

CHAPTER 63

Social Media Influence on Brand Equity of Excavator Dealers in Maharashtra State

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ABSTRACT

This study looked at how social media work by dealers selling big dig machines affects brand value among buyers in Maharashtra, India. It saw that buying such gear is a big deal, rare, and tech-driven, and used proven scales to check two key results: brand knowing and felt service quality/loyalty. A survey with five points per area was given to 198 buying workers. The study found that many agreed dealer posts on social media were key for news on models, deals, dealer spots, and support after buying. Average scores were made and checked against a middle score (3.00). Results showed both brand-knowing and service-quality scores were way above middle ($p < .05$), showing dealer posts on social media really up knowing and trust among buyers. This work adds to talks on digital marketing and brand worth by using social media ideas in a less-studied seller-buyer area and showing how giving info and quick replies build trust and loyalty. For dealers, the advice is to use good tech media shows, clear info on parts and service, and quick answers on social media (like YouTube for shows, LinkedIn for work posts and WhatsApp for help talks). Limits are that it only looks at buyer views at one time and assumptions in score making; next studies should use platform checks, long-term plans and work with makers to spot what drives results. This proof helps sellers pick where to put their digital money and shows that lining up maker messages with local dealer posts can boost brand worth, more so in fast-build places with more buying work.

Keywords: Social media marketing activities; Excavator dealers; Procurement officers; Brand equity; Maharashtra.

1.0 Introduction

The quick rise of social media has changed the old ways of marketing, shaping how folks who buy and use heavy machines find, check out, and connect with suppliers.

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Talking about diggers, the dealers link the makers and many kinds of buyers such as building firms and rental groups. Before, a brand's value in this area was built on product work, service after the sale, and long project success. But now, our online world adds new ways to form or harm value, ties, and trust. This study looks at how social media affects the brand value of digger dealers in Maharashtra—a place known for quick city growth, big building projects, and varied building work.

Brand value is seen as a key factor with parts like how well the brand is known, quality seen, ties, and trust, and it's crucial for staying ahead and setting prices in the market of big machines. For these dealers, things you can't touch like trust, standing strong, and tech skills add up to buying choices, warranty hopes, and repeat sales. Social media can spread info, reviews from others, show videos, and reach out right to help all these parts. Videos of machines at work, happy customer reviews online, quick help for services, and clear info on spare parts can boost seen quality and good ties. But, bad posts online or weak online talks may break dealer trust, faster than old talk between people ever could.

Even though this idea makes sense, real study into this, especially on the Indian side, is not much. Most work on social media marketing looks at quick goods and services with different buying habits than big machines. Getting a digger involves more, is less often, and hangs on tech details, money plans, and service deals. So, using what we learn from general buyer studies may miss the special ways social media moves buyer thoughts in this sector like how true the tech chat is, showing uptime data and showing spare part ways. Also, more study on the specific scene in Maharashtra, with its rules, building work, and dealer setups, is needed to help make policies and actions that work.

This research fills these gaps by checking how social media acts of digger dealers—like their online chat, how quick they answer, and how they run online groups—affect brand value parts for pros and users in Maharashtra. The study uses ideas on brand value and how online bits make buyers think and act. It looks at how dealers on social media are part of a bigger service scene with makers, money folks, and other service givers, giving a full view not just a single look.

On the practical side, the findings can guide dealer plans, maker-dealer work, and policy folks who want to help a smooth market. If social media turns out a big part in seen quality and trust in this field, dealers might have to push more into online skills, good content, and running online groups while makers may rethink online chat rules. For policy, clear online talks could cut gaps in info and make the market work better where mistakes cost a lot. In all, by focusing on digger dealers in Maharashtra, this study adds to the chat on brand value and digital marketing in an area not much looked at before and shows how new tech ways can remake how we see brands in big goods markets.

2.0 Review of Literature

Appel and others in 2020 look at how social media changes the way firms talk to customers in marketing. They point out that different platforms can be used in various ways, like using data to aim ads better and moving from just sending ads to talking with customers. When used by dealers of diggers in Maharashtra, this idea shows that using videos, technical help, and direct links to contractors can really make a brand stand out. Also, choosing the right platform (like YouTube, LinkedIn, WhatsApp) helps build trust with buyers. In 2020, Akgün studies how social media helps fast fashion brands. High-quality content, quick replies, and real customer interaction boost the brand's image and loyalty, driving more buys. This idea also works for digger dealers in Maharashtra, suggesting that good content and quick responses from dealers can keep construction firms and rental operators loyal, even though diggers are bought less often.

Bilgin in 2018 finds that well-planned social media activity clearly lifts a brand's image and loyalty. For digger dealers, this means combining different types of posts can make them more visible to buyers in their area and build up good brand relationships. Ibrahim and others in 2020 use big-scale data to estimate how much social media affects brand views. For researching digger dealers, this data helps plan the research, predict challenges, and apply what's found to real situations in Maharashtra's building market.

Ebrahim in 2020 focuses on how trust is key when connecting social media efforts with brand strength and loyalty. In the world of digger dealers, showing that you can give good service and parts quickly can turn online views into real trust and sales, especially in Maharashtra. Koay and others in 2020 explore how different things (like what the buyer cares about or the product type) affect how social media impacts brand value. This is important for digger dealers as their customers vary in size and know-how, so social media strategies need to consider these differences when used in Maharashtra. Ismail in 2017 shows how social media affects brand loyalty not directly, but through how brands and values are seen. For digger sellers, highlighting long-term benefits like low total cost or good finance deals can make buyers value these, making them more loyal in Maharashtra's heavy gear market. Kim and Ko in 2012 discuss how social media can add to customer value over time. For digger dealers, this means focusing on long-term gains like reliable service and better access might lead to continued business from building firms in Maharashtra through repeat deals and more service contracts. In 2019, Jayasingh finds that active and emotional involvement with brands on social sites can make customers more loyal. For digger dealers in Maharashtra, sharing useful videos, success stories, and doing Q&As can draw in professional buyers and tie them to the dealer brand more strongly. Jibril and others (2019) look at how online brand groups help link social media work and how

people feel about brands, showing how group actions (like sharing facts, feeling part of the group) lead to being true to the brand. In the sector for big digging machines, dealer-led groups (like online forums for big vehicle heads, WhatsApp for service info) may act as places for support from peers and working out issues together. This builds up the dealer's good name and trust among spread but linked users in Maharashtra.

Voorveld and team (2018) show how much people watch ads and get involved changes across different online platforms. They found that each social media place leads to different kinds of focus, chat, and winning people over. For those selling digging machines, this means they should pick their media plans well: long, detailed demos and success stories work best on YouTube, making a good name is for LinkedIn, and fast service chats fit WhatsApp or Facebook. Each choice impacts brand image differently for buyers in Maharashtra. Voorveld (2019) speaks about future study for talking about brands on social media, stressing better ways of checking, variety in platforms, and mixing short-term looks with lasting brand results. For those studying digging machine dealers, this means using different research ways that mix checking online chats, asking people about brand value, and detailed interviews. This helps understand how dealers can build strong brand value in Maharashtra over time.

Schivinski, Langaro, and Shaw (2019) see how talking about brands through online events changes what people think and plan to do. They found that well-shared event ads make people feel good about it and more likely to buy. For machine dealers, this means showing demos, field days, and training online can be seen as real-life bits that make the brand seem better quality and make buyers ready to buy in Maharashtra's building market.

Wibowo and others (2021) connect online marketing to customer actions through the lens of customer experience. They say that online marketing molds how people see experiences which then changes their actions. For heavy-equipment, dealer online info that makes service seem better—like clear plans, real-time fixes, and easy upkeep tips—might make the brand seem better by making people's direct experiences better, thus changing buying decisions across Maharashtra's building area.

Nwokah and Aeenee (2017) give proof from the car world showing that social media marketing ties with how well dealers do, including sales and reaching customers. This nearby proof helps use similar ideas for digging machine dealers: being active online, quick online help and local content can also help better seen and business results in Maharashtra's varied market. The studies put together show that social media (SMMAs) really push brand measures (like being known, seen as good, and loyalty) mainly through getting people involved, giving info and making experiences seem real. Studies (like those by Akgün; Bilgin; Ibrahim) have shown that well-made online content helps see brands in a good light. At the same time, input (from Appel, Voorveld) stressed the need to pick the

right way to talk across platforms. Trust, experience, and valuing things play big roles in turning what's seen online into lasting good name value (Ebrahim; Ismail; Wibowo), and more studies show how online groups and being involved helps keep loyalty (Jayasingh; Jibril). However, gaps that are important are still there which makes it hard to use what's known directly to dealers of big machines. Most proof comes from areas like fashion, and not from buying environments that match the costly, rare buys like big machines. The talks have also missed how different platforms play out in bigger settings, how makers and dealers work together, and how the type of buyer or size of business changes things. Also, most studied were done at one point or just looked at totals; we need approaches that look over time, at different players, and mix data methods to get a fuller picture.

In answer to these gaps, this study will change proven SMAs and brand-value measures for the B2B big-machine area, plan to see trust and customer experience as go-betweens, and test how type of platform and buyer job changes outcomes. With a mixed way of studying—looking at dealer content, how engaged people are on platforms and surveys from different people—the study aims to be more real-world and sensitive to how things unfold. By looking at these details in the big-machine area and giving ways for dealers and maker allies in Maharashtra to act on, this study plans to widen the know-how on digital marketing and brand value into a less studied industrial area.

3.0 Objectives

- To assess the influence of excavator-dealer social media activities on brand awareness among procurement officers of construction firms in Maharashtra.
- To examine whether dealer social media activities affect perceived service quality and loyalty among purchase-office staff in Maharashtra.

4.0 Hypotheses

- H1: Social media marketing activities undertaken by excavator dealers significantly increase brand awareness among IT purchase office staff (procurement officers) in Maharashtra.
- H2: Social media marketing activities undertaken by excavator dealers significantly enhance perceived service quality and brand loyalty among IT purchase office staff (procurement officers) in Maharashtra.

5.0 Methodology

We used a set type of study. We got the main data by giving a set, Likert-kind form to a set group of IT buying office staff who pick what to buy (n = 198) in Maharashtra. The

tool had five points for each idea (1 = Strongly Disagree to 5 = Strongly Agree). For each point, we made simple count lists. For deeper tests, mean scores (averages of five points per idea) were found for each person and checked with a middle score of 3.00 using one-sample t-tests. Data work and number tests were done using normal sheet and stats tools.

6.0 Data Analysis

6.1 Hypothesis 1 — Brand awareness (5 items)

- H1_1: Dealer social media posts increase my awareness of available excavator models.
- H1_2: I learn about dealer promotions and inventory through dealer social media channels.
- H1_3: Dealer online content makes me more aware of dealer locations and service centres.
- H1_4: Social media content by dealers helps me recall dealer brand names when sourcing equipment.
- H1_5: I recognise dealer brands more readily because of their social media presence.

6.2 Hypothesis 2 — Perceived service quality and loyalty (5 items)

- H2_1: Dealer social media provides useful information about after-sales service and parts availability.
- H2_2: Responsive dealer communication on social media increases my confidence in their service reliability.
- H2_3: Dealer social media demonstrations and testimonials positively influence my perception of machine uptime and reliability.
- H2_4: Social media interactions with dealers increase my likelihood of choosing the same dealer in future procurements.
- H2_5: I am more loyal to dealers who maintain an active and helpful social media presence.

H1_1

Response	Frequency	Percent (%)
Strongly Disagree	5	2.5
Disagree	10	5.1
Neutral	29	14.6
Agree	81	40.9
Strongly Agree	73	36.9

Descriptive: n = 198; Mean = 4.045; SD = 0.973; SE = 0.069.

Many people agree with this (77.8%), few don't care (14.6%), and even fewer disagree (7.6%). This goes to show that dealer posts on social platforms really do matter when it comes to knowing different models and can really boost a brand's presence in the market of Maharashtra.

H1_2

Response	Frequency	Percent (%)
Strongly Disagree	6	3.0
Disagree	12	6.1
Neutral	30	15.2
Agree	80	40.4
Strongly Agree	70	35.4

Descriptive: $n = 198$; Mean = 3.990; SD = 1.013; SE = 0.072.

Most people (75.8%) agree that this is true, some are neutral (15.2%), and a few disagree (9.1%). From this, it's clear that social media is a key way for dealers to tell us about offers and what's in stock, which in turn could make it more likely for them to be chosen from the list of possible dealers.

H1_3

Response	Frequency	Percent (%)
Strongly Disagree	7	3.5
Disagree	13	6.6
Neutral	31	15.7
Agree	77	38.9
Strongly Agree	70	35.4

Descriptive: $n = 198$; Mean = 3.960; SD = 1.046; SE = 0.074.

A lot of people agree (74.3%), some don't mind either way (15.7%), and few disagree (10.1%). This suggests that when dealers share info about their locations and services, it makes them seem more reachable and reliable, which is important in big markets like Maharashtra.

H1_4

Response	Frequency	Percent (%)
Strongly Disagree	8	4.0
Disagree	14	7.1
Neutral	32	16.2
Agree	78	39.4
Strongly Agree	66	33.3

Descriptive: $n = 198$; Mean = 3.909; SD = 1.067; SE = 0.076.

Many agree (72.7%), some sit on the fence (16.2%), and some disagree (11.1%). This tells us that good online content from dealers helps keep their names in our minds, which is crucial when it comes time to pick a dealer.

H1_5

Response	Frequency	Percent (%)
Strongly Disagree	9	4.5
Disagree	11	5.6
Neutral	33	16.7
Agree	75	37.9
Strongly Agree	70	35.4

Descriptive: n = 198; Mean = 3.939; SD = 1.074; SE = 0.076.

Most people find this true (73.3%), some are neutral (16.7%), and some disagree (10.1%). This demonstrates that being seen on social media can really make a dealer's brand more familiar, which could shorten the time I spend looking for them when I need something.

H2_1

Response	Frequency	Percent (%)
Strongly Disagree	4	2.0
Disagree	12	6.1
Neutral	40	20.2
Agree	70	35.4
Strongly Agree	72	36.4

Descriptive: n = 198; Mean = 3.980; SD = 0.997; SE = 0.071.

Many agree (71.8%), some don't mind (20.2%) and a few disagree (8.1%). This info helps believe in the dealer's service quality and might play a big part in whether I think they are reliable enough to go back to.

H2_2

Response	Frequency	Percent (%)
Strongly Disagree	5	2.5
Disagree	15	7.6
Neutral	35	17.7
Agree	73	36.9
Strongly Agree	70	35.4

Descriptive: n = 198; Mean = 3.949; SD = 1.031; SE = 0.073.

Most agree (72.3%), some are neutral (17.7%), and few disagree (10.1%). This means quick and good responses make a dealer seem more capable and reliable, which could lead me to trust them more.

H2_3

Response	Frequency	Percent (%)
Strongly Disagree	6	3.0
Disagree	14	7.1
Neutral	34	17.2
Agree	74	37.4
Strongly Agree	70	35.4

Descriptive: $n = 198$; Mean = 3.949; $SD = 1.041$; $SE = 0.074$.

Most agree (72.8%), some are in the middle (17.2%) and some disagree (10.1%). So, real-life visuals and happy customers talking on social media seem to boost likely trust in their machines' uptime and quality.

H2_4

Response	Frequency	Percent (%)
Strongly Disagree	7	3.5
Disagree	13	6.6
Neutral	33	16.7
Agree	72	36.4
Strongly Agree	73	36.9

Descriptive: $n = 198$; Mean = 3.965; $SD = 1.059$; $SE = 0.075$.

Many agree (73.3%), some neither agree nor disagree (16.7%), and some disagree (10.1%). Positive online chats with a dealer can lead to a stronger relationship and this could mean I choose them again next time.

H2_5

Response	Frequency	Percent (%)
Strongly Disagree	8	4.0
Disagree	12	6.1
Neutral	36	18.2
Agree	70	35.4
Strongly Agree	72	36.4

Descriptive: $n = 198$; Mean = 3.939; $SD = 1.074$; $SE = 0.076$.

Most of the respondents agree (71.8%), some aren't sure (18.2%), and some disagree (10.1%). When a dealer keeps engaging well online, it builds loyalty and sets them apart as the go-to dealers in future deals.

6.3 One-sample t-test Results (Composite Scores)

One-sample t-test — H1 (Brand awareness composite)

Test Value = 3.00				
N	198	Mean	3.969	SD = 0.480
SE	0.034	T	28.404	df = 197
Sig. (2-tailed)	0.0000			
Mean Difference	0.969			

Meaning: The average score is 3.969. With $t(197) = 28.404$, $p = 0.0000$, this shows a strong result. It is clear at the 5% level, which tells us that the average score is not the same as the neutral 3.00. It being higher backs the different idea that things have moved in a good way.

One-sample t-test — H2 (Service quality & loyalty composite)

Test Value = 3.00				
N	198	Mean	3.957	SD = 0.456
SE	0.032	t	29.524	df = 197
Sig. (2-tailed)	0.0000			
Mean Difference	0.957			

Interpretation: Composite mean = 3.957; $t(197) = 29.524$, $p = 0.0000$. The result is statistically significant at the 5% level, indicating the composite mean differs from the neutral value of 3.00. The positive mean difference supports the alternative hypothesis in the positive direction.

7.0 Findings

Results show that the social media efforts of excavator dealers were seen in a good light by the purchase office staff in Maharashtra. They liked what it did for knowing the brand and trusting the service. Most people agreed on posts about knowing the models, deals, where the dealers are, service details, and real-user stories. Simple tests proved that

both main ideas in the study were right—they scored well over the middle point of 3.00. This backs up what the research guessed.

8.0 Conclusion

The work found that social media use by dealers helps build the brand value among buyers in Maharashtra. Dealers of excavators should aim to share clear, useful media content and be open in their talk after a sale. They should also be quick to respond on the social sites that buyers use most to boost brand importance and trust.

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