



**SOCIAL MEDIA MARKETING; A STUDY ON  
IMPACT OF SOCIAL MEDIA ON MARKETING A BRAND**

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### **Abstract**

The advent of social media has been heralded as a revolution, having a strong online profile has become increasingly important. Nowadays, companies seek to use social media to keep in touch with their customers and even grow closer to them. Marketers also make advantage of social media to spread the word about their wares. Commercials and promotional content shared on social media platforms have been demonstrated to attract a larger audience than those shared on more traditional mass media outlets. The findings of the present research, users' brand awareness is greatly impacted by social media, and brand awareness has a substantial bearing on the formation of users' purchase intentions. The main determination of the study are to determine the respondents' motivations for using social media , to outline the opinion among respondents in selected area and to sketch the content analysis of social media promotional efforts. The focus of this study is purely descriptive. The study's major goal is to obtain the use social network, thus a questionnaire (created in Google Forms) was developed for that reason. An empirical study will be conducted in January of 2023 among 250 respondents. The author concluded that social networking is gaining popularity among students in part because of the technology's capacity to facilitate users' engaging in dynamic behaviour and sharing massive amounts of information.

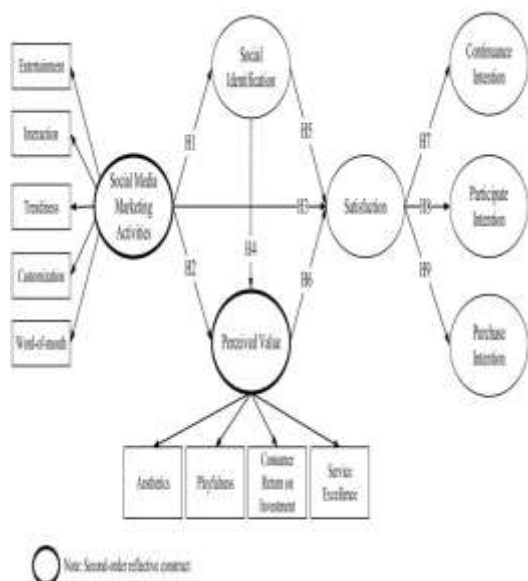
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### **Introduction**

Due to the community websites' explosive growth, many companies are examining how best to use these platforms to connect with their consumers in a mutually beneficial way and create thriving online brand communities. Effectively utilizing social media marketing channels allows for increased brand exposure and better consumer communication. (Hafez, 2021). That's why social media marketing (SMM) keeps getting attention as a potential new marketing approach, despite the fact that we know relatively little about its effect on consumers' goals and objectives. Due to the evolution of the internet and its many applications, new methods of communication have emerged, and people's interpersonal dynamics have undergone profound shifts. Hair Joe (2016). With the advent of smartphones and the internet,

consumers have come to rely on a handful of trusted brands, and companies have begun to recognize this as an opportunity to sell their products. This has made the process of creating online communities a lot more productive. Mohsin (2021). Even when they don't get together often, members of social groups feel a sense of belonging and stability. Customers care not only about making purchases, but also about building meaningful connections with businesses and one another. Mahendra (2021). Therefore, a growing sense of community among customers has an effect on the market when customers are active participants in online communities. Preacher (2008). Companies need to determine what motivates their customers to join and actively participate in online communities.



Research background

There are some key variations between online and offline communities, the essence of both is similar in that it fosters shared experiences, facilitates social support, and caters to members' desire for self-identification. Differences between online and offline communities may be seen in the language and tools used by members. The use of a product or service from a certain brand creates a brand community. Beig (2018). Brand communities are online subcultures devoted to a certain brand rather than a specific geographical area. Brand communities form as a result of consumers' social networks, and each community has its own customs, beliefs, and language. However, there are conversations concerning the benefits of joining a brand community, which helps to further analyze the impact that social networks have on its members. Customers will be more likely to remember and stick with a brand if they receive excellent service, according to research by Alalwan et al. (2017). Consumer

satisfaction is the basic yardstick by which social networking services are evaluated. Despite the availability of better and easier choices for constructing websites, the majority of customers still go towards a social network to learn about a company and its products. Additionally, business owners may learn about their customers' routines by maintaining cordial relationships with them. However, one's social circle is not to be taken for granted. Mahendra (2021). If it educates consumers about a brand they care about, it will likely be well received. In addition, a sense of community may be encouraged by allowing customers to talk to one another. Therefore, the satisfaction of those who are part of a brand's social network has an effect on the community's devotion to the brand as a whole. Dodds, W. B. (1991).



Social media has had a significant impact on marketing a brand, and it has become an essential aspect of modern marketing strategies. Here are some ways social media has impacted brand marketing:

1. Increased Reach: Social media platforms allow brands to reach a larger audience and engage with them directly. This means that brands can engage with customers

- and prospects on a personal level, building relationships and loyalty.
2. **Real-Time Feedback:** Social media enables brands to get real-time feedback from their customers. This allows brands to respond to customer needs and preferences in a timely manner, improving their products and services.
  3. **Improved Targeting:** The sophisticated targeting options of social media sites make it possible for businesses to communicate with target groups defined by their demographics, interests, and online activities. This allows companies to target certain demographics with their advertising campaigns.
  4. **Increased Brand Awareness:** Social media has the potential to create viral content, which can increase brand awareness and visibility. This can result in increased website traffic and sales.
  5. **Influencer Marketing:** Social media has had a significant impact on marketing a brand, and it has become an essential tool in modern marketing strategies. Brands that utilize social media effectively can reach a larger audience, engage with customers on a personal level, and improve their products and services based on real-time feedback.

#### Content Analysis of Social Media Promotional Efforts

Brand social community collaborate on creative solutions by exchanging ideas and participating in community events.

Participating in brand communities is a win-win for both the business and the customers that join. Beig (2018). Therefore, it is clear that engagement in social communities has a favourable effect on community identification. Sharing one's expertise with others is a key component of community participation, since it fosters both individual development and a shared sense of purpose. Hair Joe (2016). The research surveyed here, group effort is essential for the success of social networks. People who buy into the missions and values of an online business are committed to its success. The community's worth might be determined by looking at its history of interactions. When people are happy in their communities, it shows in how they treat one another and how they treat others outside the group. In a nutshell, happiness breeds involvement and devotion to the group. Many researches on online brand communities focus on the concept of social identification, which recognizes that a person who is a part of a large community is also a part of that community. Using comparison, identification, and classification, social identity explains how an individual boosts affirmation and self-esteem. Therefore, people in a community are divided into categories according to their level of education, their profession, and where they live. There is a common origin for both the naming of brands and the naming of brand communities. Users are able to freely connect, forming shared beliefs and strengthening ties among members to foster a sense of belonging.



Liu et al. (2021), examined marketing for luxury goods has a significant impact on consumers' purchase intentions and brand equity due to the focus placed on customization, reputation, trendiness, interaction, and entertainment. Community marketing occurs when there is an exchange between an event and a person's internal state, whereas the product is something that is external to the user. Users and customers may have common experiences with a service, but they will likely form unique interpretations of the event as a result of their own perspectives and values. Future marketing competition is likely to center on brand marketing initiatives; as a result, promotions should feature themes and sensory experiences designed to wow and delight consumers. Dodds (1991). Today's companies need to provide their customers more than just great features; they need to give them an amazing experience. A brand's admin's availability before and after a purchase, the quality of the brand's content, the ease with which consumers may make decisions about purchases, the variety and

quality of the brand's products and services, the receptivity of its target audience, and the brand's reputation are all important elements in attracting and retaining customers. Regression analysis shows that out of the seven known elements from the factor analysis, only five significantly contribute to building brand recognition: administrative assistance before and after a purchase, user response, original material produced by companies, product offers, and brand attitude. The vast majority of respondents are active on social media, making Facebook a prime platform for brand marketing.

#### **Social Media Sites- An overview**

People used the internet a decade ago as a repository for any and all types of knowledge; nowadays, it serves as a powerful medium for interpersonal contact. Internet users are always on the hunt for novel and interesting ways to use the wide variety of technology at their disposal to good use. Since the advent of web 2.0 technology, the Internet has been turned into a new social platform thanks to the widespread adoption of the interactive features of social networking sites. You can find these parts on many social media websites. Beig (2018). Today, it has evolved into a more sophisticated kind of social media that can spread multimedia content and facilitate communication between internet users and content creators. Social media and the associated networking services are largely responsible for this shift in how people talk to one another. This new trend has given rise to novel types of interaction, such as online chat rooms,

message boards, and social networks. Dodds, (1991). Facebook, LinkedIn, Twitter, Instagram, and Blogspot are just few of the many social networking sites that students use today to stay in touch with one another. Its purpose is to boost morale, and this is exactly what it does. Interaction between several users in conversation. Liu (2021). It's possible that this technology's use has both beneficial and bad effects. According to contemporary technological developments, there have been major shifts in both the means of communication and the ways in which people interact with one another in their daily lives. Therefore, this research's discovered dimensions might be employed as road signs while traversing social media. This research suggests that practitioners should priorities effective customer engagement and keep their social media material light and current if they want to boost their brand's reputation.

### **The Impact of Social Networking Sites**

The freedom with which Internet users may express their ideas, feelings, and opinions on a wide range of topics through social networking sites has had a profound effect on how people utilize the Internet in their daily lives. This is because social networking sites have increased demand for a wide variety of products and services that go much beyond simple online chat rooms. There hasn't been enough study done to determine the full extent of how social networking affects health and happiness. The concept of social networking is easier to grasp and implement. In the past, after a long day at work, individuals would relax with a wide range of pastimes at home.

However, technological developments, people now often use social networking sites in their spare time. Dodds, W. B. (1991). Although several studies have highlighted the negative impacts of social networking sites on mental health and wellness, others have noted that the sites may actually have a beneficial impact on users' emotional and psychological well-being. Liu (2021). There is promise for the use of networking sites as an efficient method of identifying people who may have mental health problems. Social networking services allow users to meet new people and keep in touch with those they already know, both of which boost their psychological and emotional health. A growing number of internet resources dedicated to health advice and apps are available to the public. Many people benefit from the sharing of health-related information that occurs via the usage of these tools. Users who see your positive example are more likely to make healthy choices themselves.



### **Research Statement**

The percentage of internet users continues to expand dramatically, business operations must be handled entirely online. Human resource management, production, the supply chain, finance, and marketing are

only few of the core business operations that have been revolutionized by the pervasiveness of digital culture. Arrigo, E. (2018). Social media citizenship is becoming increasingly common, especially among young people, whose decisions and behaviour are profoundly impacted by online communities. Social media marketing is more effective than any other kind of digital advertising. A researcher has made a serious effort to learn how young people think about social media marketing and how it affects their brand preferences, brand awareness, and buying decisions. Liu (2021).

#### Research Objectives

The main determination of the study are

1. To determine the respondents' motivations for using social media
2. To outline the opinion among respondents in selected area
3. To sketch the content analysis of social media promotional efforts

#### Research Methodology

A questionnaire was developed for this study with those goals in mind. In the study, participants were all seasoned users of two different social networking sites. Respondents filled out a questionnaire on their own time to provide information. Awan (2021). The items and constructs were reviewed and revised by three marketing academic specialists to confirm their content validity. Professional editors checked the content for typos and grammar mistakes to guarantee accuracy. The experts have offered some modest text changes to the questions measuring social identity and pleasure and have recommended keeping the

original number of items. Parsons (2018). Participants in this study were recruited using a social media platform, with Facebook and Instagram users being specifically targeted. Tan and Teo (2000) listed the following benefits of using online questionnaires: Advantages include (1) cheaper costs, (2) quicker questionnaire replies, and (3) the ability to sample from anywhere on Earth. Five hundred completed surveys were received. The focus of this study is purely descriptive. The study's major goal is to obtain the use social network, thus a questionnaire (created in Google Forms) was developed for that reason. An empirical study will be conducted in January of 2023.

#### Analysis, Discussion and Results

Tan and Teo (2000) noted that when surveys are administered online, respondents are more likely to respond quickly, costs are reduced, and there is no need to travel to collect data. The participants were all seasoned users of two different social networking sites. Respondents filled out a questionnaire on their own time to provide information. The items and constructs were reviewed and revised by three marketing academic specialists to confirm their content validity. Professional editors checked the content for typos and grammar mistakes to guarantee accuracy. Awan (2021). The experts have offered some modest text changes to the questions measuring social identity and pleasure and have recommended keeping the original number of items. Participants in this study were recruited using a social media platform, with

Facebook and Instagram users being

Table 1  
Factors influencing social media marketing  
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Statements	Mean	Std. Deviation	Mean Rank
Brand image	2.19	1.117	3.76
Brand awareness	1.99	1.025	2.92
Brand equity	2.29	1.154	4.71
Brand loyalty	2.56	1.271	4.01
Brand Preference	2.89	1.291	4.29
Brand Trust	2.54	1.256	4.20
Brand quality	2.21	1.132	4.11

The result from the above table shows that the people are highly aware about the Brand equity (4.71), secondly, Brand Preference is the factors most influenced by the respondents (4.29) followed by brand trust (4.20). The significance in the rank is tested as below.

Table 2  
Kendall's Coefficient of Concordance

N	250
Kendall's W	0.125
Chi-Square	189.033
df	6
Asymp. Sig.	0.000

The degree of freedom 6 Chi-Square value of (189.033) is statistically significant at the 1% level. It demonstrates that people have vastly different levels of knowledge about the various facets. The criteria are given a very high ranking.

The relationship between the nature of the respondents and their level of awareness level

specifically targeted. Hayes (2009).

Awareness of the people towards the social media marketing could be vary based on their level of age, gender, education, occupation, income and level of spending for social media products. They are discussed as below.

Table 3  
Difference in the awareness level according to their age

Age group	N	Mean	Std. Deviation	F	Sig.
Young	130	21.8895	6.15872	4.533	0.011
Middle	81	17.5316	6.53432		
Old	39	17.0003	6.05561		
Total	250	17.7321	6.39311		

The awareness of the young aged is high (21.8895) than the middle age (17.5316) group respondents and old age (17.0003). The difference in the awareness level is significant (F-4.533; P-0.011) as per the result of ANOVA. It is concluded that the old age group customers are well aware about the social media marketing.

Table 4  
Difference in the awareness level according to gender

gender	N	Mean	Std. Deviation	Z	Sig.
Male	110	17.2561	6.32556	0.409	0.670
Female	140	17.5502	6.48812		
Total	250	17.7241	6.39345		

The Table 4 indicates that the awareness of the female respondents (17.5502) is higher than the male respondents (17.2561). But the difference in the awareness level is not significant as per the result of the Z test. The Z value (0.409) is less than 1.96.



## **Discussion**

Several factors influence social media marketing. Here are some of the key factors:

1. **Target Audience:** Understanding your target audience is crucial for effective social media marketing. You need to know who your audience is, what they like, and what social media platforms they use.
2. **Platform Selection:** Different social media platforms have different audiences and functionalities. Choosing the right platform(s) for your brand is important to reach your target audience effectively.
3. **Content Strategy:** Creating engaging and shareable content is a key factor in social media marketing. The need to have a solid content strategy that aligns with your brand message and resonates with your audience.
4. **Consistency:** Consistency is key in social media marketing. Posting regularly and at the right times is important to keep your audience engaged and build brand awareness.
5. **Metrics:** Measuring your social media marketing efforts is crucial to determine the success of your campaigns. Metrics such as engagement, reach, and conversions can help you understand what is working and what needs improvement.
6. **Competitors:** Knowing your competitors and their social media marketing strategies is important to stay ahead in the game. Analyzing

their tactics and adjusting your strategy accordingly can help you stand out in a crowded market. In conclusion, several factors influence social media marketing, and understanding these factors is important for creating an effective strategy. By understanding your target audience, choosing the right platforms, creating engaging content, being consistent, measuring metrics, and allocating resources effectively, and analyzing competitors, you can achieve your marketing goals and build a strong online presence for the brand.

## **Conclusion**

The survey also showed that most managers think about how brand community management might provide their company an edge in the marketplace. Hayes (2009). Since the advent of social media, there have been radical shifts in the tactics and resources used in marketing. Parsons (2018). To help their clients reach their marketing goals, social media service providers need to devise efficient methods of managing post timing, volume, and content. This research suggests that a company's ability to help its customers feel like they belong in a certain brand community is a key factor in generating customer loyalty. In addition, consumers could cease buying items from rival companies. Awan (2021). Online social networking is gaining popularity among students in part because of the technology's capacity to facilitate users' engaging in dynamic behaviour and sharing massive amounts of information. Students can create,

share, and view several forms of multimedia content, including but not limited to videos, images, and blogs. Students are naturally attracted to the social networking technology, and it is functionally optimal for enhancing their educational opportunities. Liu (2021). It makes sure that all students have access to the resources they need to develop the skills they'll need to succeed in today's competitive labour market and academic institutions. Hayes (2009). A large number of modern school reformers favour this new social networking technology since it facilitates an alternative vision for fast learning. It is imperative that respondents gain the skills necessary to thrive in a global economy through learning with the aid of networking technologies. Through their social networks, educators and consumers are better able to collaborate and share knowledge on how to use the many available online resources to advance their education. Mohsin (2021).

### **Implication of study**

There were still many constraints despite attempts to enable in-depth data collecting, study technique, and research organisation. Beig (2018). When collecting data, for instance through online surveys, certain members may have been more likely to fill them out than others due to their group identification. Hair Joe (2016). A cross-sectional sample was employed, therefore the analysis can only provide light on people's unique behaviour on popular social networking platforms. However, since each social media site caters to unique demands, tracking the effects of sustained participation over time is essential. The

needs and incentives that lead people from different nations or cultural backgrounds to use distinct social media platforms should be the subject of future research. Parsons (2018).

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