

CITY UNIVERSITY OF HONG KONG

香港城市大學

**The Contextualized Relationship Between
Brand Information
and Customer Based Brand Equity
in Social Media**

社群媒體中品牌訊息與品牌資產的關係

**Submitted to
College of Business
商學院**

**In Partial Fulfillment of the Requirements
for the Degree of Doctor of Business Administration
工商管理學博士學位**

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**September 2025
二零零五年九月**

ABSTRACT

This research examines the moderating effect of relationships, and cognitive and affective trust, on brand information in social media. It is a study of specific contextual variables that temper brand information, and measures how they affect Customer Based Brand Equity as a whole.

The results of this empirical, positivist research addresses the question of whether brand information in social media is positively related to Customer Based Brand Equity. It shows that consumers do not discriminate between brand information from the brand or third-party sources. The impact that having a relationship with the brand can have on information, and how affective and cognitive trust factors strengthen brand information to improve Customer Based Brand Equity, is also ascertained. Of particular interest is the determination that, in the social media context, a relationship with the brand does not strengthen the value of brand information. Moreover, the discovery that affective trust has a stronger impact on brand information than cognitive trust is genuinely noteworthy. This finding contrasts with prior research into service relationships (outside social media), which affirms the primacy of cognitive trust.

Theoretically, the study contributes to a better understanding of the processes through which consumers utilize information in social media channels.

Practically, it demonstrates how relationships with the brand, and the application of cognitive/affective trust factors, can help brands improve consumer perceptions to positively impact Customer Based Brand Equity.

Keywords: *Brand Information, Relationship, Trust, Affective Trust, Cognitive Trust, Social Media, Brand Equity, Consumer Behavior, Marketing.*