

Building brand Image through social media marketing: A new mode?

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Abstract

This study aims to investigate how a brand may use social media to promote its mission and what the brand's ideal consumer perception should be while using social media. In the theoretical section of the paper, ideas about branding, social media, and ultimately branding on social media is discussed. Quantitative consumer research with people from various demographic groups on how social media has altered brand perceptions and images makes up the empirical portion of this study under the data analysis and interpretation. The findings demonstrate the general significance of social media for branding, with a similar or even greater impact on brand perception than the traditional media. However, this can fluctuate significantly depending on the focused market group. It can significantly alter how people see your brand as a whole. The findings demonstrate a strong relationship between social media usage and demographics in addition to customers' view on social media's influence on brand perception.

Keywords

Social media,
Traditional Media,
Advertisement,
Brand Popularity,
Purchase Decision.

Introduction

The evolution of technologies led many innovations; one such innovation is the internet. At the beginning of 2012, there were 2.18 billion users which increased to around 4.95 billion at the beginning of 2022. The rise of the internet led to the development of other social media platforms and websites which are now an essential part of our life, we cannot imagine our lives without the internet, everyday people are purchasing stuffs

from different sites to try new things which are mostly advertised and sold through social media marketing. Celebrities and other social media influencers are playing a very important role in selling products online, as we are aware how traditional media plays a crucial role in promoting products among different segments of population, so too does social media.

Every other brand wants to gain as much market share as possible and most of them are using social media for marketing. It is also easy for companies to connect with their present and future customers through social media.

The change in the trends like that of people nowadays moving towards organic products due to becoming more health conscious not for food but for skin care products also and in the shadow of this many organic brands came into play like MAMA Earth, Biotique, KAMA Ayurveda, in particular are using celebrities and other social media influencers to promote their products through videos in which they promote about how these products help them to get glass skin.

Korean Brands are becoming popular day-by-day as people across the world are fascinated by such beauty standards and want to have such skin. Korean and Chinese fashion are trending in recent years and their popularity is increasing because people are attracted to the design and pattern of the clothes, which started from social media posts.

Government of India like others is using celebrities for promotion of tourism through social media. Before, customers tend to buy from their known shops or companies, as they believed they never get cheated upon but when platforms such as Flipkart, Nykaa, Myntra, came into play leading to customers buying from them and the trust issue, are reduced to minimum or none with the social media promotions availability.

In the previous work found there was a significant gap with regard to no demographic dividends involved in Comparison of the selected variables (Social media, traditional media, brand image, brand equity). In this paper, such gaps were addressed using substantial approach. The paper starts with introduction, review of literature, methodology including data Collection, different measures and tests, analysis and interpretation, conclusions, and future scope of Study.

Literature Review

Numerous studies have shown that brand image can be communicated through social media marketing for promotion. This comprises of several Factors as discussed in the following documented work: Bruno Godey, and Alkaterini Manthiou (2016) stated that “social media marketing activity influences brand equity and creation through social media marketing efforts”. SMME & BE scales were used for Data analysis techniques. The major aspects of branding are entertainment, trendiness, customization and word of mouth. Yusuf Biglin (2019) on brand Image, brand awareness and brand loyalty are the major focus. It is found that Social Media was a major source of Brand Interaction. Hayan, and Alhaddad (2015) focus on brand image with respect to price awareness and advertising awareness was done using Confirmatory factor analysis. It was found that both Price awareness and advertising awareness has a significantly positive impact on Brand awareness and Brand image. Deanda, and Syukri (2021) stated that social media marketing efforts helped in increasing the brand awareness and brand Image of conventional Banks through Instagram. Seo, and Park (2018) observed that the social media marketing agency of the airlines (SMMA) had a significant effect on brand awareness and brand image using a structural equation model. Ahmad et al. (2019) also stated that similarities and respect has an influence on purchase intention, whereas physical attractiveness and trustworthiness do not influence celebrity endorsement in social media. Stojanovic et al. (2017), worked on the intensity of social media usage, and how it affects Brand awareness and Brand Image influences of other dimensions. Alhaddad (2015), focused on how advertisement on social media has a positive effect on brand awareness, brand image, and brand equity. The data analysis techniques which were used was five-point Likert scale, and confirmatory factor analysis. Dehgani (2016) observed that marketers are building strong

customer relationships through Viral word of Mouth (WOM) by promoting their Products in social media. Two way communication and personalized advertisement are the factors that maximize the brand trust and customer perception. The data analysis technique which was used was T –Test & Anova Test to know about the brand equity. Saravanakumar, and Lakshmi (2012) mentioned that Facebook, Twitter, and YouTube are the major platforms chosen as a communication mode by majority of the companies and individuals for promotion. Jokinen (2016) is used as the base article on the Target segment of Consumers & their perceptions of Brand Image, Brand Presence of products on social media. In this researcher has used gender and age in the study and ignored other socio-demographic dividend like income, educational background. This research tries to fill the gap by studying how the factors like gender, age, income and educational background determines the perception of brand communication through the social media.

Methodology

This research tried to get an understanding on how brands are simulating social media to influence their existing and potential customers to gain brand loyalty.

Primary Data is used for the study.

Data analysis and Interpretation:

Table no. 1: Result of Normality Test

Variables	Sig.
Social Media	0.000
Traditional Media	0.000
Advertisement	0.000
Brand Popularity	0.000
Purchase Decision	0.000

Source- Primary Data

Data collection

A quantitative methodology was used in the study to gather the data through an online survey shared through Mail, WhatsApp, and other social media platforms. Total data collected from the respondents were 253 over a period of three months during mid March through June, 2022. All the responses are collected from the Indian consumers with a varied background from educational qualification, income and age in particular.

Pilot study was conducted on 30 samples by performing the reliability test (Cronbach Alpha), and normality test (Kolmogorov-Smirnov).

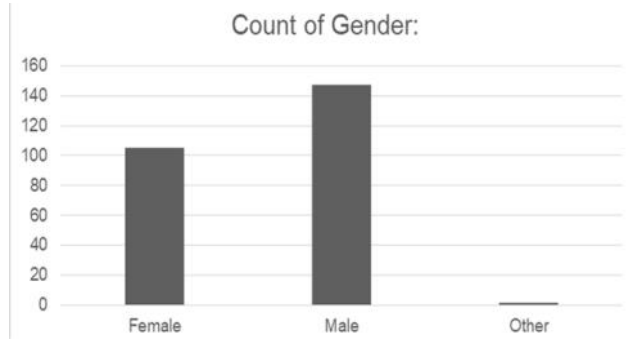
Measures

A five-point Likert scale was used to extract the data from the respondent. The dependent variables' reliability has been examined, and the associated **Cronbach alpha value ()** has been noted. It is clear that the data are not normally distributed based on the analysis of the **Kolmogorov-Smirnov** normality test result (Table 1). To assess the association between two or more categorical variables, nonparametric tests such as the **Mann-Whitney** and **Kruskal-Wallis** tests were used.

Figure 1, 2, 3, and 4 shows the demographic details of the respondents. Majority of the them are males (58.1 percent) and the remaining are females. Out of which age group 19-25 (77.4 percent) consists majority of the group out of 253

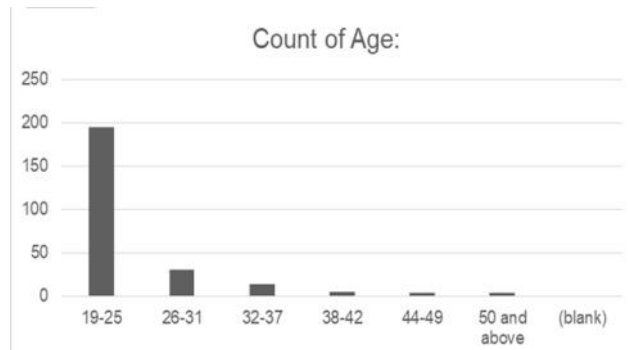
respondents and about 56 percent of the respondents have graduation degree. Around 61.2 percent of the respondents has their annual income between 0-3 lakhs, with a next highest annual income is above 10 lakhs (13.5 percent).

Figure 1: Gender:



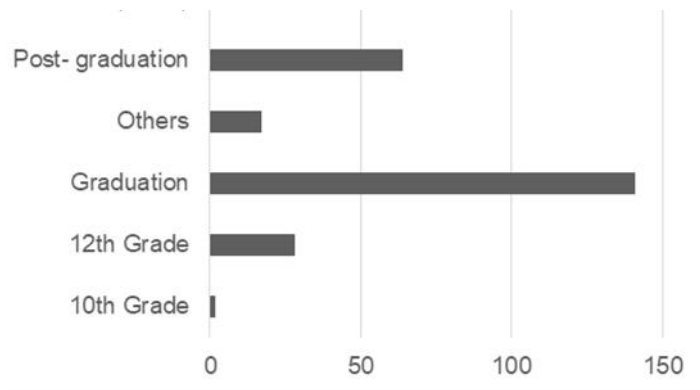
Source- Primary Data

Figure 2: Age



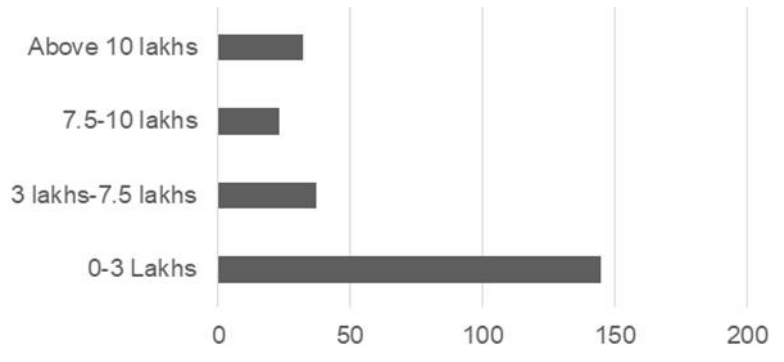
Source- Primary Data

Figure 3: Educational qualification



Source- Primary Data

Figure 4: Annual income



Source- Primary data

Cronbach alpha value details on the selected Factors are:

1. Social Media (=0.859)
2. Traditional media (=0.844)
3. Advertisement(=0.913)
4. Brand popularity (=0.867)
5. Purchase Decision (=0.906)

Gender vs variables:

H1: There is a significant influence of gender and social media on brand image.

Table no. 2 shows that the p value is greater than .05, so the null hypothesis is rejected. Therefore, there is no significant influence between gender and social media on brand image.

Table no. 2: Gender vs Social Media

Question: Communication on social media can make a brand more:	Asymp. Sig.
Reliable	.996
Credible	.686
Attractive	.811
Desirable	.684
Memorable	.236
Communication on social media may create a more positive image for a brand	.885

Source- Primary data

H2: There is a significant influence of gender and traditional media on brand image.

there is no significant influence between gender and traditional media on brand image.

Table no. 3 shows that the p value is greater than .05, so the null hypothesis is rejected. Therefore,

Table no. 3: Gender vs Traditional media

Questions: Communication on traditional media can make a brand more:	Asymp. Sig.
Reliable	.936
Credible	.085
Attractive	.402
Desirable	.403
Memorable	.088
Communication on traditional media can create a more positive image for a brand	.249

Source- Primary data

H3: There is a significant influence of gender and advertisement on brand image.

Table no. 4 shows that the p value is greater than .05, so the null hypothesis is rejected. Therefore, there is no significant influence between gender and advertisement on brand image.

Table no. 4: Gender vs Advertisements

Questions	Asymp. Sig.
Advertisement on television irritates me	.194
Advertisement on Radio irritates me	.634
Advertisement on Social Media irritates me	.851
Advertisement on Search Engines irritates me	.772
Advertisement on Other Websites irritates me	.238
Advertisement on Newspapers and Magazines irritates me	.732
Advertisement on Mail irritates me	.867
Advertisement on Email irritates me	.605
Advertisement on Telephone irritates me	.879

Source- Primary data

H4: There is a significant influence of gender and brand popularity on brand image.

Table no. 5 shows that the p value is greater than .05, so the null hypothesis is rejected. Therefore, there is no significant influence between gender and brand popularity on brand image.

Table no. 5: Gender vs Brand Popularity

Questions	Asymp. Sig.
Posting interesting content (not necessarily product-related) makes me like and follow that brand on social media.	.191
Posting new content often makes me like and follow that brand on social media.	.341
Responding to comments fast makes me like and follow that brand on social media	.600
Responding to messages fast makes me like and follow that brand on social media.	.551
Creating competitions or lotteries makes me like and follow that brand on social media.	.981
Posting information about products makes me like and follow that brand on social media.	.444
Posting promotions and offers makes me like and follow that brand on social media.	.387

Source- Primary data

H5: There is a significant influence of gender and purchase decision on brand image.

Table no. 6 shows that the p value is greater than .05, so the null hypothesis is rejected. Therefore, there is no significant influence between gender and purchase decisions on brand image.

Table no. 6: Gender vs Purchase Decision

Questions	Asymp. Sig.
Brand or company communication on social media is important for my purchase decision.	.721
Comments and posts by other social media users are important for my purchase decision.	.783
Advertising in social media is important for my purchase decision.	.446
Advertising in traditional media is important for my purchase decision.	.836
Recommendations from friends are important for my purchase decision.	.634

Source- Primary data

H6: There is a significant influence of age and social media on brand image.

rejected. Therefore, there is no significant influence between age and social media on brand image.

Table no. 7 shows that the p value is greater than .05 in 4 questions, so the null hypothesis is

Table no. 7: Age vs Social Media

Questions: Communication on social media can make a brand more	Asymp. Sig.
Reliable	.167
Credible	.154
Attractive	.051
Desirable	.025
Memorable	.064
Communication on social media may create a more positive image for a brand	.025

Source- Primary data

H7: There is a significant influence of age and traditional media on brand image.

Table no. 8 shows that the p value is greater than .05 in 3 questions and less than .05 in other 3 questions. This Variable is neutral.

Table no. 8: Age vs Traditional Media

Questions: Communication on traditional media can make a brand more:	Asymp. Sig.
Reliable	.014
Credible	.015
Attractive	.384
Desirable	.109
Memorable	.129
Communication on traditional media can create a more positive image for a brand	.021

Source- Primary data

H8: There is a significant influence of age and advertisement on brand image.

hypothesis is not rejected. Therefore, there is significant influence between age and advertisement on brand image.

Table no. 9 shows that the p value is less than .05 for the majority of questions, so the null

Table no. 9: Age vs Advertisement

Questions	Asymp. Sig.
Advertisement on television irritates me	.001
Advertisement on Radio irritates me	.001
Advertisement on Social Media irritates me	.005
Advertisement on Search Engines irritates me	.037
Advertisement on Other Websites irritates me	.002
Advertisement on Newspapers and Magazines irritates me	.000
Advertisement on Mail irritates me	.001
Advertisement on Email irritates me	.002
Advertisement on Telephone irritates me	.006

Source- Primary data

H9: There is a significant influence of age and brand popularity on brand image.

Table no. 10 shows that the p value is less than .05 for the majority of questions, so the null

hypothesis is not rejected. Therefore, there is significant influence between age and brand popularity on brand image.

Table no. 10: Age vs Brand Popularity

Questions	Asymp. Sig.
Posting interesting content (not necessarily product-related) makes me like and follow that brand on social media.	.023
Posting new content often makes me like and follow that brand on social media.	.046
Responding to comments fast makes me like and follow that brand on social media	.055
Responding to messages fast makes me like and follow that brand on social media.	.007
Creating competitions or lotteries makes me like and follow that brand on social media.	.013
Posting information about products makes me like and follow that brand on social media.	.094
Posting promotions and offers makes me like and follow that brand on social media.	.005

Source- Primary data

H10: There is a significant influence of age and purchase decision on brand image.

hypothesis is not rejected. Therefore, there is significant influence between age and advertisement on brand image.

Table no. 11 shows that the p value is less than .05 for the majority of questions, so the null

Table no. 11: Age vs Purchase Decision

Questions	Asymp. Sig.
Brand or company communication on social media is important for my purchase decision.	.228
Comments and posts by other social media users are important for my purchase decision.	.117
Advertising in social media is important for my purchase decision.	.016
Advertising in traditional media is important for my purchase decision.	.013
Recommendations from friends are important for my purchase decision.	.032

Source- Primary data

H11: There is a significant influence of educational qualification and social media on brand image.

Table no. 12 shows that the p value is greater than .05, so the null hypothesis is rejected. Therefore, there is no significant influence between educational qualification and social media on brand image.

Table no. 12: Educational Qualification vs Social Media

Questions: Communication on social media can make a brand more:	Asymp. Sig.
Reliable	.838
Credible	.447
Attractive	.528
Desirable	.664
Memorable	.502
Communication on social media may create a more positive image for a brand	.222

Source- Primary data

H12: There is a significant influence of educational qualification and traditional media on brand image.

Table no. 13 shows that the p value is greater than .05, so the null hypothesis is rejected. Therefore, there is no significant influence between educational qualification and traditional media on brand image.

Table no.13: Education Qualification vs Traditional Media

Questions: Communication on traditional media can make a brand more:	Asymp. Sig.
Reliable	.544
Credible	.416
Attractive	.118
Desirable	.259
Memorable	.296
Communication on traditional media can create a more positive image for a brand	.661

Source- Primary data

H13: There is a significant influence of educational qualification and advertisement on brand image.

Table no. 14 shows that the p value is greater than .05 in 4 questions and less than .05 in another 4 questions. This variable is neutral.

Table no. 14: Educational Qualification vs Advertisement

Questions	Asymp. Sig.
Advertisement on television irritates me	.302
Advertisement on Radio irritates me	.145
Advertisement on Social Media irritates me	.000
Advertisement on Search Engines irritates me	.032
Advertisement on Other Websites irritates me	.061
Advertisement on Newspapers and Magazines irritates me	.774
Advertisement on Mail irritates me	.011
Advertisement on Email irritates me	.003
Advertisement on Telephone irritates me	.036

Source- Primary data

H14: There is a significant influence of educational qualification and brand popularity on brand image.

Table no. 15 shows that the p value is greater than .05, so the null hypothesis is rejected. Therefore, there is no significant influence between educational qualification and brand popularity on brand image.

Table no. 15: Educational Qualification vs Brand Popularity

Questions	Asymp. Sig.
Posting interesting content (not necessarily product-related) makes me like and follow that brand on social media.	.612
Posting new content often makes me like and follow that brand on social media.	.745
Responding to comments fast makes me like and follow that brand on social media	.678
Responding to messages fast makes me like and follow that brand on social media.	.635
Creating competitions or lotteries makes me like and follow that brand on social media.	.668
Posting information about products makes me like and follow that brand on social media.	.568
Posting promotions and offers makes me like and follow that brand on social media.	.098

Source- Primary data

H15: There is a significant influence of educational qualification and purchase decisions on brand image.

Table no. 16 shows that the p value is greater than .05, so the null hypothesis is rejected. Therefore, there is no significant influence between educational qualification and purchase decision on brand image.

Table no. 16: Educational Qualification vs Purchase Decision

Questions	Asymp. Sig.
Brand or company communication on social media is important for my purchase decision.	.796
Comments and posts by other social media users are important for my purchase decision.	.446
Advertising in social media is important for my purchase decision.	.598
Advertising in traditional media is important for my purchase decision.	.348
Recommendations from friends are important for my purchase decision.	.072

Source- Primary data

H16: There is a significant influence of income and social media on brand image.

Table no. 17 shows that the p value is greater than .05 in 3 questions and less than .05 in another 3 questions. The variable is neutral.

Table no. 17: Income vs Social Media

Questions: Communication on social media can make a brand more	Asymp. Sig.
Reliable	.011
Credible	.261
Attractive	.009
Desirable	.079
Memorable	.055
Communication on social media may create a more positive image for a brand	.001

Source- Primary data

H17: There is a significant influence of income and traditional media on brand image.

Table no. 18 shows that the p value is greater than .05 in 3 questions and less than .05 in another 3 questions. The variable is neutral.

Table no. 18: Income vs Traditional Media

Questions: Communication on traditional media can make a brand more:	Asymp. Sig.
Reliable	.008
Credible	.096
Attractive	.174
Desirable	.079
Memorable	.028
Communication on traditional media can create a more positive image for a brand	.008

Source- Primary data

H18: There is a significant influence of income and advertisement on brand image.

hypothesis is not rejected. Therefore, there is significant influence between income and advertisement on brand image.

Table no. 19 shows that the p value is less than .05 for the majority of questions, so the null

Table no. 19: Income vs Advertisement

Questions	Asymp. Sig.
Advertisement on television irritates me	.001
Advertisement on Radio irritates me	.001
Advertisement on Social Media irritates me	.016
Advertisement on Search Engines irritates me	.005
Advertisement on Other Websites irritates me	.001
Advertisement on Newspapers and Magazines irritates me	.056
Advertisement on Mail irritates me	.000
Advertisement on Email irritates me	.002
Advertisement on Telephone irritates me	.004

Source- Primary data

H19: There is a significant influence of income and brand popularity on brand image.

hypothesis is rejected. Therefore, there is no significant influence between income and brand popularity on brand image

Table no. 20 shows that the p value is greater than .05 for the majority of questions, so the null

Table no. 20: Income vs Brand Popularity

Questions	Asymp. Sig.
Posting interesting content (not necessarily product-related) makes me like and follow that brand on social media.	.369
Posting new content often makes me like and follow that brand on social media.	.112
Responding to comments fast makes me like and follow that brand on social media	.176
Responding to messages fast makes me like and follow that brand on social media.	.102
Creating competitions or lotteries makes me like and follow that brand on social media.	.015
Posting information about products makes me like and follow that brand on social media.	.015
Posting promotions and offers makes me like and follow that brand on social media.	.002

Source- Primary data

H20: There is a significant influence of income and purchase decisions on brand image.

hypothesis is not rejected. Therefore, there is significant influence between income and purchase decisions on brand image.

Table no. 21 shows that the p value is less than .05 for the majority of questions, so the null

Table no. 21: Income vs Purchase Decision

Questions	Asymp. Sig.
Brand or company communication on social media is important for my purchase decision.	.007
Comments and posts by other social media users are important for my purchase decision.	.091
Advertising in social media is important for my purchase decision.	.027
Advertising in traditional media is important for my purchase decision.	.164
Recommendations from friends are important for my purchase decision.	.018

Source- Primary data

Conclusion

The advent of social media in recent years has allowed brands to build significant value and project their image to larger present and future customer. The main reason being people now a days spend more time on social media than on traditional media to get the desired information. It may be due to information being freely available at a click away taking less physical and mental effort.

The study results shows that there is no significant relation between Gender & variables like social media, Traditional media, advertisements, brand popularity & Purchase Decisions.

It was also found that there is no significant relation between Age and variables like Social media, educational qualification, traditional media, brand popularity, purchase decision. Additionally, no significant relationship was found between educational qualification & variables like social media, Traditional media, Purchase Decision. The results also showed that there is no significant relation between Income and variables like advertisement.

The results also indicated that there is significant relationship between age & variables like advertisement, Brand Popularity on Brand Image; between Income & variables like advertisement, Purchase Decisions. Yet neutral relationships was

found between Age & Variables like Traditional media, and between education qualifications & variables like advertisements, Purchase decisions, and social media on Brand Image.

Hence, it can be concluded that brand image can be communicated through social media, it helps to increase brand value, loyalty, and other key factors necessary for brand growth. The brand presence on social media is hence found to be far more important than how your customers perceive your brand.

Limitations of this study

The major limitation of this research is that some of the variables in Demographics are scattered and there is no correlation between the variables. Future research can be taken to understand the dynamics of the selected variables. As social media is influencing more and more people across the world in many ways towards impulse buying and they also help brands to gain loyal customers which helps them to gain more market share and profit. For this study, we collected data from different age group from varied educational backgrounds as well as income, for future study categorical research may be done to understand how different categories of products are doing through social media marketing.

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