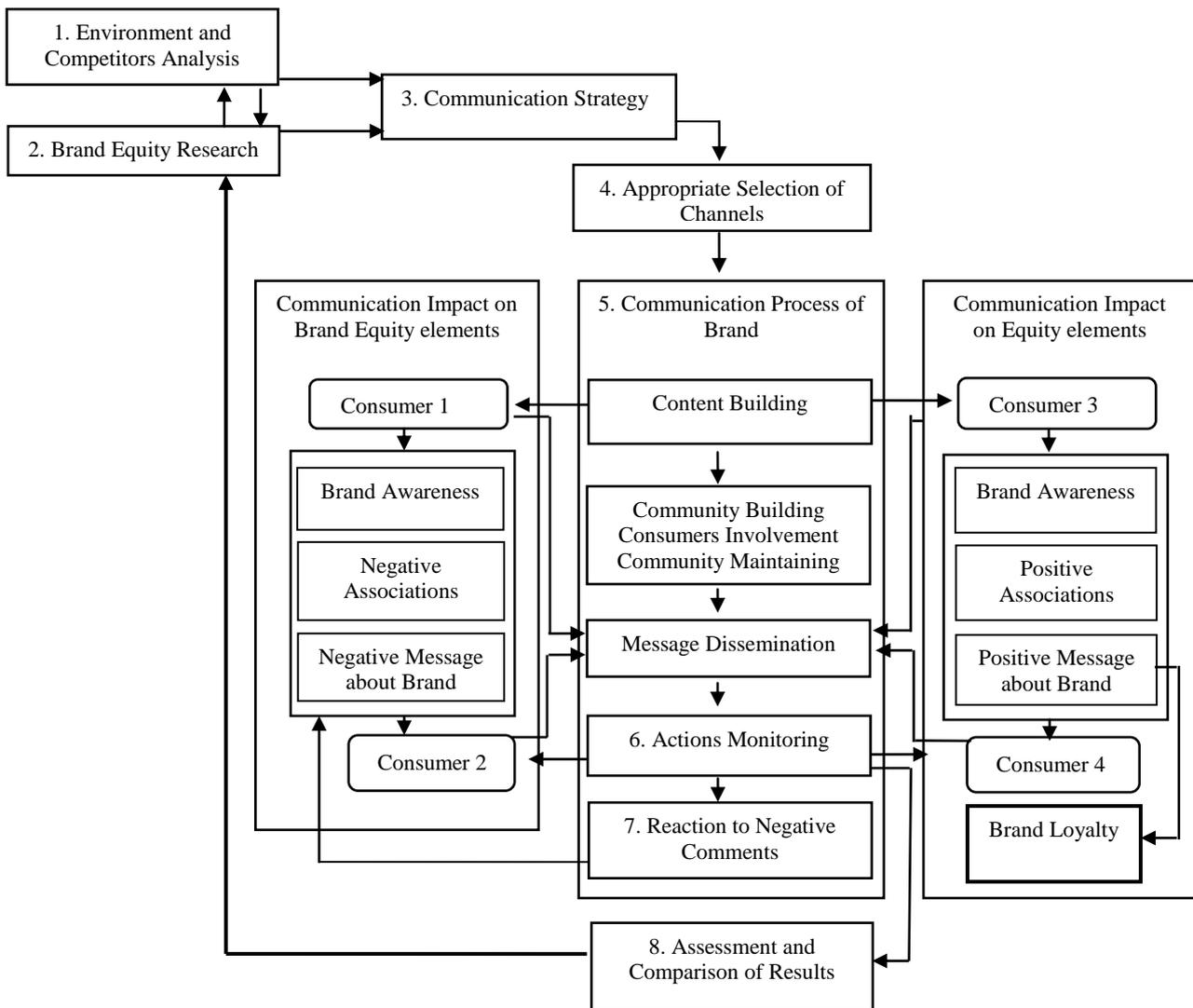
Figure 1. Theoretical model of brand equity building by using communication in SM

8 stages have been distinguished in the model of brand equity building through communication in SM:

  1. *Environmental and competitors analysis.* First of all companies (or brands) have to analyse how their competitors employ SM and which channels of SM they use for communication with consumers; to analyse successful and unsuccessful cases of communication; evaluate the popularity and appropriateness of certain channels in the specific country for communication of a specific brand (Hollenhorst & Michael, 2009; Dörflinger, 2011; Blanchard, 2011; Murdough, 2009).

  2. *Brand equity research before the beginning of communication in social media.* The research on brand equity (awareness, associations, consumer loyalty) before the beginning of communication in various online channels will help to evaluate the effect or the change that the communication in SM had on the brand equity more precisely (Aaker, 2008; Keller, 2009).

  3. *Communication Strategy.* When planning brand communication in SM it is necessary (Eyrich, Padman, Sweetser, 2008; Blachard, 2010):
     1) Identify goals of communication in SM;
     2) Determine target audiences;
     3) Develop communication strategy in SM and integrate it in the general strategy of a company;

4) Clarify intent – why SM should be plugged in communication;

5) To present directions – how communication can be implemented in SM.

4. *Proper selection of channels.* This step is meant to sort out the most popular channels and channels that would serve the best for communication of a specific brand i.e. which channels will reach the target audiences most successfully.

5. *Process of communication* includes content building, presentation of messages, community building (attraction and maintaining of consumers) and participation. In order to make the communication spread like a virus by the way of word-of-mouth it is important to attract users of the Internet with interesting, attractive and easy content, sincere tone, frequent but unobtrusive messages (Dobele, Lindgreen, Beverland, Vanhamme, & Wijk, 2007; Pendleton, Lundstrom, & Dixit, 2010; Ronnestam, 2009, Bambauer-Sachse and Mangold (2010), Smith and Vogt (1995), Bronner & Hoog (2010). Thus, content building correlates with the building of a community.

At this stage the ability of the brand to communicate properly is important. The possibility that a consumer will forward a positive message about a brand to another consumer is greater when a consumer recognizes the brand i. e. it is known and is linked with positive associations. This will build the stronger BE. A consumer is likely to send negative message about a brand when the brand is known, but is linked with negative associations (Patterson, 2011). It can negatively influence brand equity.

6. *Monitoring of actions.* At this stage companies should monitor conversations among community members: count the number of likes, positive and negative messages, comments, retweets, impact, moods and etc (Bronner & Hoog, 2010; Bambauer-Sachse & Mangold, 2010). The following Internet tools can help to analyze messages: Google News Search, Google Blogs Search, Board Reader, Twitter Search, Social Mention, Addict-o-matic, Socialbakers.com and etc. In order to get the best results data from different sources should be compared.

7. *Reaction to negative comments.* At this stage it is important to react to negative comments about a brand in real time, to try to mitigate the situation so that the negative information would not cause a lot of damage. Consumers could be lost due to disseminated negative information and it can be much harder to attract new ones. If the amount of negative information is huge, compensatory strategies should be implemented (Bronner & Hoog, 2010; Bambauer-Sachse & Mangold, 2010).

8. *Assessment and comparison of results.* This step reveals the success, which can be expressed by higher sales or increase in brand equity, of the brand in SM. The success of communication in SM can be evaluated financially and from a non-financial approach. According to Blanchard (2009), financial implications are measured calculating ROI (return on investment). When non-financial implications are measured the scholar recommends measuring (counting): a number of fans, their positive and negative comments, statements, the number of subscribers, a number of video views. In order to achieve objective results it is purposeful to use different metrics. Brand awareness, loyalty, associations can be evaluated by employing instruments of market research and comparing the impact of communication in SM. This comparison will help to evaluate the change of brand equity, affected by SM.

2. Method

The *purpose* of empirical research is to illustrate the potential of communication in social media for brand equity building by the example of Coffee Inn brand. The possibilities for application of the theoretical model of brand equity building by employing communication in SM in practice were tested using qualitative (structural interview) and quantitative (content analysis and questionnaire interview) research methods.

It was choose brand of a takeaway coffee, which operates in Lithuania and successfully uses communication in SM. Coffe Inn took its first steps in SM in 2007 with the creation of a blog which served as the website of Coffee Inn.

The *following questions* were raised in an empirical study:

- *RQ1*. How does Coffee Inn plan, implement and control brand communication in SM in practice?
- *RQ2*. How does Coffee Inn brand involve consumers in communication in SM?
- *RQ3*. What is brand equity of Coffee Inn?
- *RQ4*. How are brand equity of Coffee Inn and the results of brand communication in SM linked?

The empirical study was divided into three stages in order to answer the questions raised.

First, an *interview* with the managing director of Coffee Inn responsible for communication and marketing was conducted in order to find out how Coffee Inn plans, implements and controls brand communication in SM in practice. Second, the *content analysis of social media* was carried out in order to find out how Coffee Inn brand involves consumers in SM. The following monitoring (coding) indicators were selected: positive and negative consumer feedback (comments), number of comments and number of "like" clicks. Third, *survey of consumers* is done in order to determine Coffee Inn brand equity. Five-score *Likert* scale was used to form the questionnaire questions on brand associations and consumer loyalty. The questionnaire was posted at website http://www.publika.lt/. The link to the questionnaire was posted in different forums and sent to the fans of takeaway coffee in social network Facebook. As the exact number of takeaway coffee consumers is unknown, non-random sampling was chosen for the questionnaire. The questionnaire was filled in by 310 respondents, 19 questionnaires were damaged. The survey was conducted from 14 of April till 3rd of May in 2011.

Statistical data were analyzed by using SPSS 15.0 for windows software, program of statistical analysis and data processing. Data entry errors were checked by applying frequency data tables, the minimum and maximum values and average rates. Score z of standard normal distribution z was used in graphic interpretation.

3. Results

Communication of Coffee Inn brand planning, implementation and monitoring in social media. The results of the interview with the managing director of Coffee Inn showed that communication of Coffee Inn brand in SM is implemented in the following consistency.

1. *Environment and competitors analysis.* Exploratory research of Coffee Inn brand showed that Coffee Inn specialists are interested in means of SM used by consumers, partners and competitors. Specialists of the company follow the world tendencies of SM, try to apply them in Lithuania and discuss them with partners in order to present their brand in a more successful way: "Coffee Inn offers more than just coffee, it is also interested in the interests of customers, it always strives to be innovative, find out about the new technologies and apply them in the communication of the cafe."

The analysis of competitors and environment by Coffee Inn is performed always, striving to understand virtual environment and the possibilities to use it. The analysis helps to select the most popular channels for the communication with consumers, therefore in the model should be paid more attention to mentioned aspect.

2. *Research on brand equity before the beginning of communication in social media.* So far the research on Coffee Inn brand equity before the beginning of communication in SM has not been conducted.

3. *Preparation of communication strategy.* Coffee Inn has the following goals of communication in SM: "ensuring a strong emotional connection with customers", "creation of added value of Coffee Inn and extension of values declared by the company - honesty, simplicity and sincerity". The aim is to match Coffee Inn brand communication strategy in SM with the general company strategy. The large number of fans (at the time period analysed there were over 39

thousand fans in social network Facebook) indicates that the strategy was chosen successfully, the presentation of communicative messages is proper, i.e. correspondence to expectations of the audience.

4. *Selection of proper channels.* Coffee Inn uses six means of SM for communication means**:** social networks Facebook, Foursquare, microblog Twitter, photo sharing website Flickr, video-sharing site Youtube and blog http://coffee-inn.lt/blog/. Coffee Inn starts to use these channels step by step. Coffee Inn plans to start using several new and popular means of SM soon.

5. *Process of communication.* Coffee Inn brand is attractive to fans in SM thanks to its activeness and the aim to be on the same level with its consumers: „People are attracted to the style and tone of the messages – Coffee Inn tries not to importunate and not to be a one more brand that panders the whims of consumers".

Coffee Inn specialists often communicate and analyze actions of consumers in real time. Coffee Inn aims to attract fans and advertises information about upcoming events, which are often supported by the brand, about coffee, shares good mood and news, sometimes organizes polls.

Consumers reveal their attitude towards the brand by forwarding their messages to other consumers or directly responding to the brand. A large number of fans (over 39 thousand fans in social network Facebook during the analyzed period) indicate successful strategy selection, appropriate submission of communication messages that match the expectations of audiences: "The number of fans has reached the "ceiling" since Coffee Inn operates in a narrow segment. One hundred real fans is better than one thousand fans attracted with promotions and short-term offers. The existing number of fans means an excellent large audience which can be talked to and with which a mutual connection can be established by using SM as the alternative to mass media."

6. *Monitoring of actions.* Coffee Inn uses different means to monitor communication in SM: Google Alerts, Social Media Alerts, actively follows social network Facebook and microblog Twitter. According to the director, "such actions can be implemented only by sincerely devoting a lot of time to it". One employee is responsible for communication of Coffee Inn brand in SM and on average spends two hours per day doing it.

7. *Responding to negative comments.* According to the director, responding to negative opinions "does not cost much and is effective only when every negative opinion is answered, although monitoring of comments requires a lot of time and energy". Problems are solved in a simple and sincere manner and as a result it is soon extinguished or changed in such a way that it attracts the consumers to the brand's side. Communication on Facebook, Twitter and other means of SM changes Coffee Inn relations with consumers, emotional relation becomes deeper: Coffee Inn gets closer to consumers and all this suggests that in SM means are "real" employees that are seeking to be friendly.

8. *Comparison of results.* Conversations among Coffee Inn brand community members are monitored by counting "like" clicks, messages, comments, retweets, reviews and etc. Facebook Insights is used by Coffee Inn brand to measure non-financial efficiency in SM.

Coffee Inn consumers involvement in communication in social media. Content analysis showed the activeness of Coffee Inn brand in SM and the feedback it receives from consumers (see Appendix 1).

In March, 2011, posts of Coffee Inn brand received 3220 "likes", 3110 of them were in social network Facebook. 340 comments were received.

Coffee Inn brand equity. Questionnaire results showed that there is a strong positive feedback of consumers to Coffee Inn brand. The awareness of Coffee Inn brand is high: 94 per cent of respondents recognized the brand, 77 per cent of respondents remembered it by spontaneously mentioning Coffee Inn among takeaway coffee brands, it was at the top of mind of 49 per cent of respondents. Consumer survey results show that the strongest associations linked to Coffee Inn brand are the following: "you can stay outdoors with Coffee Inn brand" (the average score is 4.5), "Service providers of Coffee Inn brand are polite and obliging" (4.3), "Coffee Inn brand is successful" (4.3), "Coffee Inn brand service is effective when it comes to speed and reaction" (4.2), "Coffee Inn brand is stylish" (4.1), "Coffee Inn brand is modern" (4 scores). Evaluation of these

associations is statistically significant deviant from the average evaluation of associations (see Appendix 2).

All strongest associations linked to Coffee Inn brand are positive. Thus, the brand properly forms its image through communication in the minds of consumers.

However, respondents are not loyal enough to Coffee Inn brand. Research results show that not even a single evaluation of 14 statements reflecting loyalty, which have been included in the questionnaire, reveals very strong loyalty to Coffee Inn brand. 8 statements express strong loyalty to Coffee Inn brand: "I would recommend Coffee Inn brand to others" (the average evaluation 3.9 scores), "I really like Coffee Inn brand" (3.9), "I would really feel a lack if Coffee Inn brand withdrew from the market" (3.6), "I consider myself loyal to Coffee Inn brand" (3.3), "I visit Coffee Inn cafes and buy within the limits of my financial resources" (3.2), "I am always interested in learning more about Coffee Inn brand" (3.2), "I like to visit Coffee Inn brand website in social network Facebook" (3.1) and "Coffee Inn brand means more to me than just a product" (3). However, only evaluations of two statements about the loyalty to Coffee Inn brand are statistically significant positive ("I really like Coffee Inn brand" and "I would recommend Coffee Inn brand to others") (see Appendix 3).

All this suggests that according to the dimension of loyalty, the respondents are more loyal than disloyal to Coffee Inn brand. However, the respondents do not feel a strong sense of community for this brand (Coffee Inn consumer community is weak as of now). The involvement of Coffee Inn consumers into activities of the brand is average. This only confirms the fact that other factors (product characteristics, additional services, personnel and etc.), not just communication, determines the loyalty to the brand.

Correlation between Coffee Inn brand equity and results of communication in social media. The research revealed that when communication in social media is properly managed brand awareness is built and favourable brand image is formed. However, it is important to remember that communication in SM can have the biggest positive impact on brand equity only when the degree of consumer involvement in communication in SM is high. We believe, that the proposed model of brand equity building by employing SM will guarantee a higher consumer involvement in communication of Coffee Inn brand in SM. When communication of Coffee Inn brand is implemented in SM, it is recommended to conduct brand equity research before beginning to communicate in SM and to link the results of communication in SM to changes in brand equity.

Analysis of consumer-to-consumer communication in SM could better clarify the appropriateness of presented messages for the brand equity building, i.e. to test the impact of messages on consumers when they are communicating as peer-to-peer, the arising interpretations related to messages whether the content of a message encourage its dissemination.

Research conditions. The following conditions were taken into account in order to obtain objective results:

1) Empirical survey of brand equity building by employing communication in SM is done by a single sample of Coffee Inn brand;
2) Brand equity also depends on other marketing communications of a brand, but the impact of other marketing communications on Coffee Inn brand equity was not evaluated;
3) Before the beginning of communication in SM the brand equity of Coffee Inn is unknown, so, it is difficult to identify the change in Coffee Inn brand equity after the implementation of campaign in SM;
4) As the geographical business area of Coffee Inn brand is limited to the Lithuanian and Latvian market, only Lithuanian consumers have been included in the research.

4. Discussion

The research reveals how to build brand equity by using the communication in social media.

The studies of conceptual essence of social media in brand equity building showed that SM changes the communication of the brand. Three aspects of communication between brand and

consumers in SM can be distinguished: communication between brands and consumers; consumer-to-consumer communication; communication between consumers and brand (feedback). Consumers position in virtual environment changes because consumers gain more power to influence brand expression, contribute to its building, dissemination, promotion and representation. Therefore SM requires integrity of actions from branding and greater responsibility in the process of communication with consumers.

The change in brand knowledge structure can also indicate the effectiveness of communication in SM. Communication in SM can build brand equity. Brand awareness and brand image are two particularly important elements of brand knowledge. One of the advantages of communication in SM is the ability to reach consumers because they are searching for information and in this way expand brand awareness, help to create favourable associations and prompt the decision to buy as well as cause long-lasting feelings to the brand.

Companies employing social media in brand equity building have to consider communication strategy well and by constantly being in a relation (dialogue) with consumers, to try to monitor its implementation. For managing of brand communication in SM the model of brand equity building by employing social media was suggested. The empirical research of Coffee Inn takeaway coffee brand was used to show the applicability of theoretical model of brand equity building by employing communication in SM in practice.

The research revealed that when communication in SM is properly managed, brand awareness is built and favourable brand image is formed. However, it is important to remember that communication in SM can have the biggest positive impact on brand equity only when the degree of consumer involvement in communication in SM is high. We believe that the proposed model of brand equity building by employing SM will guarantee a higher consumer involvement in communication of Coffee Inn brand in SM. When communication of Coffee Inn brand is implemented in SM, it is recommended to conduct brand equity research before beginning to communicate in SM and to link the results of communication in SM to changes in brand equity.

In order to achieve more detailed empirical research results, a research on Coffee Inn brand equity before employing SM should be conducted as well as to evaluate the impact of other IMCs on brand equity.

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Appendix 1. Content analysis results of Coffee Inn communication in means of social media

No.	Observation (coding) units	Social media means					Total:
		Channel in social network Facebook	Blog	Microblog Twitter	Channel in video sharing site YouTube	Channel in social Network Foursquare operating under the principle of location	
1.	Number of Coffee Inn posts	62	5	76	1	1	145
2.	Number of Coffee Inn comments (under fan posts)	109	1	-*	0	-*	110
3.	Topics posted by Coffee Inn in this						
	a) Coffee	30	3	24	0	1	58
	b) Food	6	1	4	0	0	11
	c) Events	35	1	30	0	0	66
	d) Contests (poll of coffee, "Login" discount code)	7	2	2	0	1	12
	e) Good mood	7	2	3	1	0	13
	f) Other (cafe equipment, photoshoot, posters, lost purse, gift to baristas, birthday, fan support)	9	3	14	1	0	27
	g) Dialogue with followers (Twitter)	0	0	23	0	0	23
4.	Number of "likes" under Coffee Inn posts	3110	84	-*	24	2	3220
5.	Number of comments under Coffee Inn posts	336	2	-*	2	-*	340
6.	Number of fan (followers) posts in social media means of "Coffee Inn"	86	-*	5	-*	1	92
7.	Number of positive comments about Coffee Inn	73	0	-*	1	0	74
8.	Number of negative comments about Coffee Inn	14	1	-*	0	1	16

* such action in this mean of social media is not possible

Source: constructed by the authors.

Appendix 2. Graphic representation of associations linked to Coffee Inn brand on z score scale
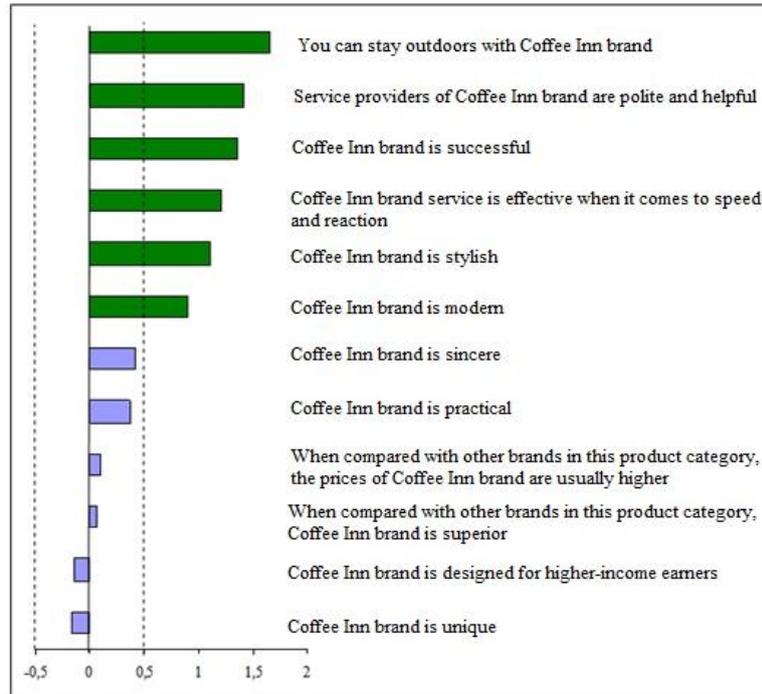
Appendix 3. Graphical representation of loyalty to Coffee Inn brand on z score scale