The Relevance of Culture Affecting Gen-Y Consumers on Brand Equity in Dubai: The Integration of Social Media Advertising

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Abstract

The world has been moved towards the 4th industrial revolution. It has brought a big impact to the Gen-Y adaptation intobid data informative era. Indeed, Gen-Y has gone through a digital technology era in the 80s and now needs to keep in track with new revolution. this research examine and explore culture as a moderator on Gen-Y and social media advertising on brand equity, and Gen-Y: Mediator among culture and social media advertising with brand equity,data collects and analyzes from Dubai by using Structural Equation Model AMOS and SPSS software version 22®. This Finding shown significant differences between the respondent's culture based on their regional background,the study discovers that Gen-Y attitude towards brand equity increases among respondents who are less-culturally inclined to those with more cultural inclination. This leads that culture and social media technology in a little while will appear a new consumption of digital culture.

Introduction

As a developing country in United Arab Emirates (UAE), Arabian has adopted western strategies techniques in many areas(Johansson, Dimofte, & Mazvancheryl, 2012). Dubai, the most popular among the seven emirates of UAE as a gateway for investment, business, tourism and education (Krejcie & Morgan, 1970; Kumar & Sethi, 2005) Dubai has passed to the global marketplace in style and challenges the status of themost world's economic capitals such as London, Singapore,New York, and Hong Kong(Alhaddad, 2015). As such, Dubai commences with a Strategic vision via achieving absolute country's Gross Domestic Product (GDP). The strategy successfully secured more than 120 billion USD of international trading contributing to national GDP in the year 2018. Dubai has been diversified as rich in cross-cultural examination. And, it has adapted to the demands of new and diversing environments, identities, and lifestyles (Mendonca, Shrivastava, & Pietschnig, 2018; Moreno-Munoz, Bellido-Outeirino, Siano, & Gomez-Nieto, 2016).

Culture is a vital factor that shapes an individual's perceptions, behaviors, andemotions in a social environment (Capatina et al., 2020). Earlier studies confirm that affiliation and interdependenceare more important for collectivists thanfor individualists (Sheng & Teo, 2012; Sims & Tsai, 2015). Consequently, (Taras, Steel, & Kirkman, 2010) elucidated that the globalization of markets enable to impact the world's marketing and advertising via the attractiveness strategies of advertising and marketing. However, the market is appeared not to be equally standardized due to the dirrences of perception among people and people. "Anyone who wants to go global has to understand the local – their own local and the locals of all their customers. People live in the local. I've never met a global consumer. I never expect to" (Reynolds & Phillips, 2005). Indeed, (Davis, Piven, & Breazeale, 2014; Dutta-Bergman & Wells, 2002) found that the global marketing idea has been changed due to the contradiction on the original marketing paradigm of "markets are people". Also, across Europe – by North-Americans often depicted as a homogeneousregion – the use of social networks in daily basis has a sigfficant varies which in between 27 percent in Poland to 59 percent in Denmark(Taras et al., 2010; Van Mol, 2016) (Van Mol, 2016).

Advertising on social media has evolved into a viable option for capitalising on the enthusiasm of this lucrative target group (Khastar, Kalhorian, Khalouei, & Maleki; Krejcie & Morgan, 1970; Miller, Hodge, Brandt, & Schneider, 2013) Applications, platforms, and online media (the internet) are all used to facilitate social media interactions, participation, and the sharing of information (Bolton et al., 2013; Budac & Baltador, 2013) compared to traditional advertising and marketing approaches, social media can be a successful tool for marketers if the problem of appealing to Gen-Y is resolved (Kamal, Chu, & Pedram, 2013; Khastar et al.) Consumer research studies are increasingly focusing on Generation Y consumers (Correa, Hinsley, & De Zuniga, 2010; Rahman, 2015)Using Hofstede's five-dimensional elements for consumer behaviour research is recommended by (Khastar et al.) Personal cultural orientations are selected from the five dimensions of Hofstede's cultural variables, which include individualism/collectivism and long-term/short-term (Liaw & Le, 2017; Sawang & Matthews, 2010; Sharma, 2010; Sheng & Teo, 2012) examine the moderating consequences of cultural distinction and socio-economic repute on the relation among these motivational elements; socialization, entertainment, information searching for, and self-presentation affecting continuance purpose of social media, the results display that socialization is a more potent determinant of continuance intention of social media within the collectivistic cultures. In the United Arab Emirates, there are approximately 208 distinct nationalities in the Gen-Y cohort, which has shaped their beliefs and attitudes via their shared experiences and knowledge of life in the UAE (Wright, Khanfar, Harrington, & Kizer, 2010; Yan, 2011) But it is naive to assume that they are a homogenous group just because they have all gone through the same developmental stages together at the same time and place; whereas the Emiratis are born and raised in the UAE, the expatriates come from a variety of nations.

Dubai's economy is broad and well-established, and it is renowned as the "retail capital of the Middle East" (Khastar et al.) because of this. Examining and exploring the influence of culture on Gen-Y and social media advertising, and Gen-Y as a mediator between culture and social media advertising on brand equity, these differences benefit the global Dubai corporations in their ability to form a new advertising vision. In order for a company to be successful and productive, it must stay connected and grow through building two-way communication with customers in order to create a strong sense of value for the organisation (Wright et al., 2010)

Literature review

Gen-Y

In the past 20 years, the United Arab Emirates has played a paramount economic role as a major trading center for the Middle East region (Sheng & Teo, 2012; Sims & Tsai, 2015; Wang, Deshpande, Waller, & Erdogan, 2018) These measures would have affected the development of Gen-Y characteristic behaviors, life, and work esteems in the UAE.In recent years, a quick development has profoundly changed the way individuals interact and collaborate(Sandhe, 2020; Schewe et al., 2013)

Gen-Y effectively contributes, offers, shares,searches for and consumes content – in addition to playing and working – on social media platforms(Mangold & Smith, 2012; Mendonca et al., 2018; Moreno-Munoz et al., 2016)(Moreno et al., 2018). recognized that Gen-Y was adigital native grown up with the utilization of digital technology. Gen-Y appears to have radically changed the global economy and that businesseswill need to rebuild their plans of action quickly. However, additional research is expected to find how the broad utilization of social media by Gen-Y can impact companies.

As marketers or advertisers try to successfully connect with Gen-Y, academic researchers are also studying not only their lifestyles but also their buying patterns. A few researchers have examined how the valence of substance, product sort, and gender influence Gen-Y reception of product reviews; i.e.(Reynolds & Phillips, 2005) found that Gen-Y is more influenced by positive remarks than negative remarks. Additionally, Millennial or Gen-Y males are more likely to voice their opinions about products than Gen-Y females on Facebook; and company sites are the most favored online venues for posting their evaluations

(Schewe et al., 2013) stressed that Gen-Y is the most technologically savvy as a result of growing up with access to the internet. They can be entrepreneurial, confident, and have a more grounded knowledge of the working environment than past generations. On the other hand, there are contrasts in the conviction structure between Gen-Y in different nations; For example, quite how American Gen-Y values independence over correspondence prescribed that advertisers approach Gen-Y differently when developing a global marketing strategy (Schewe et al., 2013) (As an emerging and developing market sector area, where young Arab consumers are seeing expanding discretionary incomes, the Arab region is ripe for social media marketing research. In order to investigate the Gen-Y group, Hofstede's Culture Model is best to used for further investigation.

Hofstede's Cultural Model

Because culture influences how people perceive and solve problems in their everyday lives, it has been described as an essential predictor of individual consumer behaviour (Sharma, 2010) dimensions of national culture are the most widely used framework to examine cultural influences on behaviour in psychology, management studies, and marketing(Kamal et al., 2013; Mangold & Smith, 2012; Mendonca et al., 2018)

This research posits that culture may play a different role in the link between social media advertising and Gen-Y attitude towards brand equity.

Brand Equity

In the 1980s, advertising experts began to discuss the concept of brand equity(Barwise, 1993) Brand equity was defined in academic literature in a variety of ways, resulting in a variety of interpretations. To put it another way, when you ask 10 people what brand equity implies, you're going to receive 10 (maybe 11) different definitions. It was developed by Aaker, (1992) as follows: "a fixed of assets and liabilities associated to a brand and its name and symbols that add to or remove from the value offered by a company and/or the clients of that firm." According to (Capatina et al., 2020) brand equity is the value that a brand brings to a product, and it is this added value that differentiates one product from another (Sandhe, 2020). In another study, a researcher defined brand equity as the additional appeal that a brand provides to a product or

service. Having a high amount of brand equity means that consumers are more aware of the brand and believe it to be of greater quality, which in turn increases brand loyalty.
A firm's risk will be reduced if it has a strong brand equity, which will lower share price volatility, boost corporate performance, and lessen the organization's sensitivity to competitive action(Beugelsdijk, Maseland, & Van Hoorn, 2015; Budac & Baltador, 2013). An issue that has been brought up by Reynolds and Phillips (2005) is how to effectively advise organisations to inspire and nurture brands through advertising. Brand equity is an important concept in business practise since it can be used by advertisers to strengthen their competitive advantages through effective brands, and considering how social media marketing activities inspire brand loyalty is important for strategic marketing Opportunities for strong brand expansions, resiliency against competitor's promotional efforts, and barriers to competitive entry are all a result of great brand equity (Eckhardt, 2002). It is true that social media's quick expansion has made online purchasing of products and services easier, but it is social media's influence on customers' behaviour that is most essential(Liaw & Le, 2017; Mendonca et al., 2018).

Social Media

We live, analyze, and socialize in virtual technology, social media has penetrated into every corner in our life styles. It has come across continuous posting of message, photos and videos to everyone including business activities. Social media is a marvel paradigmthat has attracted considerable attention It has give agreat impact on the traditional communication between brands and all levels of consumers. As such, companies need to have new strategies on advertising in social media via building the brand equity(Correa et al., 2010; Dutta-Bergman & Wells, 2002; Eckhardt, 2002; Elayan & Shamout, 2020).
Using social media has ended up a day-by-day ordinary for the general public, from interacting with friends and circle of relatives to communicating with brands (Correa et al., 2010). Therefore, marketers argue that the Web 2.0 environment is a double-edged sword because it enables and amplifies the spread and effect of both negative and positive information. (Johansson et al., 2012). Numerous scholars have referred to audience analysis as a fundamental pillar of Social Media Marketing strategies adopted by companies and supported by modern emerging technologies.Conventional experience has long held that a customer that has had a bad product or poor service experience will share his complaint with ten other people. In the new generation of social media, a customer can now share complaints with 10 million consumers virtually overnight!
Moreover, adolescent learners of today grasp these newer modes of internet correspondence more quickly than their elders!). Social media is valuable for uncovering the willingness of the customers with those brands that they seeking for . These associations attempt to needs satisfaction(Yan, 2011)and its leading to the future engagement with brand's desirable..

Development of Theoretical Framework

In proposing detailed constructs and theories considerations were assumed to significant factors found in prior culture studies. This research will examine the influence of culture as a moderator on Gen-Y andsocial media advertising among brand equity. Although, the majority of prior studies concerning these variables on the use of TAM model, TRA theory and Gratifications Theory (U&G Theory), this research contributes by combining the Advertising Value Theory as primary theory andHofstede model with Aaker'scustomer-based brand equity model as a supplementary. Allowing for more factors that affect Brand Equity together with the dimension of social media advertisingand Gen-Y attitude as the mediating variable to comprehend the relation between social media advertising, Gen–Y consumer attitude on brand equity moderator all the variables with culture, it might thisconceptual frameworkprovides new findings to the field of E-business and marketingin determining the relation between the independent and dependents variables (see figure 1) (Krejcie & Morgan, 1970).
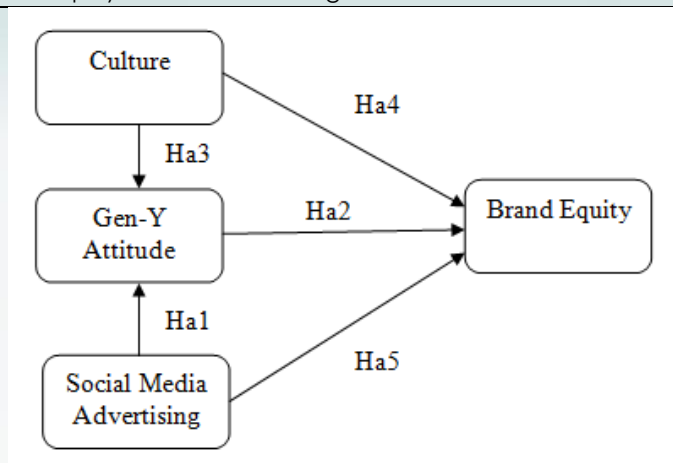
Figure 1: Conceptual Framework

Gen-Y and Brand Equity; Mediator Culture and Social Media Advertising

Gen-Y is a unique and important consumer group whose behavior is regularly discussed but not fully understoo. In the modern business environment, Gen Y has a likelihood of being affected by globalization, technological advancement and economics, and it's continuously influencing years in a globally linked, informational, digitally based culture (Eckhardt, 2002; Elayan & Shamout, 2020; Kamal et al., 2013). Although many research on cultural values and communication behaviour, there are very few studies have applied cultural frameworks to inspect the effects of culturalvalues on social media platforms (Sheldon et al., 2020). A study describes a conceptual framework for understanding Gen-Y differences in social media usage across diverse members of Gen-Y living in different contexts, variations in culture and technology, the result concludes that Gen-Y is probably behaviors that may alternate over their lifestyles cycle degrees; is predicated on self-reports by means of different age groups (Mangold & Smith, 2012; Miller et al., 2013; Rahman, 2015) Based on the above, the following hypothesis are developed as follows:
H_A1: There is a significant positive correlation between Social Media Advertising and Gen-Y Attitude.
H_A2: There is a significant positive correlation between Gen-Y Attitudeand brand equity.
Using the Hofstedemodel, Koo (2010) explores how Gen-Y opinions regarding mobile advertising are affected by sensory modality and culture. People's perceptions toward clothing mobile advertising are influenced by factors such as fun, aggravation, credibility, and information. The following notion is supported by this research:
H_A3: There is a significant positive correlation between Culture and Gen-Y Attitude.
(Sheng & Teo, 2012) used the customer experience as the mediator to integrate with the relationship between product attributes on mobile brand equity. This research is proposed:
H_A5: There is a significant positive correlation between Social Media Advertising and brand equity.
(Krejcie & Morgan, 1970; Kumar & Sethi, 2005; Liaw & Le, 2017) found that the value of mobile brand equity is realized through customer experience and culture influence. As such, an integration via studying the Gen-Y group is needed. The following hypotheses are proposed:
H_A6: The relationship between Social Media Advertising and brand equity is mediated by Gen-Y Attitude.
H_A7: The relationship between culture and brand equity is mediated by Gen-Y Attitude.

Culture and brand equity

The differences in cultural context between Western and non-Western had been widely pin pointed in advertising literature. However, not many researchers could explain the relevancy of applying Western branding models in Asia region. posits that the greatest basic dimension that differentiates consumers' responses to advertisements is the value customers engaged in collectivism an dindividualism. The most basic measurement that distinguishes consumers' responses to ads is the value customers placed on collectivism andindividualism (Wang et al., 2018)(Wong, 2014).

The following hypothesis is developed based on the above discussion:

H_A4: *There is a significant positive correlation between Culture and brand equity.*

Methodology

Dubai has a huge blend of religions both polytheist and monotheist from a huge variety of geographic origins (e.g. Muslims from the Arab global, Pakistan, India, or North Africa; Christians from western countries, India, the Philippines or elements of the Arab international; Zorastrians from Iran and India). Abdella (2009) illucitates that the Dubai population consists of over eighty percent foreigners, in the main temporary residents and operating expatriates certain with the aid of modern-day immigration legal guidelines. This research adopts the post-positivism research design and this research follows a quantitative approach, where a cross-sectional survey was conducted. The quantitative method applies the statistical descriptive with hypothesis testing and regression analysis(Dutta-Bergman & Wells, 2002) (Dang and Sui Pheng, 2015).
Although,this research collects and analyzes the data from Dubai to test the hypothesis by using Structural Equation Model AMOS and SPSS software version 22® for the data collected, a quantitative study, where the use of a descriptive and explicative design and the central aim of the research is to provide empirical evidence on the relationship between the variables; culture, social media advertising and Gen-Y attitude on brand equity. The descriptive and explicative design of research allows the use of quantifiable data to help the researcher describe and examine a particular area of interest
(Krejcie & Morgan, 1970)criteria showthat the exact sample size of the population of 1,000,000 and above is 384 at alpha (a) = 0.05 level of significance. Consequently, 441 respond to the questionnaires were distributed by hard copy and online Google Docs Questionnaire, only 429 (97.3%) were successfully retrieved. Furthermore, during the data preparation test, 20 cases were eliminated from the analysis due to their deviation from centroid based on Mahalanobis d^2 test. This reduced the sample size used in this study is 429. Data collected from the aforementioned surveys will provide the ability to categorize results by the 7-point Likert scale ratings for each question.The expected results derived from descriptive studies are probably to show a connection or a network of causes and effects that attach important factors among the independent and dependent variables.

Results and discussions

Relationship between Culture on Gen-Y Attitude, Social Media Advertising, and Brand Equity
When determining the association between independent factors such as Culture, Gen-Y Attitudes and Social Media Advertising and the dependent variable Brand Equity, a Measurement Model was utilised. Furthermore, the correlation matrix of the associations between the above-mentioned variables was shown in Table 1 using the Measurement Model. The purpose of correlation analysis is to meet one of the assumptions of multivariate linear regression by determining the nature and degree of the relationship between the dependent and independent variables.
The Pearson correlation analysis was used to investigate the link between Culture, Social Media Advertising, and Gen-Y Attitude toward Brand Equity.. When it comes to brand equity, Gen-Y attitudes have a moderately positive correlation of.479, according to table 1. This demonstrated that the more Gen-Y-friendly a brand was, the more valuable it was to consumers. The Pearson correlation analysis of social media advertising and brand equity is depicted in table1. The association between social media advertising and brand equity (r =.547, p .05) was found to be substantial and positive. Brand equity is clearly linked to social media advertising, according to this study. The association between culture and brand equity (r =.530, p .05) was found to be substantial and positive. This study found that the greater the culture, the better the brand equity among the respondents, because the two variables are directly related.
The association between social media advertising and attitude among millennials (r =.778, p.05) is also indicated in Table 1. Social media advertising is also linked to a good Gen-Y attitude in the research area. It was found that there is a strong association between perceived ease of use and knowledge sharing (r =.698, p-value less than 0.05). Since Gen-Y Attitude and culture are directly linked, this study found that higher Gen-Y Attitude was connected with higher levels of both.

Table 1: Correlation Matrix of independent variables and Brand Equity

Variables	Y	X_1	X_2	X_3
Y (B_EQUITY)	1			
X_1 ((ATT)	.479**	1		
X_2 (MSMA)	.547**	.778**	1	
X_3 (CULTURE)	.530**	.698**	.791**	1

**. Correlation is significant at the 0.01 level (2-tailed).

Note:MSMA:-Social Media Advertising; CULTURE:-Culture;B_EQUITY:- Brand Equity; ATT:-Gen-Y Attitude

Unique Predictors to Brand Equity (Influence of Social Media Advertising, Culture,and Gen-Y Attitude, on Brand Equity)

The factor influencing Brand Equity are Culture,Social Media Advertisingand Gen-Y Attitudetherefore, the Structural Model in Figure 2below consists of three predicting variables namely; Gen-Y Attitude (X_1), Social Media Advertising (X_2), and Culture (X_3). Hence, the prediction equation is given by:

$\hat{Y} = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + e_i$ .... (1)

Where:

$\hat{Y}$ = Brand Equity;

X_1 = Gen-Y Attitude;
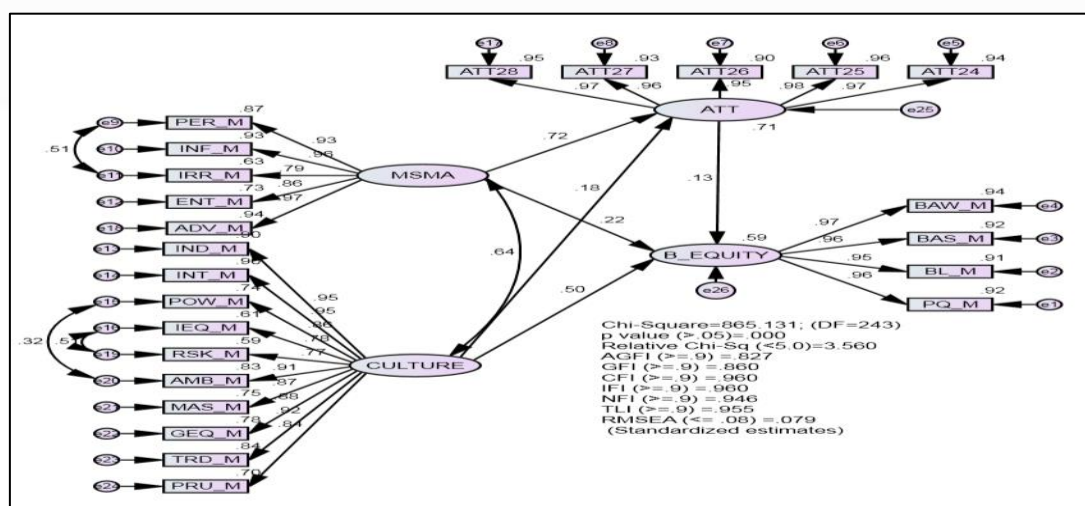
X_2 = Social Media Advertising;

X_3 = Culture;

ε = random error.

Therefore, the proposed hypothesis that examines the validity of the Structural Model is expressed as follows:

H_A: The independent variables (Social Media Advertising, culture, and Gen-Y Attitude) are significant when regressed against the dependent variables (brand equity). Predictor variables were placed into the Structural Equation Model in this study to see how they influenced an outcome variable. Structural Equation Model (SEM) study utilising AMOS in Figure 2 shows the following results: Indicators of fit quality ; Chi – Square χ^2 (CMIN) = 865.131 (df = 243), Relative χ^2 (CMIN/df) = 3.560, p = .000, GFI = .827, GFI = .860, CFI = .960, IFI = .960, NFI = .946, TLI = .955, RMSEA = .079.

Figure 2: Structural Equation Model depicting the influence of Social Media Advertising (MSMA), Culture (CULTURE) and Gen-Y Attitude (ATT) on Brand Equity (B_EQUITY).

According to Table 2 below, the standardised route coefficients indicated substantial correlations between predictors and criterion variables.

H_A1: There is a significant positive correlation between Social Media Advertising and Gen-Y Attitude.

The Structural Model analysis in Table 2shown that there is a significant correlation between Social Media Advertising and Gen-Y Attitude (β = .717, CR = 17.634, p< .05), thus, the hypothesized

relationship of Social Media Advertising and Gen-Y Attitude (HA1) is supported. This also means thatSocial Media Advertising is a significant predictor of Gen-Y Attitude.

HA2: There is a significant positive correlation between Gen-Y Attitude and brand equity.

The structural model revealed that Gen-Y Attitude is a significant predictor of brand equity. The result as presented in Table1indicated that there is asignificant correlation between that Gen-Y Attitude and brand equity (β = .133, CR = 2.106, p < .05). Therefore, the proposed hypothesis (HA2) mentioning that Gen-Y Attitude significantly predicts knowledge brand equity is supported.

HA3: There is a significant positive correlation between Culture and Gen-Y Attitude.

In line with the above hypothesis (HA3), the result in Table 2has shown a significant correlation between culture and Gen-Y Attitude (β = .176, CR = 4.670, p< .05). The find certainly revealed that culture is a significant predictor of Gen-Y Attitude.

HA4: There is a significant positive correlation between Culture and brand equity.

Moreover, the result of the Structural Model as illustrated in Table 2supported the above-mentioned hypothesis. The standardized regression weight indicated that culture is a significant predictor of brand equity (β = .504, CR = 10.928, p< .05). So, HA4 is supported.

HA5: There is a significant positive correlation between Social Media Advertising and brand equity.

Similarly, the Structural Model indicated that Social Media Advertising is a significant predictor of brand equity. The result as presented in Table 2indicated that there is a significant correlation between Social Media Advertising and brand equity (β = .217, CR = 3.373, p < .05), therefore, HA5 is supported. This also means, Social Media Advertising significantly contributes to brand equity.

Table 2: In the postulated path model, there are both unstandardized and standardised regression weights

Hypothesized relationships			B	S.E	β	CR	p
B_EQUITY	<---	ATT	.117	.056	.133	2.106	.035
B_EQUITY	<---	MSMA	.210	.062	.217	3.373	.000
B_EQUITY	<---	CULTURE	.483	.044	.504	10.928	.000
ATT	<---	MSMA	.790	.045	.717	17.634	.000
ATT	<---	CULTURE	.192	.041	.176	4.670	.000

R^2 for B_Equity = .59; R^2 for ATT = .71

Table 3: Indirect and Direct Effects of Regression in Standardized Form The Importance of Millennial Attitude in the Predicted Pathway

Hypothesized Relationships			(β)	p	95% Bootstrap BC CI	
					LB	UB
Direct Model						
MSMA	→	B_EQUITY	.313	.000		
CULTURE	→	B_EQUITY	.527	.000		
Mediation Model						
MSMA	→	B_EQUITY	.217	.000		
Std. Indirect Effect (SIE)			.095	.026	.013	.182
CULTURE	→	B_EQUITY	.504	.000		
Std. Indirect Effect (SIE)			.023	.018	.003	.061

Note: B_EQUITY:- Brand Equity; MSMA:-Social Media Advertising; CULTURE:-Culture; β:- Standardized Direct, Indirect and Total Effects Regression Weight; p:- Significant – p; BC:- Bias Corrected; CI:- Confidence Interval; LB:- Lower Bounds; UB:- Upper Bounds.

Moreover, for testing this mediation relationship the following proposed hypothesis was tested:

HA6: The correlation between Social Media Advertising and brand equity is mediatedby Gen-Y Attitude.

There is evidence of a link between social media advertising and brand equity via Gen-Y Attitude, as seen in Table 3 above The estimated direct effect of Social Media Advertising on brand equity was significant (=.313, p .05), as was the standardised indirect effect (SIE) of Social Media Advertising on brand equity via Gen-Y Attitude (=.095, p .05). As the bootstrap bias-corrected 95

percent confidence interval (CI) is between LB (.013) and UB (.182), the research hypothesis (HA6) is confirmed. Gen-Y Attitude has a mediating effect on the relationship between social media advertising and brand equity. It is clear from this study that Gen-Y Attitude partially mediates the association between social media advertising and brand equity.

HA7: The correlation between culture and brand equity is mediated by Gen-Y Attitude.

This is corroborated by Table 3's results, which show that Gen-Y Attitude acts as a mediator between culture and brand equity in the link between these two variables Furthermore, the standardised indirect impact (SIE) of culture on brand equity through Gen-Y Attitude usage was found to be significant (= 0.023, p .05). The direct influence of culture on brand equity was found to be significant. In this way, the bootstrap bias-corrected 95% CI indirect impact test lies between LB (.003) and UB (.061). The research hypothesis (HA7) is supported because zero falls beyond the CI. Gen-Y Attitude has a strong indirect effect on brand equity because of this. Gen-Y Attitude has also been shown to partially mediate the linkage between culture and brand equity.

Conclusion

New digital technology is gradually transforming the world's cultural traditions. Additionally, social media is transforming the media landscape and influencing people's communication habits and traditions in every facet of their lives. Because of social media's rise in popularity and its influence on our daily lives, traditional personal communication and traditional marketing communication are both changing from offline to online, resulting in a gradual transformation for both. It was therefore necessary to research and explore the influence of culture as a moderator on Gen-Y and brand equity among social media advertising, and further, study Gen-Y as a mediator on brand equity among culture and social media advertising.

The result of this study has shown a significant difference between the respondent's culture based on their regional background by indicating Arabs have the highest mean culture compare to the other North and south Americans and Africa.The researcher concludesfrom the study is that Gen-Y's social media users who are the first generation to have spent their entire lives in the digital environment are more expected to trust or believe in online brands and products.

The study discovers that Gen-Y attitude towards brand equity increases among respondents who are less-culturally inclined than those with more cultural inclination. This result inthe conclusion that, each generation has an impact on society, Gen-Y is a generation like no other; rely on each other nearly or overseas, whatever the distance or nationality, sharing ideas and discussing opinions with friends to make more informed decisions, affecting cultural, take control of social media, and economic by the influence that impacts on the world they live in. Gen-Y is called 'digital natives' and their utilization of social media is rapidly on increase. In other words, technology has functioned as a force for sweeping cultural change. Two things are transpiring: technology is impacting culture, and culture is impacting technology, with this outcome of less-culture it might be with the new features of applications of social media technology in a little while will appear a new consumption of digital culture.

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