

“THE IMPACT OF SOCIAL MEDIA ADVERTISING ON CUSTOMERS OF BRANDED APPAREL”

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ABSTRACT

Social media is an important and emerging area of research, which is of interest to marketers and academicians. Researchers have been studying the impact of social media marketing on dimensions such as consumer-based brand equity, purchase intentions, attitudes and others. However, there are insignificant number of studies that have investigated the influence of SMM on brand experience. In this study, content sharing and interaction have been identified as two important marketing activities carried out by organizations in virtual communities. Therefore, the main objective of this study is to investigate the impact of content sharing and interaction on four dimensions of brand experience (sensory, affective, behavioural and intellectual). A mall-intercept survey was used to collect the data and 100 respondents were targeted, which resulted in 99 complete responses. Exploratory factor analysis was run on independent and dependent variables, which was followed by confirmatory factor analysis to validate the scale. The measurement scale was found to be reliable as well as valid. To test the hypothesis, structural equation modelling was used and eight hypotheses were tested. The results showed that the content sharing and interaction have a positive significant impact on sensory, affective, behavioural and intellectual experiences.

Keywords

Brand Experience, Social Media, Social Media Advertising, Content Sharing, Interaction

INTRODUCTION

Social Media Advertising (SMA)

Social Media Advertising (SMA) in simple plain words means advertising via social media. Have you ever seen the ads that appear on Facebook, Twitter, LinkedIn, YouTube and other social media sites that are promoting any brand, product or service. These ads are served by social media advertising platforms where advertisers pay money for showing their ads on social media network pages which are based on various payment models.

Social Media Advertising (SMA) = Activities That Bring Paid Traffic From Social Media

Social Media Advertising (SMA) is the process of increasing the visibility of a website by placing the website's ads on the social media network pages which in turn increases the traffic generated from these ads. Since you need to pay money to the social media networks for placing these ads and that's why the traffic generated from these ads is called paid social traffic.

Social Media Advertising (SMA) = Paid Social = Sponsored Social

So social media advertising can be defined as the science and art of getting paid targeted traffic to your website from Facebook, Twitter, LinkedIn or other social media networks by utilizing the advertising platform of social media networks. Social Media Advertising (SMA) is an important part of SMM as well.

Social media advertising is a category of digital advertising that places ads on social networking sites.

The five largest social media companies at the time of this writing are in order of audience size according to Quant cast are:

1. Facebook
2. Twitter
3. LinkedIn
4. Pinterest
5. Google+

Branded Apparel

Branded apparel is an excellent method of spreading awareness of your brand or company. A well-designed branded item creates opportunity to pique interest in your brand and, subsequently, have a conversation about it. Here are three reasons to encourage your team to sport branded apparel:

1. **It creates buzz about your company.**

If you have well-designed branded apparel with an interesting logo or witty slogan, people will approach *you* about your company instead of you pitching to them. The more people see your name, the wider your impact and the more conversations about your company you can start.

2. **It makes an impression about your culture.**

While the company name and logo are the most important elements of branded merchandise, the look and feel of branded apparel communicates an important message about your culture and identity. Branded polo shirts might suggest your company's culture is buttoned-up and professional, while a branded T-shirt promotes a more casual image.

3. **It creates camaraderie.**

Branded apparel can make staff feel they are part of a team. Particularly at a corporate event or tradeshow, branded apparel unifies otherwise scattered members of your organization. For companies that uses many consultants or companies that have offices all over the country, branded apparel provides some unity.

The 6 Best Social Networks for Ecommerce Advertising

1. Facebook Advertising
2. Instagram Advertising
3. Twitter Advertising
4. Pinterest Advertising
5. LinkedIn Advertising
6. Snapchat Advertising

Brand Experience

- Brand experience is a type of experiential marketing that incorporates a holistic set of conditions created by a company to influence the feeling a customer has about a particular product or company name. Through a combination of various modes a consumer uses to interact with a brand, companies attempt to create a general atmosphere of goodwill, dependability or trust to create an association between the brand and a specific need or emotion.
- Typically handled by marketing or managerial staff, brand experience is about creating a sensory user experience in order to become memorable to consumers. By connecting and engaging with the target audience, this strategy helps convert brand awareness to brand loyalty.

Examples of brand experience

- Many aspects of a customer's experience contribute to how they view a brand. Companies rely on a large number of components to influence the attitudes associated with their brand,

Social Media

Social Media refers to a collection of social technologies which have enabled a revolution in user generated content, global community and publishing of consumer opinion. It can also be defined as a group of Internet-based applications that is built on ideological and technological foundations of Web 2.0 and that allow the creation and exchange of User Generated Content (Andreas Kaplan and Michael Haenlein 2010).

Concept of Advertising

Advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media (Bovee 1992,7).

Concept of Advertising on Social Networking sites:

The term Social Network Advertising is the advertising which is done online through Social networking sites like Facebook, Friendster, twitter etc. It is a paid form of promotion of brand or product or service and require a properly planned communicative message and budget. This form of advertising is more customer centric and customers play a vital role in short or long communication because they are one who will decide the fate of the advertising communication. (P. Sri. Jothi, M. Neelamalar and R. Shakthi Prasad, 2011)

Origin of Social Media

In the year 1979, Usenet was created by Jim Ellis and Tom Truscott from Duke University, a platform which allowed Internet users from across the world to post public messages. The period of Social Media started 20 years earlier when Bruce and Susan Abelson founded "Open Diary", a social networking site developed in the very initial years and which brought together all the online diary writers into one community. The term "weblog" was first used at the same time and was truncated to "blog" a year later. The growing availability of high speed Internet access added to the popularity of the concept, leading to the formation of social networking sites like MySpace(in 2003) and Facebook (in 2004) and coining of the term "Social Media".

Popularity of Social Media: There is a significant rise in the use of Social Media among Internet surfers. In 2007, 56% of Internet surfers used Social Media which grew in 2008 to almost 75% . The growth of Social Media was not limited to teenagers, members belonging to the age group of 35-44 years old, increasingly participate as joiners, spectators and critics. The Universal McCann tracker study I which was conducted up to 2008, measured the usage of the main social platforms across the world among 17,000 active web users. The number of surfers reading blogs increased from 54% to 77% globally in just two years. The number of surfers who had written and created blogs increased from 28% to 45%. The consumer-driven multimedia platforms such as video sharing, also increased from 32% in 2006 to 83% in 2008, making social media the fastest growing platform in the history. Asian internet users are the most active users of blogs, particularly South Korea and China, where blogs are accepted as a form of social community. The next most active users are in Latin America. The well established web markets of the US and Europe demonstrate a slightly lower levels of adoption and a more passive approach towards creating and sharing content. However the 'active participation rates' are increasing rapidly (Tom Smith, 2010).

Popular Social Media Options

- Facebook has been cited as the ideal social media platform for creating brand awareness and engaging with consumers.
- Twitter is suitable for encouraging interaction with customers and the hash tag feature makes it easier to share valuable content.
- YouTube is an excellent choice for businesses that want to use videos to promote their brands and increase their visibility.
- Pinterest is a worthwhile option for you if you need to offer merchandise exclusively and showcase products in advance.

Best Uses of Social Media Advertising

Social media advertising provides the ability to target in a cost efficient way. It has wide reach and rapidly growing acceptance.

All advertising provides either branding, response or a combination of both. Ads on these platforms serve three primary purposes. They:

1. Promote the business' brand.
2. Promote the business' social media presence.
3. Send social media users to the business' Web site.

The ultimate goal of course is generating new clients and new revenue.

LITERATURE SURVEY

- **Jiyoung Cha (2009)** explored the theory of 'factors affecting the shopping attitude on social networking site differ with change in the type of product' in their research work "**Shopping on Social networking websites ; Attitudes toward real versus virtual items**". The study is based on two types of products which are present on social networking sites: Real products and Virtual products. The study reveals that usefulness, age, ease of use, security and fit play a significant role in determining the attitude for shopping real products. On the other hand gender, social networking site experience, ease of use and fit influence the attitudes for shopping virtual products.
- **Áine Dunne, Margaret-Anne Lawlor, Jennifer Rowley (2010)** in their study Young people's use of online social networking sites-a uses and gratifications perspective have made an attempt to find out the reason behind young people's use of social networking site with special reference to bebo. The results of the study indicate that the participants were using bebo for their personal motives and in order to maintain a certain persona and identity in social context. The impersonal nature of the Social media has lead to facilitate the young people where they can negotiate the practicalities and forge the identities and maintain relationships.

- **Wright E , Harrington C , Kizer LE (Nov, 2010) vol. 8 Number “Effects of Social Media On Branded Apparels”**
They explained the impact of social media on Branded Apparels or on the buying behavior of consumer towards different brands.
Social media has become keen for marketers to deal with the trend of customers towards brand apparels, Social media can create the value for brand amongst the customers in the trending scenario.
- **Jalal Hanaysha (2016)** states that social media advertisements on brand equity in brand apparels segments. This study find that social media advertisements have significant and positive effect on all dimensions of brand equity on brand apparels.(Brand image, Brand loyalty, Brand preference, Brand leadership) This is the key success factor for building and maintaining strong brand equity.
- **Hide A.M (2018)** examines that Social media like (facebook,youtube) and many more have provided platform to various company in the segment of brand apparels. Brand like Adidas, Nike, D&J all are world wide transacted.
- **NishaJayasuniya (July 2018)** summarize the past research about the impact of social media marketing on consumer based brand equity and find out gaps in knowledge.The limited awareness of using social media. This have impact on brand equity and brand apparels which has been keen for the marketers.

OBJECTIVE OF THE STUDY

1. To analyse the impact of social media advertisement on Consumers of Dehradun city for Branded apparels.
2. To study the demography of the consumer using social media in Dehradun.
3. To study the various social media used for advertisement by the Branded apparels companies.

RESEARCH HYPOTHESIS

HYPOTHESIS-1

H₀: There is no significance difference between customer perception towards social media advertising across demographic profile of respondent.

H₁: There is significance difference between customer perception towards social media advertising across demographic profile of respondent.

HYPOTHESIS-2

H₀: There is no significance difference between customer perception towards social media advertising and purchase decision.

H₁: There is significance difference between customer perception towards social media advertising across demographic profile of respondent.

RESEARCH METHODOLOGY

The proposed study will be based on primary and secondary data. In this study survey methodology was used with the questionnaire method where it was done in three ways: Via email, personally and Google docs. Simultaneously secondary data will be used from published reports and related literatures.

DATA ANALYSIS AND DISCUSSION**1.Age****ANOVA**

Age wise classification

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	5.495	8	.687	1.381	.215
Within Groups	45.255	91	.497		
Total	50.750	99			

INTERPRETATION

One-way ANOVA analysis was carried out from the Table 1, it is clear that calculated value of Significance is .215 which is more than .05 (.215 > .05) Hence the null hypothesis is accepted, indicating that there is no significant difference between the customer perception toward social media advertising across demographic profile of respondent.

2.Gender**ANOVA**

Gender wise classification

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	2.724	8	.341	1.505	.166
Within Groups	20.586	91	.226		
Total	23.310	99			

INTERPRETATION

One-way ANOVA analysis was carried out from the Table 2, it is clear that calculated value of Significance is .166 which is more than .05 (.166 > .05) Hence the null hypothesis is accepted, indicating that there is a significant difference between the customer perception toward social media advertising across demographic profile of respondent.

3.Occupation**ANOVA**

Occupation wise classification

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	21.817	8	2.727	1.686	.113
Within Groups	147.223	91	1.618		
Total	169.040	99			

INTERPRETATION

One-way ANOVA analysis was carried out from the Table 3, it is clear that calculated value of Significance is .113 which is more than .05 (.113 > .05) Hence the null hypothesis is accepted, indicating that there is no significant difference between the customer perception toward social media advertising across demographic profile of respondent.

4.How often do you buy branded apparels that you see in these sites?**ANOVA**

How often do you buy branded apparels that you see in these sites?

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	9.041	8	1.130	1.156	.335
Within Groups	88.959	91	.978		
Total	98.000	99			

INTERPRETATION

One-way ANOVA analysis was carried out from the Table 4, it is clear that calculated value of Significance is .335 which is more than .05 (.335 > .05) Hence the null hypothesis is accepted, indicating that there is no significant difference between customer perception towards social media advertising and purchase decision.

5.How do you observe that latest branded apparel?**ANOVA**

How do you observe that latest branded apparel?

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	4.299	8	.537	.404	.916
Within Groups	121.011	91	1.330		
Total	125.310	99			

INTERPRETATION

One-way ANOVA analysis was carried out from the Table 5, it is clear that calculated value of Significance is .916 which is more than .05 (.916 > .05) Hence the null hypothesis is accepted, indicating that there is no significant difference between customer perception towards social media advertising and purchase decision.

6.On what basis do you like your brand the most (You click more than one)**ANOVA**

On what basis do you like your brand the most (You click more than one)

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	33.701	8	4.213	1.488	.173
Within Groups	257.659	91	2.831		
Total	291.360	99			

INTERPRETATION

One-way ANOVA analysis was carried out from the Table 6, it is clear that calculated value of Significance is .173 which is more than .05 (.173 > .05) Hence the null hypothesis is accepted, indicating that there is no significant difference between customer perception towards social media advertising and purchase decision.

FINDINGS

- To study the perceptions of consumer toward social media advertising across the different age category One-way ANOVA analysis was conducted which suggests that calculated significance value .215 is more than the value of .05 (.215 > .05) Thus the null hypothesis is accepted indicating that there is a significant difference in the perception of consumer toward social media advertising across between different age category.
- To study the perceptions of consumer toward social media advertising across the different gender category One-way ANOVA analysis was conducted which suggests that the calculated significance value .166 is more than the value of .05 (.166 > .05). Hence the null hypothesis is accepted, indicating that there is no significant difference in the perceptions of consumer toward social media advertising across different gender category.
- To study the perceptions of consumer toward social media advertising across the different occupation category One-way ANOVA analysis was conducted which suggests that the calculated significance value .133 is more than the value of .05 (.133 > .05). Hence the null hypothesis is accepted, indicating that there is no significant difference in the perceptions of consumer toward social media advertising across different occupation category.
- To study the perceptions of consumer toward social media advertising across the different buy branded apparel category One-way ANOVA analysis was conducted which suggests that the calculated significance value .335 is more than the value of .05 (.335 > .05). Hence the null hypothesis is accepted, indicating that there is no significant difference in the perceptions of consumer toward social media advertising across different buy branded apparel category.
- To study the perceptions of consumer toward social media advertising across the different latest branded apparel category One-way ANOVA analysis was conducted which suggests that the calculated significance value .916 is more

than the value of .05 (.916 > 05). Hence the null hypothesis is accepted, indicating that there is no significant difference in the perceptions of consumer toward social media advertising across different latest branded apparel category.

- To study the perceptions of consumer toward social media advertising across the different like brand most category One-way ANOVA analysis was conducted which suggests that the calculated significance value .173 is more than the value of .05 (.173 > 05). Hence the null hypothesis is accepted, indicating that there is no significant difference in the perceptions of consumer toward social media advertising across different like brand most category.

CONCLUSION

In the present study, perceptions of consumer toward social media advertising measured using Likert 5 point scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree;). The purpose of this research is to ascertain, perceptions of consumer toward social media advertising. The results showed that social media advertising is covering a large number of audiences which has got highest importance by the respondents.

On the basis of findings which I get from our research I can conclude that there is no significant difference between the customer perception toward social media advertising across demographic profile of respondent which include Different age group , Gender & Occupation. Which means there is no impact of social media advertising on customers of branded apparels of different age groups, gender and occupation.

We also found that there is no significant difference between customer perception towards social media advertising and purchase decision. Which means there is no impact of social media advertising on customer's purchase decision of branded apparels.

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