The Effect of Social Media Marketing Activities on the Brand Equity
An Applied Study of Royal Jordanian Airline

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Abstract

The purpose of this study is to identify the characteristics of airline Social Media Marketing Activities (SMMAs) and to investigate their effects on brand equity. the study is a descriptive deductive study which has employed quantitative analysis to achieve its goals., analytical methodology approach was followed in this research. For data collection; a questionnaire was developed and administrated for collecting data from the research sample. The study population was composed of all social media users who visit the social media platforms of the Royal Jordanian. A total of (378) online questionnaires were distributed applying a simple random sampling method, (242) were returned and (207) were accepted. The multiple regression results designate a strong and positive relationship between SMMA including the dimensions of (information seeking, entertainment, interaction, customization, convince and trust) and the brand equity as the R value is (0.628) and positive one. The R^2 value is (0.413) which entitles the dimensions of the SMMA can justify 41.3% of the brand equity and means a strong model fit.

The information seeking is not significant and doesn't have an impact on brand equity, while (entertainment, interaction, customization, convenience, and Trust) have a statistically significant effect on Brand equity. Depending on the research results, the researcher concluded several recommendations, the most important social media team in Royal Jordanian are highly advised to implement social media platforms to manage the marketing campaigns considering the interactive and convince as these items have the highest levels of importance to the users.

Key words: Royal Jordanian Airlines, Social Media, Information Seeking, Entertainment, Interaction, Customization, Convenience, and Trust.