

## **Effect of the Perceived Value of Social Media Brand Content on Customer Satisfaction, E-Wom, Brand Loyalty and Repurchase Intention: A Study of The Energy Drink Sector\***

Felipe GARCIA RAGGIO, Llushve VASQUEZ ROMERO and Pedro BAZO QUINTANA

Universidad Peruana de Ciencias Aplicadas, Lima, Perú

Correspondence should be addressed to: Pedro BAZO QUINTANA; pccmpbaz@upc.edu.pe

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### **Abstract**

In Peru, consumption of energy drinks has been increasing over the years, first in the modern channel and then in the traditional channel. With the development of the digital channel and social networks as a means of communication, the creation of valuable content by brands seeks to develop an increasingly closer link and connection with their customers. This research aims to determine the influence of the perceived value dimensions of social media-generated content on customer satisfaction, electronic word-of-mouth, brand loyalty and repurchase intention of this category of drinks.

Data were collected by an online survey of 405 young adults, men and women, ages 21 to 35 from Lima Metropolitana, who are consumers of energy drinks and followers of their social networks. Likewise, the model was calculated using the technique of partial least squares structural equation modeling (PLS-SEM).

The study results showed that the Hedonic and Social Value dimensions of Perceived Value have an effect on Customer Satisfaction but not the Utilitarian Value dimension. Consumers navigating the energy drinks digital ecosystem such as brand's social networks are in search for entertaining, rewarding, and emotionally engaging content to connect with the essence of the brand and to interact with other users, rather than functional aspects such as access to product information. The study also proved the Brand Satisfaction has a direct and significant effect on the generation of e-wom, Brand Loyalty and Repurchase Intention.

**Keywords:** Perceived value, repurchase intention, brand loyalty, energy drinks.

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