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THE IMPACT OF SOCIAL MEDIA BASED BRAND COMMUNITIES ON BRAND TRUST IN TOURISM INDUSTRY

Building and maintaining brand trust has long been a major concern for marketers. One of the latest marketing concepts is social media based marketing. This paper aims to determine the impact of social media based brand community on brand trust in tourism industry. For this purpose, we investigated Setareh Almas Hali Tour and Travel Agency as our case study. This is an applied research using descriptive-correlational survey method and structural equation modeling. The required data was collected using questionnaire. The statistical population consisted of Instagram users of Setareh Almas Hali Tour and Travel Agency. After collecting questionnaires, we analyzed the data using LISREL.

Keywords: social media based brand community, shared consciousness, shared rituals and traditions, moral responsibility to society, brand trust.

Introduction. With the growth of technology, there is an increasing tendency among firms to utilize social media. Considering the huge popularity of social media, marketers are seeking to take advantage of this efficient tool in pursuit of their business goals [1]. With the widespread use of social media, a group of marketers decided to make a linkage between social media and brand communities. This combination gave rise to the concept of social media based brand community [2]. Some researchers believe that social media provide brands with an exceptional opportunity to enhance their relations with customers. There is a consensus among researchers that brand trust is one of the main outcomes of brand community and communication between customers [1].

Among modern technologies, social media take the greatest cultural impact. They have significant role in the development of habits, change of beliefs and behaviors, evolution of global culture, and enhancement of the relations between societies and nations. Internet, as one of the greatest achievements in the age of communications, allows for a rapid global communication and media convergence [3]. Thanks to this technology, many activities are today performed in a different manner. The recent marketing methods are an example of this transformation [1]. One of the new phenomena in the field of marketing is social media based brand community. Considering the popularity of social media among people, businesses are seeking to utilize these media to achieve their marketing goals, including brand trust.

In order to take advantage of both brand communities and social media, many firms are utilizing social media to develop brand communities. While offline brand communities had been sufficiently studied, few researches have been done about online brand communities, particularly the new phenomenon of "social media based brand community". As brand communities are growing in popularity, both marketers and researchers must gain more insight

on this phenomenon. Nevertheless, there has been neither sufficient systematic research nor reliable field studies, especially in tourism industry.

The previous studies have mainly explored social media, their capabilities, and their role in the progress of business activities. Considering the considerable conflicts between these studies, a survey needs to be conducted to provide real evidences for the proposed theories. Furthermore, while many domestic firms have been active in social media, the impacts of these activities have not been sufficiently studied. Iranian firms have always faced an uncertainty to the advantages of social media. With the social media becoming ever-increasingly popular among people, the present study aims to investigate the implementation of business goals through social media, placing the focus on business aspect rather than entertainment. The results of this study may offer some recommendations for the better use of social networks, improvement of marketing activities, and development of brand trust in the industry.

With the rapid growth of social media and the motivation of brands to enter this domain, this **study aims** to investigate the impact of social media based brand community (e.g., online brand community) on the main community elements (sociological variables), the methods of communication between customer, firm and brand, and development of brand trust.

Theoretical foundations. *Brand community.* Relationship marketing, placing its main focus on the development and maintenance of long-term relation with customer rather than individual transactions, has been recognized as a competitive advantage among firms. As the maintenance of individual relations with customers is impracticable, brand communities were developed as a solution for serving the customers. Brand communities do a great job for brands. For instance, they support the sharing of information, immortalize brand history and culture, assist customer in line with brand goals, and greatly contribute to the development of customer trust and loyalty [1].

Social media is defined as a group of internet-based applications that are built on ideological and technological foundations of Web 2.0 and allow to create and exchange of user-generated content. As implied by this definition, content is not passively used by user but is actively produced and shared by them [2].

Social media based brand community is a combination of brand community and social media which develops a set of relations between brand fans [1].

Characteristics shared by communities. Muniz & O'Guinn [4] reviewed the sociological studies and provided some evidences on the advantages of brand community in face-to-face and computer environments. Using ethnographical method, they identified three main components shared by communities: shared consciousness, shared rituals and traditions, and moral responsibility or obligation to society. They emphasized that these three components underlie brand communities [6].

Shared consciousness. According to Gusfield [5], shared consciousness is an important component of community. He defines shared consciousness as a shared inherent relation felt by members and some kind of mentality which is far beyond the shared attitudes and beliefs and distinguishes the collective feeling of community members from the outsiders. Weber defines shared consciousness as the feeling of attachment shared by members. According to Muniz & O'Guinn [6], there is a strong feeling of attachment among community members even if they have not seen each other.

Shared rituals and traditions. According to Muniz & O'Guinn [4], the shared rituals and traditions are vital social processes which unify community members and bring individuals together. The shared rituals and traditions are the symbolic form of communication which is systematically repeated in the course of time due to the satisfaction felt by community members. Being deeply perceived by members and having a repeatable nature, the shared

rituals and traditions greatly contributes to the development, survival and identification of community.

Moral responsibility to society. This index represents the responsibility that community members feel towards the community and other members. Moral responsibility to society is an important index because it has two functions in the society. Firstly, it ensures the survival of society by clarifying the good and bad deeds, which leads to the unification of members. Secondly, it contributes to information dissemination by making the members to seek assistance in their behaviors and deeds.

Trust. In literature, trust marketing has been recognized as a prerequisite for relation with customer. Trust has been conceptualized as a key factor of success in relationship marketing efforts and considered as a determinant of the perceived service quality, loyalty, relation between sections, and the amount of cooperation. Brand trust in a long-term relation develops a mutual obligation between purchaser and seller [7]. According to the research on brand loyalty and trust, trust is the most important factor and takes priority over loyalty [8].

Research background. Considering the huge popularity of virtual communities among people and businesses, many firms are seeking to utilize virtual space in pursuit of their goals [9]. However, marketing and branding in social media have always been a matter of controversy [1]. According to the existing models, the increased customer loyalty and trust is the most important outcome of brand promotion in social media. So far, few systematic studies with reliable field results have been done. The past researches have mainly delineated social media, their capabilities, and their role in the progress of business activities. The following represents some examples of these researches.

Laroche et al. [1] conducted a study under title of "To be or not to be in social media" and investigated the impact of social media on brand loyalty. They discussed branding in social media and attempted to determine the impact of social media based communities on customer loyalty to brand. The results obtained from structural equation modeling indicated that collective brand communications in social media positively affected customer-product, customer-brand, customer-firm, and customer-customer relations. Each of these relations positively affected brand trust and the latter affected brand loyalty. They also reported that brand trust had an intermediary role between brand community and brand loyalty.

Laroche et al. [1] conducted another study under title of "Investigation of the impact of social media based brand communities on brand community markers, value creation activities, brand trust, and brand loyalty" and studied loyalty development in social media. They found that social media based brand community positively affected the characteristics shared by community (shared consciousness, shared rituals and traditions, and moral responsibility to society) and that these sociological variables in turn positively affected value creation activities. Such communities may increase loyalty through branding and emotion management. Moreover, their study established the intermediary role of trust in the conversion of value creation activities to brand loyalty.

Julian [10] conducted a research on the impact of social media on brand loyalty. With the ever-increasing use of social media in public relations and marketing, it is essential to utilize social media to effectively communicate with consumers. The interactive nature of social media (their capability to make dialogue between individuals, establish relation between sellers and customers, develop product-user content, and create value) has astonished experts to provide better services to customers and meet their needs. This study emphasized the positive role of social media tools, tactics and strategies in customer loyalty.

Erdogumos [11] explored the impact of social media based marketing on brand loyalty. He reported that building and maintaining loyalty is the main goal of marketing and marketers utilize a variety of tools to maintain customer loyalty. Given that social media based

marketing is one of the latest tools for doing so, he identified the impact of social media based marketing on brand loyalty. The statistical population consisted on all customers who followed at least one brand in social media in Turkey. He collected the data through a structured questionnaire with sample size of 338. The results indicated that 1) provision of advantage campaign, 2) provision of related content, 3) provision of shared content and 4) provision of applied practices and applications through social media positively affected brand loyalty. Social media users prefer to use the shared music, music-related content and other attractive content. Therefore, new marketing methods and tactics should be used to increase customer loyalty.

Shafiei Hosseinabadi [12] conducted a research under title of "the impact of social media based mass communication on brand trust and loyalty" and concluded that social media based brand communities were positively associated with the characteristics shared by communities (shared consciousness, shared rituals and traditions, and moral responsibility to society). He reported that such communities are able to enhance loyalty through brand activities, social networking, social interactions, and emotion management. His study also established the intermediary role of trust in the conversion of value creation activities to brand loyalty.

Rezaei [7] conducted a study under title "The impact of social media based brand community on trust and loyalty in cosmetics industry". He investigated 11 main hypotheses using questionnaire and analyzed the data using LISREL. The results indicated that social media based brand communities increased customer-product, customer-brand, customer-firm and customer-customer relations. Customer-brand and customer-customer relations positively affected brand trust. Brand trust in turn positively affected customer loyalty, the perceived quality, and brand association. The perceived quality positively affected loyalty and brand equity. He also concluded that brand loyalty was positively associated with brand equity and that brand association had a significant positive impact on brand equity.

Conceptual model of the research. Muniz & O'Guinn [6] reviewed the sociological studies and identified three main components shared by communities: shared consciousness, shared rituals and traditions, and moral responsibility or obligation to society. They emphasized that every brand community is founded on these three components [6]. On the other hand, McAlexander [11] and co-workers maintained that the most important thing shared by brand communities is "creation and exchange of meanings". They proposed the first model of brand community in the form of a customer-customer-brand triangle. Figure 1 illustrates customer centric model of brand community.
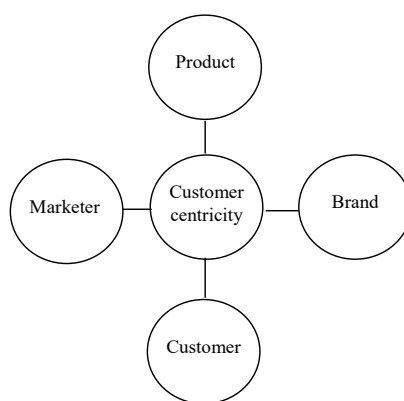

Figure 1 – **Customer centric model of brand community** [11]

They believed that social media allow people to interact. These interactions enable useful information to be mutually shared between members and marketers and enhance other components of customer centric model [11]. The most important advantage of brand community is customer loyalty which is known as "holy grail". Even the creator of customer-centric model conceives of the increased loyalty as the collective impact of the model on brand [12].

Considering the importance of Laroche's model in the field of social media based brand communities, we derived our conceptual model from two research works of Laroche and co-workers. The first part of the model was derived (investigation of the impact of social media based brand communities on sociological variables) was derived from Laroche, Habibi and Richard Marie Odile [13] who had established the positive relationship between brand community and these three variables by conducting a research with statistical population of "members of online brand communities". The second part (investigation of the impact of customer-centric model of McAlexander and co-workers) was derived from the same researchers who had confirmed the positive relationship between all components of the model through a study on Facebook, MySpace and Twitter users. Finally, we extracted the following conceptual model, Figure 2.
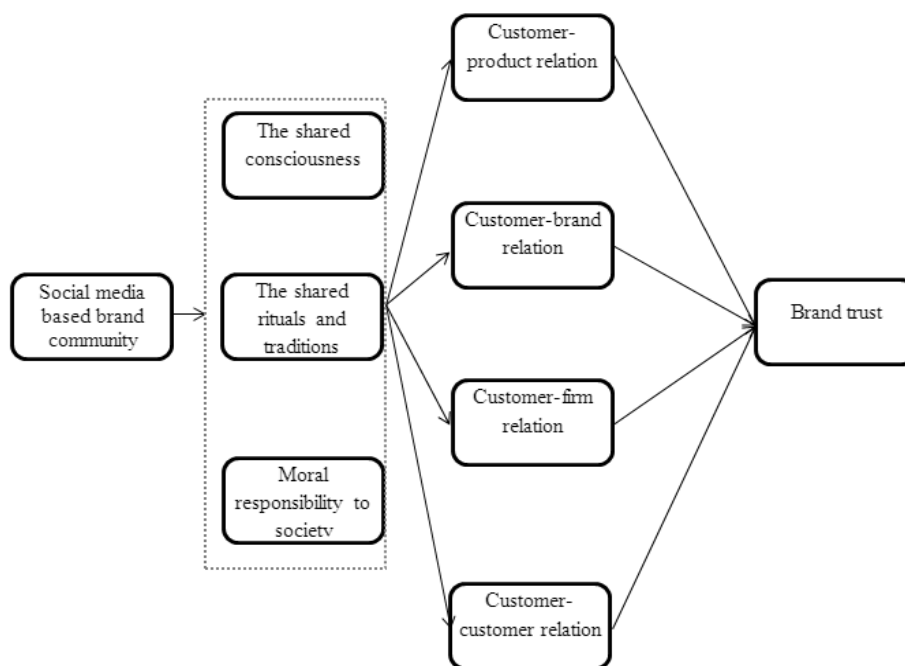

Figure 2 – **Conceptual model of the research**

Based on the conceptual model, we represent the hypotheses as follows:
Hypothesis 1: Social media based brand communities positively affect sociological variables.

1-1 Social media based brand communities positively affect the shared consciousness.

1-2 Social media based brand communities positively affect the shared rituals and traditions.

1-3 Social media based brand communities positively affect moral responsibility to society.

Hypothesis 2: Sociological variables positively affect the variables of customer-centric model.

2-1 The shared consciousness positively affects customer-product relation.

2-2 The shared consciousness positively affects customer-brand relation.

2-3 The shared consciousness positively affects customer-firm relation.

2-4 The shared consciousness positively affects customer-customer relation.

2-5 The shared rituals and traditions positively affect customer-product relation.

2-6 The shared rituals and traditions positively affect customer-brand relation.

2-7 The shared rituals and traditions positively affect customer-firm relation.

2-8 The shared rituals and traditions positively affect customer-customer relation.

2-9 Moral responsibility to society positively affects customer-product relation.

2-10 Moral responsibility to society positively affects customer-brand relation.

2-11 Moral responsibility to society positively affects customer-firm relation.

2-12 Moral responsibility to society positively affects customer-customer relation.

Hypothesis 3: The variables of customer-centric model positively affect brand trust.

3-1 Customer-product relation positively affects brand trust.

3-2 Customer-brand relation positively affects brand trust.

3-3 Customer-firm relation positively affects brand trust.

3-4 Customer-customer relation positively affects brand trust.

Research method. This is an applied research in terms of goal and a descriptive study in terms of data collection. We used survey method to describe research variables and to explore the relations between them. The statistical population consisted of social network users of Setareh Almas Hali Tour and Travel Agency who were brand community members. From among the statistical population consisting of 100,000 people, we selected 384 people using Morgan table. Since some of the questionnaires were likely to be not completed, we set total sample on 410. To perform the opinion poll, we placed the questionnaire in various social media within a specified time period and asked people to participate in the research if desired. As the research model was supposed to be examined in social media, we collected the data through an online opinion poll in social media. Data collection tool was a multiple-choice questionnaire which enabled to assess the research variables. In general, we collected the required data using library and questionnaire methods. The validity and reliability of the questionnaire were established by Cronbach's alpha coefficient method. According to the results, total validity for 27 items of the questionnaire was 90%.

Results. *Inferential statistics.* In this part, we examine the hypotheses using statistical analyses.

Hypotheses 1-1, 1-2 and 1-3: Figure 3 illustrates the structural equation model for hypothesis 1 (three sub-hypotheses) in standard estimate mode. The standardized coefficient for the relationship between brand communities and shared consciousness is 0,72. The coefficient of determination is 0,518, which indicates that 51,8% of variations in the shared consciousness can be attributed to social media based brand communities.

Thus, hypothesis 1-1 is confirmed: brand community has a significant positive impact on the shared consciousness. The standardized coefficient for the relationship between brand community and shared rituals and traditions is 0,68 and the coefficient of determination is 0,46. Thus, hypothesis 1-2 is confirmed: brand community has a significant positive impact on the shared rituals and traditions. The standardized coefficient for the relationship between brand communities and moral responsibility to society is 0,63. The coefficient of determination is 0,396. Thus, hypothesis 1-3 is confirmed: brand community has a significant positive impact on moral responsibility to society.
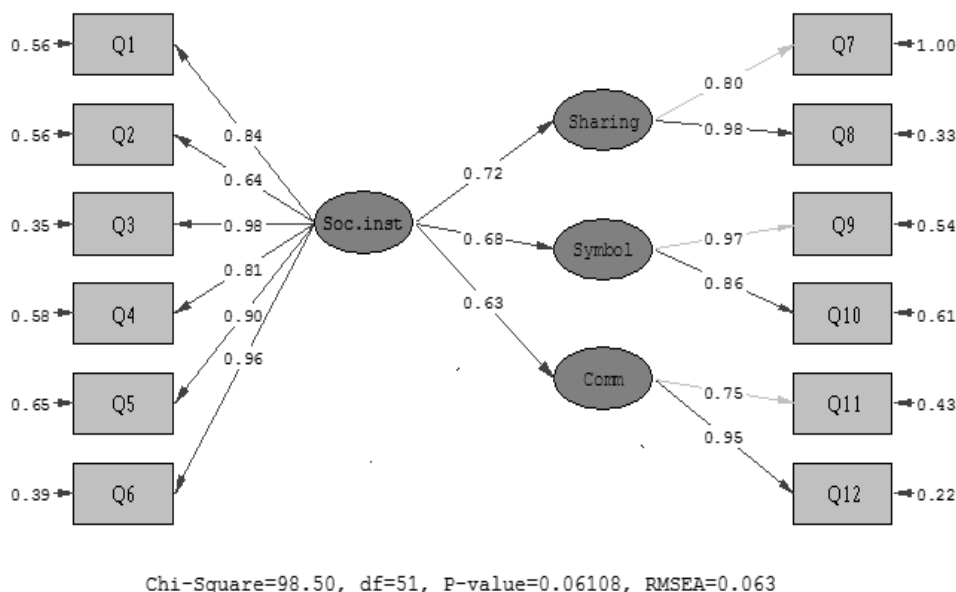

Chi-Square=98.50, df=51, P-value=0.06108, RMSEA=0.063

Figure 3 – **Structural equation model of Hypothesis 1 (route analysis) in standard estimate mode**

Hypotheses 2-1, 2-5, 2-9 and 3-1: Figure 4 illustrates the structural equation model for hypotheses 2-1, 2-5, 2-9 and 3-1 in standard estimate mode. The standardized coefficient for the relationship between the shared consciousness and customer-product relation is 0,53. The coefficient of determination is 0,28, which indicates that 28% of variations in customer-product relation can be attributed to the shared consciousness. Thus, hypothesis 2-1 is confirmed: the shared consciousness has a significant positive impact on customer-product relation. The standardized coefficient for the relationship between the shared rituals and traditions and customer-product relation is 0,61 and the coefficient of determination is 0,37. Thus, hypothesis 2-5 is confirmed. The standardized coefficient for the relationship between moral responsibility to society and customer-product relation is 0,45 and the coefficient of determination is 0,20. Thus, hypothesis 2-9 is confirmed. The standardized coefficient for the relationship between customer-product relation and brand trust is 0,65 and the coefficient of determination is 0,42. Thus, hypothesis 3-1 is confirmed.
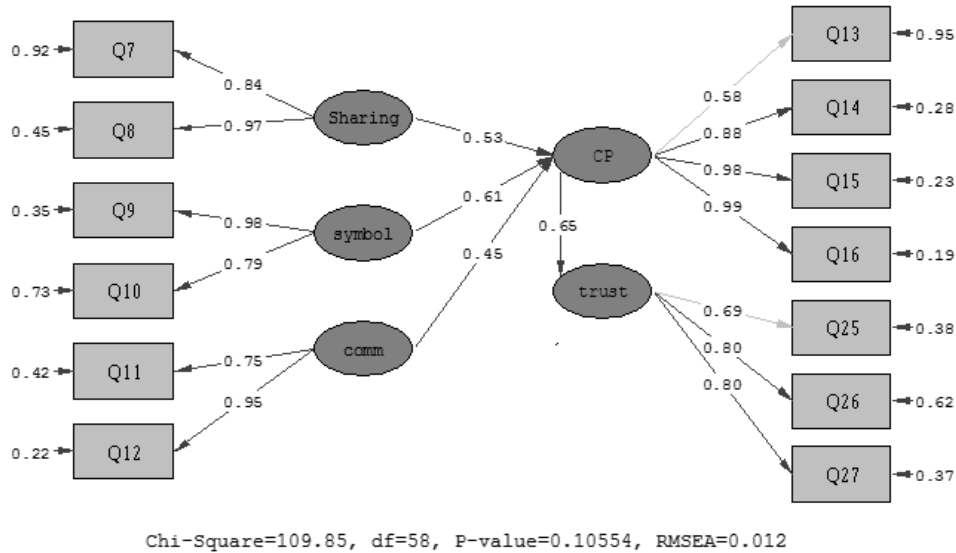
Chi-Square=109.85, df=58, P-value=0.10554, RMSEA=0.012

Figure 4 – **Structural equation model of Hypotheses 2-1, 2-5, 2-9 and 3-1 (route analysis) in standard estimate mode**

Hypotheses 2-2, 2-6, 2-10 and 3-2: Figure 5 illustrates the structural equation model for hypotheses 2-2, 2-6, 2-10 and 3-2 in standard estimate mode. The standardized coefficient for the relationship between the shared consciousness and customer-brand relation is 0,59 and the coefficient of determination is 0,348. Thus, hypothesis 2-2 is confirmed: the shared consciousness has a significant positive impact on customer-brand relation. The standardized coefficient for the relationship between the shared rituals and traditions and customer-brand relation is 0,63 and the coefficient of determination is 0,396. Thus, hypothesis 2-6 is confirmed. The standardized coefficient for the relationship between moral responsibility to society and customer-brand relation is 0,52 and the coefficient of determination is 0,27. Thus, hypothesis 2-10 is confirmed. The standardized coefficient for the relationship between customer-brand relation and brand trust is 0,46 and the coefficient of determination is 0,21. Thus, hypothesis 3-2 is confirmed.

Hypotheses 2-3, 2-7, 2-11 and 3-3: Figure 6 illustrates the structural equation model for hypotheses 2-3, 2-7, 2-11 and 3-3 in standard estimate mode. The standardized coefficient for the relationship between the shared consciousness and customer-firm relation is 0,62 and the coefficient of determination is 0,38, which indicates that 38% of variations in customer-firm relation can be attributed to the shared consciousness. Thus, hypothesis 2-3 is confirmed: the shared consciousness has a significant positive impact on customer-firm relation. The standardized coefficient for the relationship between the shared rituals and traditions and customer-firm relation is 0,54 and the coefficient of determination is 0,29. Thus, hypothesis 2-7 is confirmed. The standardized coefficient for the relationship between moral responsibility to society and customer-firm relation is 0,52 and the coefficient of determination is 0,27. Thus, hypothesis 2-11 is confirmed. The standardized coefficient for the relationship between customer-firm relation and brand trust is 0.66 and the coefficient of determination is 0,435. Thus, hypothesis 3-3 is confirmed.
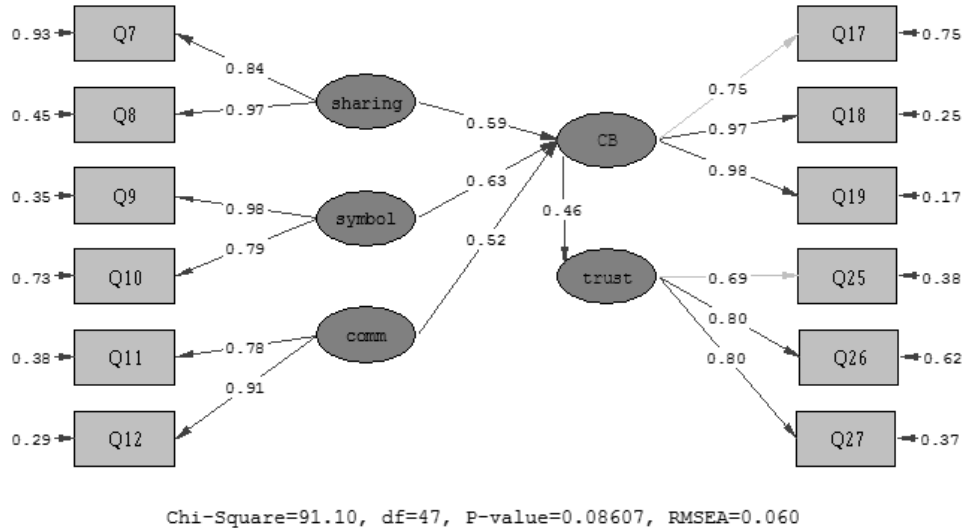
Chi-Square=91.10, df=47, P-value=0.08607, RMSEA=0.060

Figure 5 – **Structural equation model of Hypotheses 2-2, 2-6, 2-10 and 3-2 (route analysis) in standard estimate mode**

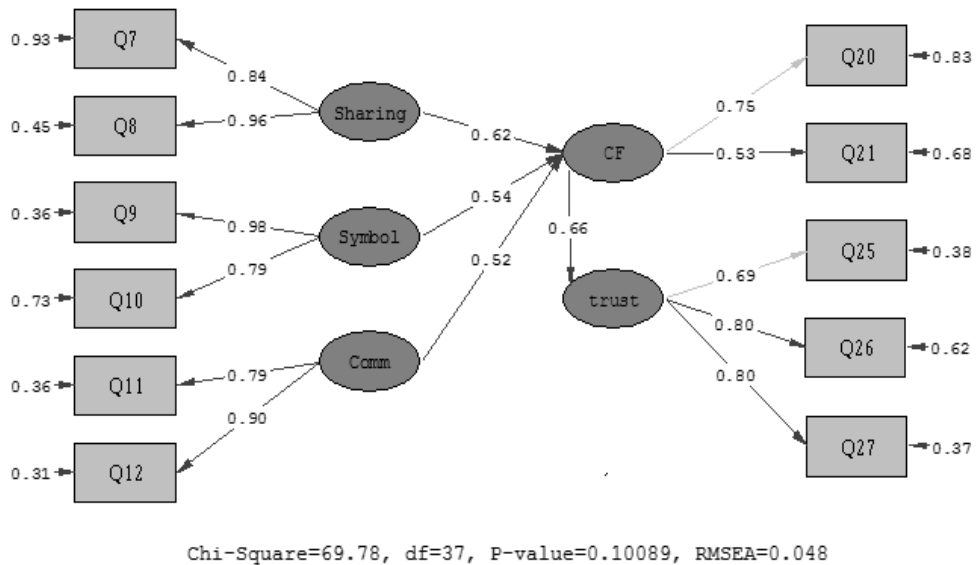Chi-Square=69.78, df=37, P-value=0.10089, RMSEA=0.048

Figure 6 – **Structural equation model of Hypotheses 2-3, 2-7, 2-11 and 3-3 (route analysis) in standard estimate mode**

Hypotheses 2-4, 2-8, 2-12 and 3-4: Figure 7 illustrates the structural equation model for hypotheses 2-4, 2-8, 2-12 and 3-4 in standard estimate mode. The standardized coefficient for the relationship between the shared consciousness and customer-customer relation is 0,65 and the coefficient of determination is 0,42, which indicates that 42% of variations in customer-

customer relation can be attributed to the shared consciousness. Thus, hypothesis 2-4 is confirmed: the shared consciousness has a significant positive impact on customer-customer relation. The standardized coefficient for the relationship between the shared rituals and traditions and customer-customer relation is 0,49 and the coefficient of determination is 0,24. Thus, hypothesis 2-8 is confirmed. The standardized coefficient for the relationship between moral responsibility to society and customer-customer relation is 0,46 and the coefficient of determination is 0,21. Thus, hypothesis 2-12 is confirmed. The standardized coefficient for the relationship between customer-customer relation and brand trust is 0,58 and the coefficient of determination is 0,336. Thus, hypothesis 3-4 is confirmed.
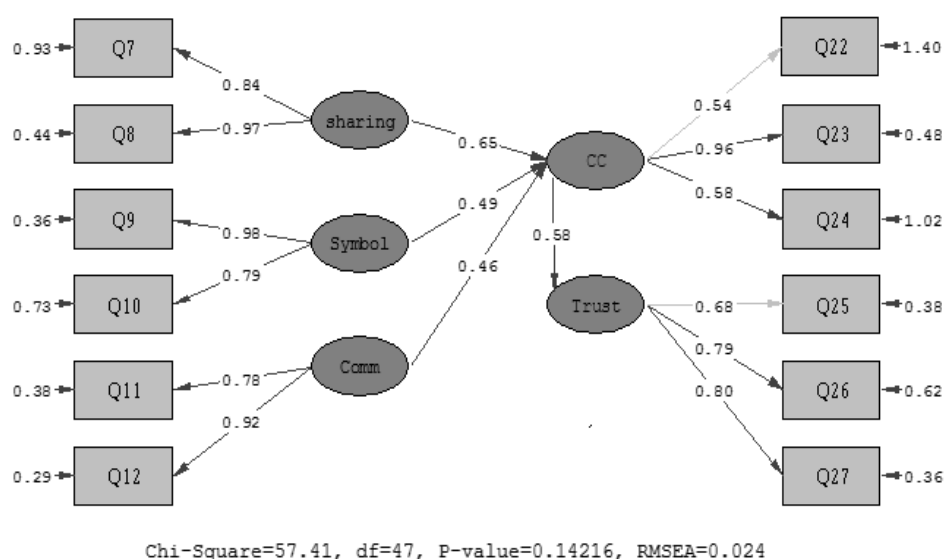

Chi-Square=57.41, df=47, P-value=0.14216, RMSEA=0.024

Figure 7 – **Structural equation model of hypotheses 2-4, 2-8, 2-12 and 3-4 (route analysis) in standard estimate mode**

Table 1 contains model fit indices for the hypotheses.

Table 1 – **Model fit indices**

Hypothesis Ref.	X2 / df	CFI Index	NFI Index	RMSEA Index	GFI Index	AGFI Index
1-1, 1-2 and 1-3	1,86	0,92	0,96	0,015	0,97	0,99
2-1, 2-5, 2-9, 3-1	1,89	0,92	0,95	0,012	0,96	0,98
2-2, 2-6, 2-10 and 3-2	1,93	0,91	0,93	0,06	0,95	0,98
2-3, 2-7, 2-11 and 3-3	1,88	0,92	0,96	0,048	0,97	0,98
2-4, 2-8, 2-3 and 12-4	1,22	0,93	0,97	0,024	0,98	0,99

As you can see, RMSEA < 0,08 and GFI, AGFI, NFI and CFI are bigger than 0,9. These indices generally confirm model fit. In other words, the data of this research fits factor structure and theoretical foundation of the research, which indicates that the indices are in line

with theoretical structure. Table 2 contains hypotheses test results with route analysis.

Table 2 – **The summary of hypotheses test results with route analysis**

Hypothesis description	Standardized coefficient (direct impact)	Result
1-1 Social media based brand communities positively affect the shared consciousness	0,72	Confirmed
1-2 Social media based brand communities positively affect the shared rituals and traditions	0,68	Confirmed
1-3 Social media based brand communities positively affect moral responsibility to society	0,63	Confirmed
2-1 The shared consciousness positively affects customer-product relation	0,53	Confirmed
2-2 The shared consciousness positively affects customer-brand relation	0,59	Confirmed
2-3 The shared consciousness positively affects customer-firm relation	0,62	Confirmed
2-4 The shared consciousness positively affects customer-customer relation	0,65	Confirmed
2-5 The shared rituals and traditions positively affect customer-product relation	0,61	Confirmed
2-6 The shared rituals and traditions positively affect customer-brand relation	0,63	Confirmed
2-7 The shared rituals and traditions positively affect customer-firm relation	0,54	Confirmed
2-8 The shared rituals and traditions positively affect customer-customer relation	0,49	Confirmed
2-9 Moral responsibility to society positively affects customer-product relation	0,45	Confirmed
2-10 Moral responsibility to society positively affects customer-brand relation	0,52	Confirmed
2-11 Moral responsibility to society positively affects customer-firm relation	0,52	Confirmed
2-12 Moral responsibility to society positively affects customer-customer relation	0,46	Confirmed
3-1 Customer-product relation positively affects brand trust	0,65	Confirmed
3-2 Customer-brand relation positively affects brand trust	0,46	Confirmed
3-3 Customer-firm relation positively affects brand trust	0,66	Confirmed
3-4 Customer-customer relation positively affects brand trust	0,58	Confirmed

Conclusiond and prospects for futher researches. With the significant role of branding in today's world, brand loyalty has become a key factor in the achievement of business goals. In line with this objective, firms are seeking efficient ways to maintain their customers. Brand trust is one of the most important factors in brand loyalty. With the growth of technology and widespread use of Internet, firms are utilizing social media to enhance brand loyalty and trust.

While social media play a determining role in business world and many businesses are not

aware of this efficient tool, few researches have been done on this topic. In the present paper, we studied the impact of social media based brand communities on brand trust.

Based on library studies and field surveys conducted by questionnaire, we investigated the relationships present in research model using structural equations. The following represents the results of this study:

1. *Social media based brand community positively affects the shared consciousness:* the communication between the members of a social media based brand community develops a feeling of attachment between them. They feel they know each other even if they have not met before. This feeling of attachment is one of the underlying parts of brand community [4].

2. *Social media based brand community positively affects the shared rituals and traditions:* brand community develops the shared rituals and traditions among its members. The shared rituals and traditions are vital social processes which unify community members and bring individuals together. They circulate the concept of community among the members and outside.

3. *Social media based brand community positively affects moral responsibility to society:* social media based brand community develops a moral responsibility among its members. This index represents the responsibility that community members feel towards the community and other members. This result is in line with the study of Laroche et al. [1] who have confirmed the relationship between social media based brand communities and sociological variables (the shared consciousness, the shared rituals and traditions, and moral responsibility to society). This positive relationship has also been confirmed in the study of Pouya Shafiei Hosseinabadi [3].

4. *The shared consciousness positively affects customer-centric model variables:* social media based brand community develops a strong feeling of attachment between its members. This feeling of attachment boots customer-product, customer-brand, customer-firm and customer-customer relations.

5. *The shared rituals and traditions positively affect customer-centric model variables:* social media based brand community develops the shared rituals and traditions between its members. The shared rituals and traditions boost customer-product, customer-brand, customer-firm and customer-customer relations.

6. *Moral responsibility to society positively affects customer-centric model variables:* the characteristics shared by social media based brand communities develop moral responsibility among members. In addition, the communities allow the selected customers to communicate with other customers and acquire valuable marketing information. The relationship between sociological variables [the shared consciousness, the shared rituals and traditions, and moral responsibility to society] and McAlexander's customer-centric model has not been examined yet. This is the first study to establish this theory. Sociological variables were extracted from Muniz & O'Guinn [6] and customer-centric model was extracted from McAlexander [11]. This study confirmed the significant positive impact of sociological variables on customer-centric model.

7. *Customer-centric model variables positively affect brand trust:* the characteristics shared by community members boost customer-product, customer-brand, customer-firm and customer-customer relations, which results in brand trust as the most valuable advantage of brand communities. Customers tend to be happy with the brand that they trust. Frequent and long-term interactions among brand community members, particularly between customer and brand, may develop brand trust.

Our findings about the positive impact of customer-product, customer-brand, customer-firm and customer-customer relations on brand trust are in line with the study of Laroche

et al. [1]. Among domestic researches, Rezaei [7] has also confirmed the positive impact of boosted relations on trust. Based on our findings, it is recommended that businesses take advantage of social media based brand communities, pay more attention to the content they provide in social network, and publish their messages according to needs of the society and the users. Our results indicate that brand communities, depending on the shared content, enhance customer-product, customer-brand, customer-firm and customer-customer relations and develop customer trust. The previous studies have indicated that trust is significantly associated with customer loyalty to brand. Also, considering the significant impact of social media on customer loaylty, advertising companies are recommended to keep up with social media marketing and utilize this efficient tool in line with promotion of products and services.

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Вплив бренд-спільнот, заснованих на соціальних медіа, на довіру до бренда в туристичній сфері

Створення та підтримання довіри до бренда вже давно є серйозною проблемою для маркетологів. Однією з найбільш нових маркетингових концепцій є маркетинг, що базується на використанні соціальних медіа. Метою статті є з'ясування впливу бренд-спільнот, заснованих на соціальних медіа, на довіру до брендав у сфері туризму. Для цього були досліджені агентства "Setareh Almas Hali Tour" і "Travel Agency". Дослідження є прикладним з використанням описово-кореляційного методу та моделювання за структурними рівняннями. Необхідні дані були зібрані за допомогою анкети. Статистичну сукупність складали користувачі "Instagram". Після збору анкет дані були проаналізовані за допомогою LISREL.

Ключові слова: бренд-спільнота, заснована на соціальних медіа, масова свідомість, загальні обряди і традиції, моральна відповідальність перед суспільством, довіра до бренда.

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Влияние бренд-сообществ, основанных на социальных медиа, на доверие к бренду в туристической сфере

Создание и поддержка доверия к бренду уже давно является серйозной проблемой для маркетологов. Одной из наиновейших маркетинговых концепций стал маркетинг, который базируется на использование социальных медиа. Целью работы является определение влияния бренд-сообществ, основанных на социальных медиа, на доверие к бренду в сфере туризма. Для этого были исследованы агентства "Setareh Almas Hali Tour" и "Travel Agency". Исследование имеет прикладной характер с использованием описательно-корреляционного метода и моделирования за структурными уравнениями. Необходимые данные были собраны с помощью анкеты. Статистическую совокупность составляли пользователи "Instagram". После сбора анкет данные были проанализированы с помощью LISREL.

Ключевые слова: бренд-сообщество, основанное на социальных медиа, массовое сознание, общие обряды и традиции, моральная ответственность перед обществом, доверие к бренду.