The Impact of Social Networks on Personal Brand Equity
(Case study: Builders of luxury buildings
In areas 1, 2 and 3 of Tehran)

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Abstract

The purpose of this study is to investigate the effect of virtual social networks on the dimensions of personal brand equity Builders of luxury buildings in areas 1, 2 and 3 of Tehran. Social network was considered as an independent variable and brand equity dimensions were considered as dependent variables.
Dimensions of brand equity include; Brand awareness, brand loyalty, perceived quality of the brand, brand association and brand assets. Library methods and related articles were used to collect information on the definition of concepts and literature of the research subject.
The present research method is research-descriptive research and applied in terms of purpose. The statistical population is housing consultants active in housing agencies in luxury areas of Tehran (areas 1, 2 and 3) and the sample size is 10 consultants by available sampling. These housing consultants were all selected from valid real estate agencies active in the field of luxury apartment transactions.
Examining the results of interviews with real estate consultants and real estate agencies, it can be concluded that virtual social networks effect on brand awareness, attachment and loyalty, positive attitude and perception of the brand and brand association, but about the impact of social networks on the assets and there was no agreement on its exclusivity

Keywords: social networks, personal brand of builders, luxury buildings

1. Introduction

Due to the increase in housing prices in Tehran and decrease in demand for luxury construction units and the need for builders to compete in a low customer density environment, the need to promote the personal brand of luxury building builders is felt more than ever. On the other hand, according to the usual routine, the transaction price of the above-mentioned apartments is determined in the negotiation process between

the builders, the customer and usually the housing agencies, and promoting the personal brand of manufacturers by creating a favorable atmosphere in the negotiations, has a high impact on the success of manufacturers in sales and higher pricing, and leads to increased profitability and more effective financing. Also, upgrading the personal brand of the builders has led to more identification of the builder by housing agencies active in the region, and with the efforts of housing consultants to communicate with the builder and introduce more potential customers in Tehran luxury housing market, the possibility of transactions and actualization of the customer for the builder Will be more.

Industrial construction is an industry that is constantly evolving and is one of the manifestations of the growth and development of countries. In recent years, building branding in the construction industry has emerged as the most important components of sustainable development, and this has led to high demand in the industry.

Today brands are a symbol of product identity and even human identity and the importance of the brand in the formation of business-related communications is undeniable. Brands are not the only monopoly on products and organizations, and individuals can have their own brand. Each person's personal characteristics form the image of their personal brand.

There is a lot of talk about personal branding in the world today. Personal branding does not have a very complex strategy, but like anything fruitful, it faces its own challenges. A strong personal brand can lead a person to rapid progress and, conversely, an unknown personal brand can turn a person backwards. Personal branding helps people achieve their goals and it can be used to reach a high and special position.

In this study, the researcher intends to discuss the impact, role and position of social networks in the personal brand of luxury building builders in areas 1, 2 and 3 of Tehran and seeks to answer the question that today with progress Technology and growing social networks how to use these networks more effectively to create and develop a personal brand in the field of construction that is superior than competitors.

2. Theoretical foundations and research background

2-1. Social Networks

2-1-1. Network

For first time, "Euler" established the framework of network theory in 1736. Since then, the use of network theory techniques has become a right solution to many of the complex problems of today's world. Using the theory Network that derived from graph theory, many real-world systems can be thought of as a network of edges and nodes. Modeling the components of a system and analyzing the relationships between them using the pattern of edges and nodes can help to better understand the system and its interactions. Theory Network techniques are used to collect, analyze data, and ultimately predict the social structures of communication patterns across networks. (Sepehri & Babaei, 1394, p. 24)

Two general approaches can be considered to study networks: total networks and individual networks. Individual networks are person-centered and are defined from the point of view of the people at the center of the network. In fact, they are examined from internally. The study of the individual network enables researchers to study community

connections wherever they are and with whomever and however they are structured. In the whole network approach, the communication pattern, gaps and challenges in the network, changes in network structure over time and direct and indirect links between members should be examined. (Bastani & Beheshti zavareh, 2016, p. 19)

2-1-2. Social Networks

A social network is a social structure which its elements are individual or organization that they are interconnected by one or more specific types of affiliation, such as ideas and financial exchanges, friendships, kinship, business, field of study, country of residence, and they often have complex structures. In social networks, the terms head and mane are examined, in which heads, individual actors within networks, and edges are the relationships between these actors. The edges can be placed between the vertices in different ways. Social networks are divided into information, professional, educational, entertainment and news social networks according to their type of activity. (Abbasi & Shariat, 2019, 129)

Researchers have identified social networks as a key factor in understanding the process of creating information and exchange. They consider the creation of information and social networks as inseparable connection and the relationship between the two to be positive. (Bastani & Beheshti Zavareh, 2016, 16)

Virtual social networks are online services that allow people to have their own profile, introduce themselves to others, share their information and communicate with others in a specific system. In this way, people can both maintain contact with others and form new social relationships. (Boyd & Ellison, 2007, 212)

Virtual social networks are sites that offer their users the ability to share from a simple site such as a search engine with the addition of features such as chat, email and other features. Social networks are a gathering place for hundreds of millions of Internet users who interact and exchange information regardless of borders, language, gender or culture. (Yazdkhasti et al., 2013, p. 84)

Virtual social networks as web-based facilities that allow people; A) Creating public and semi-public profiles; B) Create your own contact list with other users in detail and c) View and navigate their contact list and define other listings made by other users. (Ariani.et al., 2015, p. 27)

The main feature of a social network is that the connections of individuals are weak in it and it can be considered as a social group, because people's connections are weak and fragile. (Rezaei & Gholamzadeh, 2019, 10)

Social networks in the world are divided into two categories. Some of these networks are designed on the Internet (web-based), such as Facebook, Instagram, and some are designed on mobile (mobile-based), which are known as mobile social networks, but with growing technology and the Internet, web-based social networks are being transferred to mobile social networks. These networks are used in different countries according to the latest Alexa (2015) site ranking. (Abbasi & Amereh, 2016, p. 8)

Networks, as a new means of disseminating messages and engaging in widespread communication, have created new dimensions of social change that through them, it will be easier to spread ideas and thoughts. Today we are witnessing a growing trend of users and members of social networks, so it is necessary to know the functions of the social

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network, its various dimensions and awareness of its effects and informing the audience about the function of virtual networks.

The functions of the social network are: social mobility, social knowledge, social bonding, social awareness, organizing protests and social cohesion. (Figure 1)

One of the main approaches of social networks is creating and share the knowledge of network users with each other. The issue of knowledge sharing in social networks is so important that without it, social network in the organization doesn't have meaning. The purpose of this work is making enable each user to express their knowledge deficiencies about various work issues and ask others for help or assistance, and as a result, social awareness is achieved.

Social mobility is not seen in all societies and all socio-economic systems equally and with the same intensity and weakness, but As much as we move in the process of social and historical development of societies, the relative amount of social and class mobility increases.

Social mobility refers to the movement of individuals in the hierarchy of social or social stratification.

Social networks can provide the way for social, scientific, cultural, and economic change by creating and transferring knowledge, as well as creating movements and organizing protests. Using new information technologies, these movements can achieve their three main goals: forming a collective identity, convincing their followers, and mobilizing them. (Davoodi & et al., 2017, pp. 86-88)
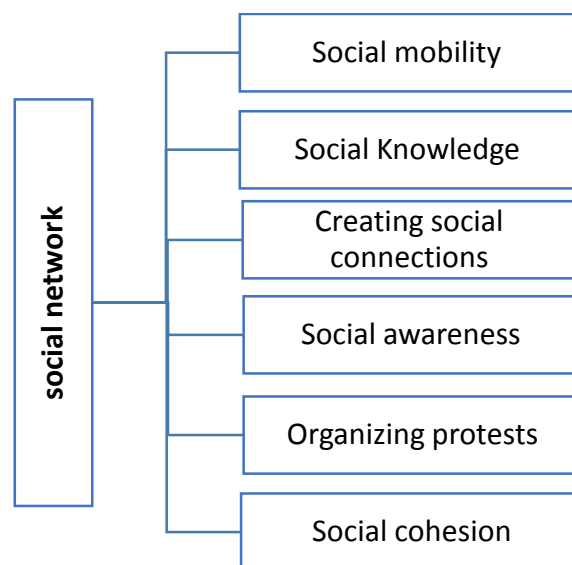

Figure 1: Functions of social networks (Davoodi et al., 2017)

Popular and widely used social networking tools include:

 - Telegram

- WhatsApp

 - Instagram

- LinkedIn

 - Facebook

The *Telegram* messaging network for first time opened as social messaging networks in 2013. Having some unique features such as more complete communication channels, facilities and interaction in groups, very high security, the ability to send different files with large volume and speed and receive data caused the telegram took its place as a popular and powerful tool among users quickly. (Mousavi and Habibzadeh, 2020, p. 61)

WhatsApp is an instant messaging app for smartphones. This app is made by WhatsApp Stock Company. The founder and creator of this program is "Jan Kom". WhatsApp Messenger is software for Android, iPhone, Nokia and BlackBerry smartphones. This messenger uses data or Wi-Fi connection to send the message. (Eidizadeh & Ahmadi Baloutaki, 1397, p. 51)

Instagram is a virtual photo and video sharing social network that launched by "Kevin Systrom" and "Mike Krieger" in October 2010 as a free mobile app that allows users to share photos and videos. Share yourself on your user pages, in the form of posts, and these posts can be seen by the followers of these pages.

The *LinkedIn* Professional Social Network is the world's largest professional network with more than 250 million members from more than 200 countries and regions around the world. This social networking profession has a simple goal: to connect the professions of the world with each other in order to increase their efficiency and success. By joining to this social network, users can access people, jobs, news, new information and different perspectives that can be effective in promoting their careers.
The company was founded in 2002 by its founder "Reid Hoffman" and officially opened on May 5, 2003. The company's management team consists of executives from Yahoo, Google, Microsoft, PayPal and Electronic Arts. Most of this social network revenue comes from user subscriptions and ad sales. (https://www.hamshahrionline.ir)

Facebook was launched in February 2004 by "Mark Zuckerberg". He started Facebook in his dorm at Harvard University as a social networking site for Harvard students, but students from other universities also joined. In April 2013, Facebook bought the service for $ 1 billion in cash and stock. The social network quickly gained popularity and by the beginning of 2017, more than 500 million people were active in this social network. (Shams & Forghani, 2019, p. 105)

2-1-3. Dimensions of social media marketing

Communication activities divide Social network marketing into five dimensions, which include; Entertainment, interaction, up-to-datedness, customization and Electronic word of mouth ads.

- Entertainment

Entertainment is a form of fun and entertainment on social media. Various studies consider entertainment as a powerful stimulus for social network users. Entertainment is a powerful stimulus for the use of content created for social network users. Entertainment stimulates participation in social network to some extent, and social media users use brand-related content for fun, relaxation and time spending. Spending time and escaping from social reality, which is a reason to seek entertainment, stimulates posting on social networks. Therefore, entertainment can be considered as one of the dimensions of social media marketing communications affecting communication value, brand equity and customer response.

-Interaction

Social interaction is a powerful stimulus for making content by users. Social networks help customers as well as create a space for discussion and exchange. Social interaction describes users who participate in brand-related social networks to share ideas and talk about specific brands or products. Brands therefore need to post unique content, reflect their members' profiles, be active and free to discuss, and be useful to practical topics in order to improve engagement. Creating these relationships can increase credibility and communication. In fact, interaction is defined as sharing information and exchanging ideas with others.

-up to dateness

Social networks enable the dissemination of new news and hot topics and they are the main channel for product search. Customers often visit them for getting information when they consider the social network as a reliable source of information about corporate-backed communications through traditional promotional activities. Up-to-date information on social media covers four drivers: retention, knowledge, pre-purchase information and inspiration. Retention refers to the observation and retention of up-to-date information in that social environment. Knowledge refers to brand information that customers obtain from other customers to learn more about a brand or product. Pre-purchase information refers to the review of products and topics in brand communities in order to make purchasing decisions. Ultimately, inspiration relates to customers who are looking for brand information and new ideas. Therefore, brand information is considered as a source of inspiration. Therefore, up-to-dateness is defined as the dissemination of up-to-date information about brands, which can affect brand equity, communication value and, consequently, customer response.

-Customization

Customization is the degree to which a service is personalized to satisfy people's preferences. By personalizing the site, brands can be customized and presented uniquely, creating and stronger connection between brand and loyalty. In social networks, customization refers to the target audience of a posted message. Customization is the

extent to which social media channels provide custom information and services. When a change is made to the customer's choice, what is done is customization.

-Electronic word-of-mouth advertising

Social networks facilitate electronic word of mouth ads in customer-to-customer interactions about the brand. Studies show that electronic word-of-mouth ads has a higher credibility, empathy and relevance than the information sources created by marketers on the web. Social networks are an ideal tool for electronic word-of-mouth ads, as customers create and disseminate brand-related information to friends, acquaintances and others without restriction. Researchers have considered using of electronic word-of-mouth ads in social media from three perspectives: search for ideas, tools of ideas, and exchange of ideas.

Customers tend to seek information and advice from other customers when deciding to buy with a high level of opinion seeking behavior. Customers with a high level of opinion expression have a significant impact on customer attitudes and behavior, and the exchange of ideas is a special feature of electronic word-of-mouth ads that facilitates the flow of information.

Word-of-mouth advertising is defined as the extent to which brand customers exchange information and upload content to social media. This type of advertising on social networks not only affects the brand equity, it also has affected the communication value on the customer response. (Mohammad Shafiei .et al., 2020, pp. 108-110)

2-2. Personal brand

2-2-1. brand

A brand is defined as a name, word, mark, design, symbol, or any other feature that distinguishes a service provider or product from others. Today, brands are a symbol of product and human identity, and the importance of the brand in shaping business-related communications is undeniable. (Eskandari .et al., 2019, p. 68)

One of the most popular and important marketing concepts that is widely discussed today by researchers and marketing experts is brand equity, which is one of the important reasons for this reputation, the strategic and important role of brand equity in management decisions and creating a competitive advantage for Organizations and their customers. Brand equity enables organizations to demand more money for their brand in addition to maintaining their market share. A strong brand can be the most valuable asset of a business, because it allows the organization to gain more profit margins, better collaboration channels, as well as other benefits. (Gilaninia & Mousavian, 1389, p. 104)

"Aaker" In his article "Measuring Brand Value across Products and Markets" introduces 5 dimensions for brand equity:

Brand loyalty, perceived quality of the brand, brand association, brand awareness, brand assets (Brand market values, market share, market price, etc.) (Aaker.1996.P.105)

- Brand loyalty

Loyalty is an important concept in marketing strategy and brand loyalty is the core of brand equity that is linked to the brand. If this core is damaged, it will actually penetrate deeply into the customer. (Aaker.1996.P.105)

Brand loyalty is the existence of a positive customer attitude towards a product, service or seller. Aaker defines brand loyalty as the degree to which customers are committed to a particular brand.

There are different approaches to measuring brand loyalty:

- *Behavioral approach*; Includes repeat purchases and recommending a brand to others.

- *Attitudinal approach*; It includes the intention to buy the brand and the commitment to it, despite providing similar services by competitors and extensive marketing efforts by competitors.

 - *The third approach is obtained by combining attitude and behavioral approach*.

We use both behavioral and attitudinal aspects to measure brand loyalty. Some of people consider brand loyalty as the ultimate goal of brand equity. However, brand loyalty cannot be examined without considering its relationship to other dimensions of brand equity. (Gilaninia and Mousavi, 2011, pp. 106-107)

-Perceived quality of the brand

In the last few decades, researchers have paid close attention to the quality of services. Further knowledge and strategic importance of service quality is due to its positive effects on behavioral intention, market share and profitability. Perceived quality can be defined by the customer's judgment about the overall superiority of the product. Perceived quality of services is defined as the degree and direction of the difference between customer perceptions and expectations of specific services provided by the service company. (Daheshti shamrock & haji noroozi. 2017, 551)

Perceived quality refers to the degree and extent that is the result of customers' mental evaluation of the product and is defined as customer perception of the overall quality of a product or service. Indicators such as elegance and beauty, attractiveness, good quality of products, good quality of ingredients used in products, durability, reliability and reliability of brand performance, employee behavior and quality of service are measured in this variable. Positive mental evaluation of customers of a product or high perceived quality leads the consumer to choose one brand over other competing brands. (Mohammadi.et al., 2014, p. 40)

-Brand associations

 Association refers to the relationship between a brand and its use (application), including the desire of consumers to buy and recommend to others. The force that makes the brand be in the minds of consumers and influence it, is more due to experience. In this way brands provide meanings for brands for consumers

The two factors that reinforce the associations of different information in a person's mind are the relationship of this information with the details of the individual's life and the degree of compatibility between them in over time. In other words, brand recognition and loyalty depend on the consumer brand association. Tendency to repurchase or loyalty is an important tool for measuring brand equity.

Brand association can help predict the repurchase intention, future revenue and value of the company against other markets. Brands are successful in terms of customers who have a deep connection with the culture. (Kia, 1391, pp. 93-95)

Associations include attitudes, benefits, and attributes and assets that can be measured through three indicators: brand as human, brand as product, and brand as organization. (Aaker.1996.P.111)

- Brand awareness

Brand awareness means whether a customer can remember or recognize a brand. Due to the constant changes of internal and external environment, to link a brand to a product, advertising strategy can enhance brand knowledge and create brand awareness through cognition or reminder. Advertising can also enhance brand association, such as the brand image, and create a brand perspective and experience. Brand awareness plays an important role in the process of creating special value. Awareness of the brand has many benefits for companies, because it reduces the company vulnerability to competitive activity, reduces company costs, increases financial margins and increases effective marketing communications. The most well-known way to inform the customer about the brand are advertising and media. (Almasi.et al., 2021, p. 163)

- Brand assets

Brand assets include; Market values of the brand, market share, patent and monopoly of the brand, etc. The performance of a brand is measured by market share or sales volume in the market. When a brand has a comparative advantage in the mind of the customer, that brand's market share should increase or at least not decrease.
Measuring the market share of a brand is not an easy task and is associated with problems. The biggest problem is that market share indicators may have to respond to short-term indicators, which often it undermine brand equity. Of course, market share can be achieved through deceptively sensitive switches or the growth of advertising and price trading, which this also jeopardizes the long-term value of the brand. Also, market share can grow or decline due to unrelated and uncontrollable factors. (Aaker.1996.PP.116)

2-2-2. Personal brand

A new concept called "personal brand" has been provided with the development of product and company brand. "Tom Peters" was one of the few people to do extensive research on personal branding, and the term personal brand was first used by him in his article in 1997. He emphasized on building a personal brand by developing skills, changing behaviors and making a difference. This process is also defined as the creation of an asset that belongs to a particular person. (Hosseini.et al., 2014, p. 95)
Brand is not the only monopoly on products and organizations and individuals can have their own brand. Each person's personal characteristics form the image of their personal brand. A personal brand is a mixture of internal factors such as the system of values and ideals and goals, as well as external symbols such as face, body language and communication network. In other words, each person has a unique personal brand in the name, logo and physical characteristics and other accompanying characteristics such as professional skills and assets, job characteristics, interaction style, appearance and personality traits, interests, activities, friends, family which are manifested.

Therefore the personal brand of individuals is all the mental perceptions of the audience of the characteristics, experiences and competencies of a person whose relationships and relationships are overshadowed, and it shapes the type of perceptions of others towards them. Dignity, respect, popularity and social status of individuals are closely related to their personal brand. (Abbasi, Amreh, 2016, p. 4)

Researchers divide competence into two categories: technical and behavioral.

Technical competence or technical knowledge is related with doing work and behavioral competencies are concerned with how the work is done. Researchers believe that three basic components are involved in the formation of competencies, which are: Knowledge, skills and attitudes. According to researchers, if a person has the necessary knowledge and skills in a particular field, but in his behavior and performance cannot see the difference and merit, then he cannot be called a worthy title. It can also be said that the essence of competence makes sense by creating value and innovation and being fresh. If a person has a high level of knowledge and skills and a good attitude, but remains in the cycle of repetition and daily life, his/her merit does not create credibility for him/her. The pyramid of individual competencies is shown in Figure 2. (Saemian.et al., 2013. 72-73)
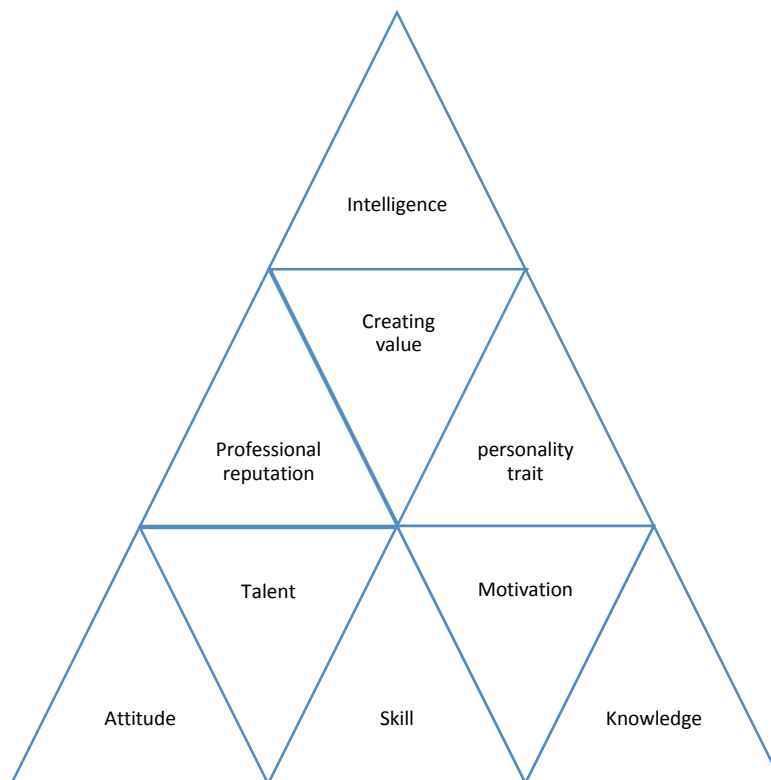

Figure 2: Pyramid of individual competencies (Saeiman et al., 2013)

Personal branding is also based on individual competencies. To have the desired personal brand, people must learn and apply various characteristics through the acquisition of knowledge, skills and experience. Without professional, human and perceptual skills,

people will not be able to develop their personal brand domain. (Hosseini et al., 2014, p.95)

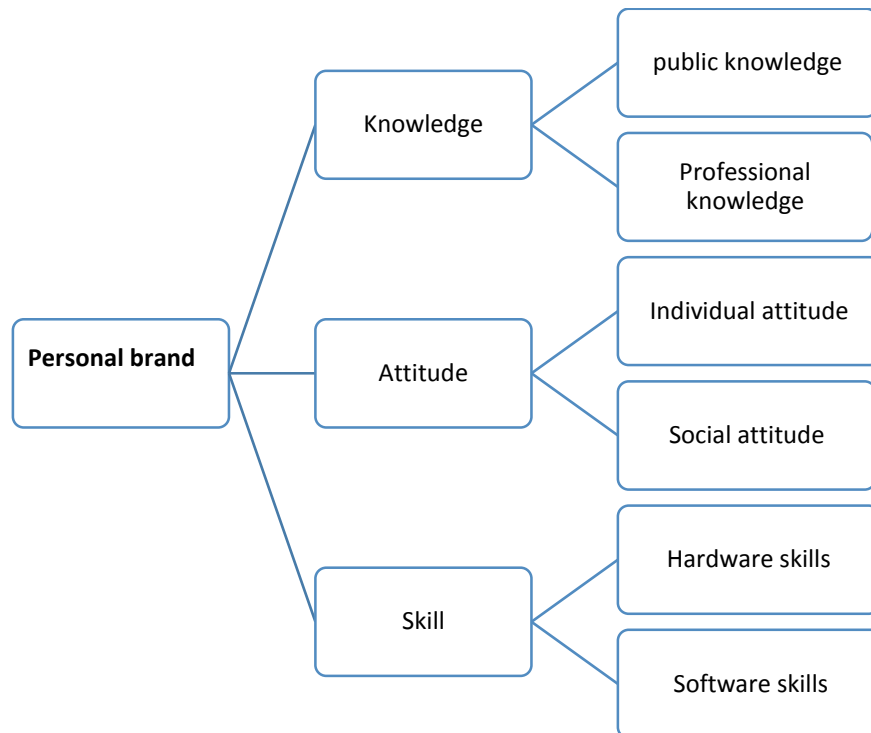Personal brand components based on competency are shown in Figure 3.

Figure 3: Personal brand components (Eskandari.et al., 2019)

2-2-3. Personal branding process

Khedher (2013) has presented a conceptual framework of personal brand. Khedher points out that people in during daily life who leave in their interactions based on values, attitudes, verbal and non-verbal actions a special image of themselves, which it is referred as a personal brand. Khedher considers this process is consist of three stages :(Khedher.2013.P4)

1- The stage of personal brand identification, which includes recognizing and examining the style, role and position of personal branding standards.
2- Personal brand positioning, which refers to examining the role and position of the brand among competitors.
3- Analyzing and evaluating the personal brand that examines the success or failure of the brand.

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"Harris & Ray" (2016) have defined the influential components in making a personal brand that they are shown in Figure 4 . In this study, we have only dealt with the field of virtual social network.

Figure 4: Personal branding model (Harris & Rae, 2016)

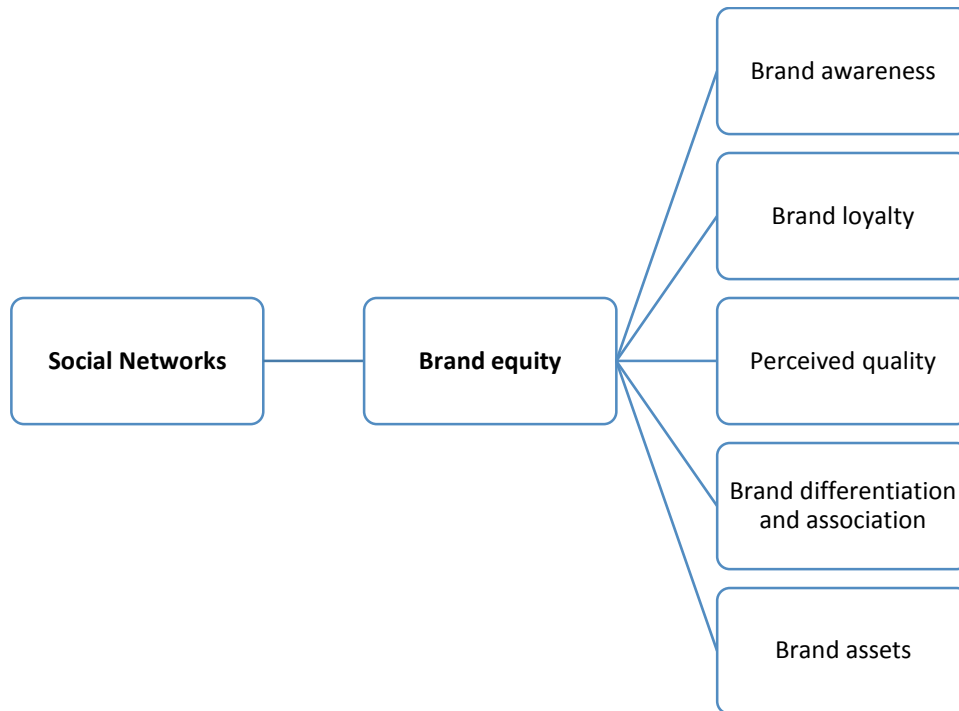The research model according to research theory is shown in Figure 5.

Figure 5: Conceptual model

3. Research hypotheses

In this research, virtual social network is considered as an independent variable to examine its effect or relationship with another variable or variables. And brand equity dimensions are considered as dependent variables. Based on the objectives of the research, independent variables (virtual social network) and dependent variables (brand awareness, brand loyalty, perceived quality, brand differentiation and association, and brand assets), the research hypotheses are as follows:

1- The activity of luxury builders in areas 1, 2 and 3 of Tehran in virtual social networks makes real estate consultants and customers aware of the brand of luxury builders.

2- The activity of luxury builders in areas 1, 2 and 3 of Tehran in virtual social networks causes the attachment and loyalty of housing consultants and customers to their brand.

3- The activity of luxury builders in areas 1, 2 and 3 of Tehran in virtual social networks creates a positive mentality and attitude of housing consultants and customers of the quality of services expected and reliable (perceived quality) of luxury builders.

4- The activity of luxury manufacturers in areas 1, 2 and 3 of Tehran in virtual social networks causes brand association in the minds of consultants and customers and the desire to buy in them.

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5- The activity of luxury builders in areas 1, 2 and 3 of Tehran in virtual social networks shows the high value and assets of the brand and its exclusivity in the minds of real estate consultants and customers.

4. Research method

4-1. Statistical population and sample size

The statistical population of the study is housing consultants active in housing agencies in luxury areas of Tehran, including areas 1, 2 and 3, and the sample size by using the available sampling method is 10 strong and experienced housing consultants.
The criterion for the validity of housing agencies is having history, presence and activity in areas 1, 2 and 3 of Tehran and having more than 30 active housing consultants. Also, the definition of luxury apartments in this article are apartments located in areas 1 and 2. And 3 Tehran and also with a price offered above one hundred billion rails.

4-2. Data collection method

The method of the present research is qualitative, descriptive and survey type and applied in terms of purpose. Qualitative research method describes the experiences and beliefs of individuals and groups. Descriptive research includes a set of methods that their aim is describing the conditions or phenomena under study. Conducting descriptive research can lead to a better understanding of the existing situation or help the decision-making process In fact, descriptive research describes society, conditions and phenomena. It is also called non-experimental research, because the researcher does not control or manipulate variables, and survey research method is used to examine and describe the characteristics of a statistical community. This way is used for answering questions such as what is the nature of the situation. What is the relationship between the events? Library method and valid documents were used to collect information about the definitions, concepts and literature and theoretical foundations of the research subject, and the data collection tool is a semi-structured interview. This interview is in such a way that people are asked a series of single questions and people can answer these questions as they wish. In fact, one of the most widely used types of interviews is semi-structured interviews and in the qualitative research method Semi-structured interviews are typically used.

5. Research results and findings

The results of the interviews show that;

- Interviewees believe that Activity of luxury builders in virtual social networks and interaction with followers, customers and real estate consultants in areas 1, 2 and 3 of Tehran makes luxury builders known and real estate agents and customers are aware of the brand of luxury builders. Because they believe that today with the growth of information and communication technology and with the help of virtual social networking tools, brand builders can better and faster identify themselves and their personal brand. Therefore, it can be inferred that hypothesis 1 on the impact of social networks on the awareness of real estate consultants and customers of luxury builders is acceptable.

- The interviewees believe that paying attention to the comments and feedback and answering the questions of the brand builders to the questions that are asked of them in cyberspace, makes the real estate consultants and customers eager for the personal brand of the luxury builders. They consider these effective and useful interactions as the main factor in creating attachment and loyalty to the manufacturers brand and believe that it increases their trust and confidence. In fact, they believe that the builders of luxury buildings should value this opportunity because paying attention to this dimension in virtual social networks by luxury builders will create a good image among customers and followers. Therefore, it can be concluded that Hypothesis 2 that the effect of social networks on brand loyalty to luxury manufacturers is acceptable.

- The interviewees acknowledge that honesty in virtual social networks is an important criterion for them and believe that providing and disseminating up-to-date information and providing accurate and precise information before buying, in virtual social networks by luxury buildings, creates an attitude and Positive mentality, perception and correct judgment of the quality of services provided by Luxury builders. Therefore, it can be concluded that Hypothesis 3: the impact of virtual social networks on a positive attitude is generally accepted by real estate consultants and Customer

- The Interviewees believe that if the principle of honesty and truthfulness is observed in virtual social networks and luxury builders avoid exaggeration and giving false and baseless information in virtual social networks and.
  If there is at least a difference between the perceptions and expectations of real estate agents and clients of what luxury builders share on virtual social networks and what is real, there will always be a positive image in the minds of real estate consultants and clients and This brand association will make the customer want to buy from luxury builders. Therefore, according to these explanations, Hypothesis 4 based on the effect of social networks on brand association in the minds of real estate consultants and customers is also acceptable.

- A number of interviewees believe that the sharing of posts of luxury apartments and houses on virtual social networks by luxury builders has shown the wealth and credibility of construction builders. But on the other hand, some believe that over-sharing of these assets shows exaggeration and magnification by a number of manufacturers, in order to attract customers and it shows the dishonesty of the builder, and even some of the interviewees believed that when projects in The builders are having financial problems, the builders are exaggerating and magnifying their assets in virtual networks. Therefore, there was no agreement on Hypothesis 5 about the effect of virtual social networks in showing the assets and credibility of builders.

- Interviewees believe that word of mouth is still common in the traditional way, which was common in real estate agencies in the past. In addition, electronic word-of-mouth advertising has facilitated the process of brand introduction and

sales. Because real estate followers and consultants publish credible and useful information related to the brand immediately after viewing to friends, acquaintances and other people without restrictions.

- During the interview and conversation with real estate consultants, it became clear that the most widely used virtual social network used by all interviewees is Instagram and sometime WhatsApp. They considered them as a reference which they quickly update their information and they use. In addition to virtual networks, they use sites related to their field of work, including, Ihom, Kashanak, luxury construction and architecture magazines, Divar, kelid & etc.

- All real estate consultants were satisfied with the presence and emergence of virtual social networks and acknowledged that before the emergence of social networks, they had to spend long hours of their time through field surveys and customer support to buy, and maybe Most of the efforts were in vain. But today, consultants, customers and manufacturers (actors) interact faster and easier, and geographical restrictions on transactions have been removed and work has become faster, and the possibility of fast, easy, up-to-date communication of actors in this field has been provided.

6. Discussion and Conclusion

Today we are witnessing the formation of a new generation of Internet tools that provide more opportunities for interaction, negotiation and dialogue and in general the possibility of two-way communication. One of the most influential services offered on the Internet is social networks, which in turn has created a dramatic change in the social system of the world.

Virtual social networks, in contrast to many new human achievements that after a while have diminished in importance or they answer part of human needs, new dimensions of their function are emerging day by day and it has reached an irreversible point in people's personal and working life.

According to the interviews conducted based on the research hypotheses, it is concluded that social networks have had the highest impact on informing real estate consultants (as sales channels) and customers, and then the activity of builders in social networks has caused the attachment and loyalty of housing consultants and costumers. Also, the activity of construction builders in social networks is effective in the perceived quality of the personal brand of housing builders and also in the association of the personal brand of housing builders. In this study, the relationship between the activity of luxury manufacturers in social networks in increasing the value and assets of the brand and its exclusivity was not confirmed.

7. Limitations of research and suggestions

Like any research, this article has limitations and shortcomings that It is hoped that it will be resolved in the near future, which we will mention a few of them:

- Small sample size: Since this article was prepared for the course of research method and as the same time with the semester exams, it had to be prepared quickly,by the order of the professor, 10 real estate consultants active in housing agencies in regions 1, 2 and 3 The city of Tehran was selected by available sampling method and data were collected through interviews. But Tehran, the capital of Iran with a population over 8 million, is the 24th most populous city in the world and the most populous city in West Asia. The sample size (10 real estate consultants) cannot be generalized to the whole community and more sample size should be used and discussed. The researcher intends to address this in the near future.
- In this research the qualitative method has been used and in this method, collecting, analyzing and interpreting data is too time-consuming. On the other hand, in this research method, conditions and interactions are not always repeated at any time and cannot be done research with confidence on a larger scale. Therefore, it is suggested to study the issue with a quantitative method and using valid and standard questionnaires.

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