

IMPACT OF SOCIAL MEDIA MARKETING ON BRAND AWARENESS

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Abstract

Social media provides a way to connect people, share our opinions. Picture and video extensions on social media are a great way of passing time similar to TV, hence it has gained much importance in the field of marketing. Most of the companies in recent times are showing interest on interacting with their customers via social media and promoting their products on different platforms of social media. The current study focused on the role that social media plays in creating the brand awareness among its users and it aimed to find out if the level of brand awareness influences the purchase intention of the customers. The results indicate that the creative content posted by brands, pre/post purchase support that the brands provide online, user responsiveness, brand attitude, brand offerings can motivate customers to interact with brands via social media and create awareness about the brand. It also shows that the level of brand awareness can influence the purchase intention of the customers.

Keywords: Social media marketing, Brand awareness, Brand building, Customer interaction with brands..

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1 Introduction

The present world is innovation driven where social media platforms have turned into a road where retailers can reach a wide range of customers and showcase their efforts to gain more shoppers. Social media as defined by (Chi 2011) acts as an interface between brands and purchasers. The incredible increase of social media have helped organizations to use new ways to interact with clients, organizations have to find out how social media can be used in a reliable way with their marketing strategy (Mangold and Faulds 2009).

Before considering social media as a marketing tool a retailer must have to know about each part of it. Social networking can be briefed by defining and knowing about Web 2.0: a manner by which end users utilize internet, administrators on the world wide web constantly change their content for a better communication and provide scope for sharing. (Kaplan and Haenlein 2010). (Campbell et al. 2011) in his research stated that individuals are doing much more with innovation instead of using it for data recovery users are expanding it and eventually the value of the sites are increased. He also mentioned that Web 2.0 has advanced from data recovery to intelligence, interoperability, and coordinated effort.

(Kaplan and Haenlein 2010) characterized social networking as a group of Internet based applications that work in the similar way to Web 2.0, and provide the scope to create and trade the content produced by user. (Sinclair and Vogus 2011) has stated that social media portrays programming instruments that can make and share the content from client's perspective.

(C.F. Hofackera, D. Belancheb 2016) highlighted eight areas of the social media that could create problem for marketers they are: The liquidification of economy, Reactive marketing management, Customer creation and engagement, Multisided markets, Changing customer purchase journey, Changing marketing skill set, Dynamic c2c sender receiver system, Gamified interaction.

Online networking has turned into an approach to interface with individuals we know and offer our feelings on news and occasions happening the world over. With the expansion of picture and video media, web-based social networking is an incredible method for taking a break like sitting in front of the TV. The absolute most well known web-based social networking destinations incorporate Facebook, Twitter, Instagram, Reddit, Tinder, YouTube, Snapchat, the rundown goes on.

There are a variety of platforms that provide scope for wide range of uses and attract users in different ways. Facebook is prevalent in light of the fact that clients would friend be able to and tail others they know or like and stay aware of the occasions going ahead in their lives. Twitter is known for the #hashtag and an awesome place to take after individuals and read about occasions in a quick and painless path since tweets are restricted to 140 characters. Instagram allows all posts to incorporate a photo or video took

after by a subtitle. Snapchat enables clients to speak with each other through pictures and recordings that are seen here and there and afterward leave until the end of time. Every stage has its own novel interface, yet they are for the most part comparable in being an open online space for clients to associate and keep in contact.

The present study focused on brand awareness through social media and what are the factors that motivate users to interact with brands on social media. To answer the research questions the following hypothesis are framed

Hypothesis1

H0: Social media plays a significant role in creating brand awareness

H1: Social media does not play any

significant role in creating brand

awareness Hypothesis2

H0: Brand awareness has a positive significant impact on the purchase intension of the customers

H1: Brand awareness do not have a positive significant impact on purchase intension of the customers

The increasing importance of social media in developing marketing strategies and the increasing usage of different social media at different stages of buying by the customers has motivated to undergo the current study. Many researchers have researched on the importance of social media in different sectors and how companies use the information that is shared on the social media by the users the increasing their product quality and also how CRM can be improved using social media thus increasing the brand loyalty in customers. After doing all the studies it has been known that there is large research gap on the topic of brand awareness through social media. Most

of the researchers have conducted researches on this topic with respect to different industries but no research has been done on measuring the level of brand awareness and how it influenced the purchase decisions of the customers. It was my personal experience on the social media with different pages related to different brands and the way I tend to know more about different brands has motivated for the present study. The present research focused on how social media can create brand awareness and what are the factors that motivate them to interact with different brands which eventually can be used by the companies to promote their bands and maintain a better relationship with their customers.

2 Literature review

As social media has now become an important part of one's lifestyle its data is being analyzed in many different disciplines. (Stefan Stieglitz et al.'s 2018) studied about the challenges that are faced in social media analytics and found that volume of the data was more challenging for the researchers. One's motivation to share information on social media as said by (Afra Putri Ghaisani et al.'s 2017) is consistent on what type of matter to be shared say it a sensational , political or personal information which is to share the response of the users. Socialization is the main factor that motivates user to share info on social media.

As per (Aizhan Tursunbayeva et al., 2017)'s findings social media is also involved to actively or passively listen to citizen's opinions. The main objective for which social media was used by the e-Government are mostly related to Bertot et al.'s (2010) categories of transparency, accountability and democratic participation, lesser emphasis on collaboration and

evaluation. When (Radhika Sharma et,al 2017) aimed to study the impact of content in the facebook that was posted by 5 online apparel brands, on building trust among consumers. The results depict the positive relationship between trust and no of posts, comments and reactions.

According to (Alev Kocak Alan, Ebru Tumer Kabadayi, 2016) generation Y are more prone to social media, an individual who is more extrovert are more likely to interact through social media to socialize and individuals with high level of neuroticism, agreeableness and conscientiousness are less prone to accept social media. Firms need to understand the personality traits of Generation Y's social media usage to reshape their market offerings. (C.F. Hofacker, D. Belanche 2016) in his research highlights eight areas within social media marketing that create challenges for marketers they must be used in the context of increasing the social media use and information sharing. Campaigning through social media can also help marketers to create awareness in a better way (G. Sampogna et al., 2016) in their research have found that in 2009- 2014 in England it has created more awareness and reduce mental health stigma. (Rendan Liu, Ayoung Suh 2017) referred the concept of self branding through social media and found that social media provides more opportunities for people to establish their brands and market themselves in the line and mostly women who can also use increase their awareness on their rights.

(Nur Syakirah Ahmad et al., 2015) has found that in recent times firms have included social media as a part of their marketing strategy and are aiming to create awareness and promote their brands to the customers via social media. Social media content marketing has a major role in

branding strategies that help the firms to increase their brand health score. Moreover, It has become important in recent times that companies must have an online presence and they need to observe what's happening in the social media. World wide web and social media are making the world more convenient for all the participants without any language, cultural or economic barriers. Cultural differences in terms of trust are very less or sometimes non- existent. (Dr.Klaus Nicholas Schmidt, Ms Kamakshi S. Iyer. 2015)

Social media has also gained importance in health care sector on the decisions taken by both patient and professionals. The benefits of social media in health care as per (Alma Pentescu, et al., 2015) is that patients get prompt answers for their questions and on the other hand it helps patients to interact with other patients with same health problem and also get emotional support.

Social networks and online platforms influence the relationship between the consumers and the brands, also the consumption patterns of the consumers influenced by the social networks. (Ebru Enginkaya, Hakan Yilmaz. 2014) have identified certain factors that motivate the consumers to interact with the brands , they are "brand affiliation", "investigation", "opportunity seeking", "conversation", "entertainment". (Mehdi Abzari, et al, 2014) stated that the virtual conversations through social media such as chat rooms between the consumers and companies enable them to focus on improving the product quality and provide fair prices, satisfied customers would in turn disseminate a positive word of mouth in social media. (Bamani KPD Balakrishnan et al. 2014) has known that social media is an important marketing tool to reach the young

generation customers fast and efficiently. However (Burcu Mucan, Eda Yasa Ozelturkay. 2014) stated that contacting customers by creating a page on social media is a vital media tool of today's e-environment, Face book, Twitter and LinkedIn are most preferable social links.

(Efthymios Constantinides 2014) outlined present status of social media and explained the two major roles it plays as a part of marketing strategy and using them as different marketing tools, however he proposed two possible marketing strategies 1. as a source of customer voice and marketing intelligence, 2.as a direct marketing channel. Also when (Christos Giannakis- Bompolis , Christina Boutsouki 2014) have attempted to find the level of customer engagement on social media found that when companies active participation on social media the level of customer satisfaction has increased. (Ruohan Li, Ayoung Suh 2015) examined the factors that influence individual's perceived information credibility on social media and found that interactivity, medium dependency and argument strength are main determinants of information credibility. However in an attempt to study the role of social media content marketing in marketing strategies (Nur Syakirah Ahmad et.al 2015) has known that it can increase the brand health score which can be an indicator to measure brand awareness. (Zulkifli Abd. Latiff and Nur Ayuni Safira Safiee, 2015) in their study focused on branding of home-based businesses that were setup on instagram and their findings depict that instagram is current best platform for aspiring business owners before venturing into offline and the platform provides expected profits

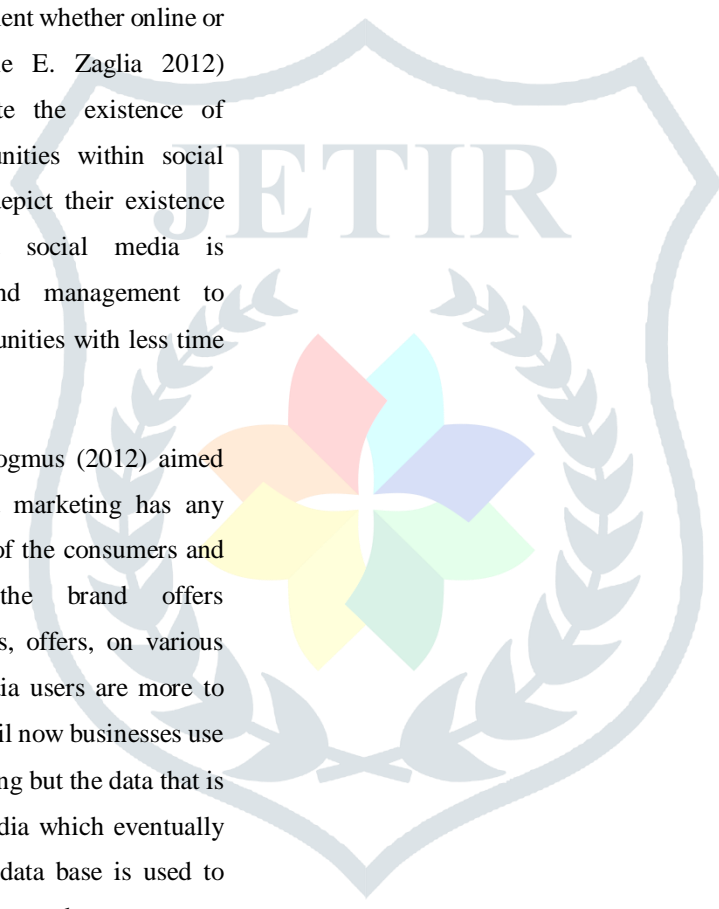
even. (Cerchia Alina Elena 2015) aimed to analyze how social media supports the development of customer relationship

management and the analysis emphasized that an organization with a social CRM is able to build better relationship with their customers and gain trust also information shared by customers online would help them in product development.

(Luisa Struriale, Alessandro 2013) aimed to study the involvement of social media actions into the agrifood system and have found that it acts as a communication media to share the purchase experience but it depends on the environment whether online or offline. When (Melanie E. Zaglia 2012) attempted to investigate the existence of different brand communities within social networks their results depict their existence and also found that social media is advantageous for brand management to implement brand communities with less time and financial effort

Irem Eren Erdogmus (2012) aimed to find if social media marketing has any effect on brand loyalty of the consumers and found that when the brand offers advantageous campaigns, offers, on various platforms of social media users are more to become brand loyal. Until now businesses use social media for marketing but the data that is shared on the social media which eventually turned out into a huge data base is used to conduct surveys by the researchers to support their studies (Dimitrios Efthymiou, Constantinos Antoniou 2012). Advertisers and retailers are using these destinations as another approach to gain customers and give them another way to shop. "Improvements based on innovation, for instance, the deep growth of web indexes, motivated cell phones and interfaces, distributed similar vehicles, and interpersonal organizations on social media have stretched out capacity of marketers to achieve customers through new

ways." (Shankar et al. 2011).



3 Methodology

Figure 1 shows the steps involved in the study.

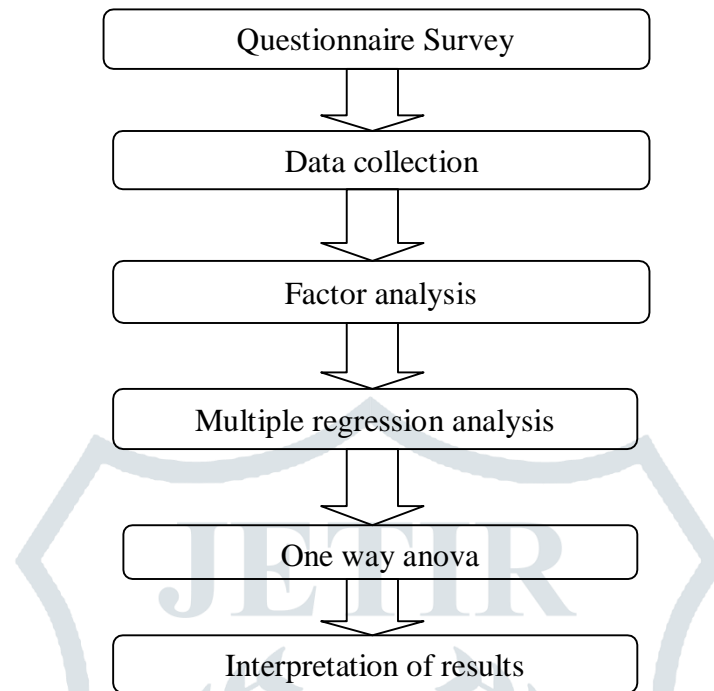


Figure 1: Steps involved in the process

To test the proposed hypothesis a self administrated questionnaire based on the findings of the literature review was developed which contained questions on certain variables pertaining to consumer buying behavior like exposure, searching alternatives, brand awareness, entertainment, opportunity seeking, need recognition, purchase intension, brand interaction, communication etc with respect to social media and likert scale is used to scale the responses. Demographics that were included were age, occupation, income, education.

The sampling frame for the research are the users who use social media platforms more often. The sample size for the analysis is 200, responses were collected from the 200 respondents and analyzed.

3.1 Demographic summary

Age	below 20	8%
	20-30	67.5%
	30-40	17%
	above 40	7.5%
Gender	Male	55.2%
	Female	42.8%
Occupation	Students	45.3%
	Employed	36.3%
	Self Employed	11.9%
	Other	6.5%

3.2 Data analysis

SPSS software was used to analyze the data, an exploratory factor analysis was performed to achieve one of the research objectives that is to study the factors that

motivate users to interact on social media. Kaiser-meyer-oklin test was performed to find out the sample adequacy.

Table1: KMO and Bartlett's test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.941
Approx. Chi-Square		5600.606
Bartlett's Test of Sphericity	Df	780
	Sig.	.000

Table1 depicts the result for the KMO test is 0.941 which indicates that the sample was perfectly adequate to perform the analysis. Barlett's test was performed using chi-square which was found to be 0.000

therefore null hypothesis is rejected and alternate hypothesis is accepted.

The factors were performed with promax rotation and the pattern matrix was obtained with 7 components based on the Eigen values.

Table 2: Eigen values, percentage of variance and cumulative variance of variables obtained from factor analysis

Eigen values	% of variance	Cumulative % of variance
17.531	43.827	43.827
2.695	6.737	50.564
1.837	4.593	55.157
1.394	3.485	58.642
1.357	3.392	62.033
1.222	3.055	65.088
1.004	2.509	67.598
0.87	2.176	69.774
0.835	2.088	71.861
0.792	1.98	73.841
0.744	1.86	75.701
0.709	1.773	77.475
0.603	1.508	78.983
0.56	1.399	80.382
0.54	1.35	81.732
0.528	1.319	83.051
0.479	1.197	84.248
0.442	1.104	85.352
0.437	1.093	86.446
0.421	1.054	87.499
0.411	1.029	88.528
0.376	0.941	89.469
0.364	0.91	90.379
0.358	0.895	91.274
0.327	0.818	92.091
0.305	0.762	92.853
0.294	0.734	93.587
0.276	0.689	94.277
0.258	0.645	94.922
0.25	0.625	95.547
0.244	0.61	96.158
0.222	0.554	96.712
0.209	0.522	97.233
0.195	0.488	97.721
0.182	0.454	98.175
0.178	0.446	98.621
0.168	0.421	99.042
0.15	0.376	99.418
0.124	0.311	99.729
0.108	0.271	100

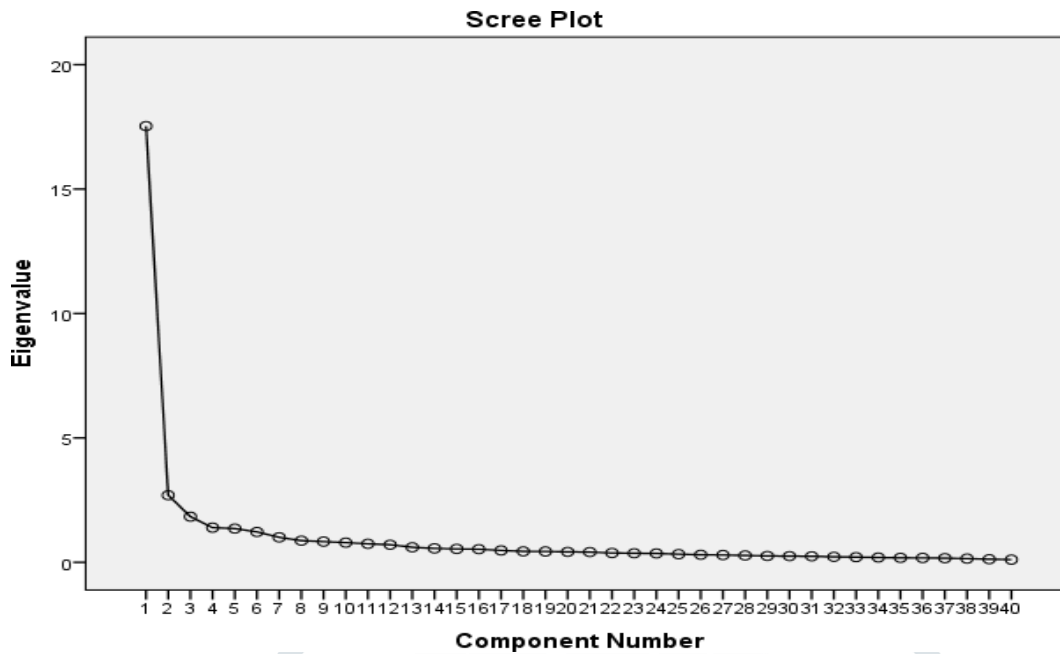


Figure 2: Scree plot

Fig2 shows the scree plot through which the no of reduced components can be known. The distance between the nodes based on the eigen values and is exhibited clearly that the distance between the first two nodes is higher which means component 1 has maximum variance compared to all the other variables. In the same way the distance between 2 and 3 is relatively lower than the distance between node 1 and node 2. This clarifies that component 1 explains high degrees of variance in the data set, than component 2 and in the similar way we proceed further.

Table3: Factor loadings of the variables

	factor1	factor2	factor3	factor4	factor5	factor6	factor7
Advertisement credibility	.547						
Drawing attention	.403						
Ease of searching							
Ease of contacting		.882					
Creativity of brands		.851					
No time and space boundaries		.820					
Convenient to complain		.653					
Entertainingcontent		.611					
Fun		.547					
Complicating intension of purchase			.645				
Newbrandproductrials			.632				
Affecting purchase			.568				
Trigger purchase			.553				
Triggering Purchase intension			.551				
Interpersonal communication	.965						
Wide information scope	.866						
Ease of interaction with companies	.683						
Voice out opinion	.639						
Post-purchase reliability	.625						
Attractiveness	.624						
Review submission	.575						
Public comments			.506				
Pre-purchase information search			.471				
Information							
Brands fancy to buy				.849			
Sync with lifestyle				.786			
Brands purchased frequently				.617			
Discounts and promotions				.537			
New offerings				.492			
Influence others				.469			
Information consistency					.796		
Change in opinion					.761		
Personal opinion preoccupied					.648		
Perceptual						.745	
Responsiveness						.723	
Getting Attracted						.616	
Interaction						.408	
Brand perspective							.721
Brand Switching							.632
Brand Knowledge						.424	.514

Based on the factor loadings from table 3 the factors are named as follows Table 4: Factor titles

Factor	Factor name
factor 1	Pre/post purchase support by admin
factor2	Creative content by brands
factor3	Purchase decision making
factor4	Brand offerings
factor5	Brand perception
factor6	User responsiveness
factor 7	Brand attitude

The factors thus obtained from the factor analysis are used as the regression factors to perform multiple regression analysis. Multiple regression was performed

to analyze the association between the brand awareness and different components of social media.

Table 5 : Anova results to determine the best fit.

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	97.133	7	13.876	1412.648	.000 ^b
Residual	1.876	191	.010		
Total	99.009	198			

a. Dependent Variable: ba

b. Predictors: (Constant), Brand attitude , User responsiveness, creative content by brands, Brand perception, Brand offerings, purchase decision making, pre/post purchase support

The p value from the above table 5 is($p < 0.0005$) less than 0.05, and indicates that, overall, the regression model statistically significantly predicts the outcome variable (i.e its a good fit)

Table 6: Regression factors and their significance level

Regression factor	Level of Significance
pre/post purchase support	.000
creative content by brands	.004
purchase decision making	.018
Brand offerings	.000
Brand perception	.112
User responsiveness	.000
Brand attitude	.000

Table 6 presents the results of regression analysis and the components with level of significance less than 0.05 are considered to be associates with the independent variable brand awareness. From the results of multiple regression analysis the components that are more significant with the brand awareness are pre/post purchase

support by admin, creative contents by brands, brand offerings, user responsiveness, brand attitude. From the output of regression analysis it can also be said that social media has a positive significant impact on brand awareness that is null hypothesis is rejected and alternate hypothesis is accepted.

With reference to the results of the multiple regression analysis it can be said that the null hypothesis

H₀: Social media plays a significant role in creating brand awareness is accepted and the alternate hypothesis is rejected.

A one-way annova test was performed to find the association between the brand awareness and the purchase intension of the users.

Table 7: One way Anova purchase decision making

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	75.704	20	3.785	5.509	.000
Within Groups	122.296	178	.687		
Total	198.000	198			

From the results of annova it can be said that the null hypothesis for the hypothesi2 is accepted since the significance is less than 0.05.

H0: Brand awareness has a positive significant impact on the purchase intension of the customers is accepted and the alternate hypothesis is rejected.

4 Conclusion

Social media is considered as a revolution and hence social presence has been given much importance. Companies now a days are aiming to use social media as a platform to maintain a better relationship with their customers and deepen the existing relationship. Marketers also use social media as a medium for promoting their products. Researches also mentioned that customers are getting attracted to advertisements and promotional elements on social media more than the traditional mass media. From the present study it can be known that social media plays a very prominent role in creating brand awareness among the users and it is also known that brand awareness has a significant impact on creation of purchase intension among the users. There are certain factors that motivate users to interact with brands they are pre/post purchase support by admin of a brand page, creative content by brands, purchase decision making, brand offerings, brand perception, user responsiveness, brand attitude. From the results of regression analysis from the seven factors that are known from the factor analysis only five factors play a major part in creating brand awareness they are pre/post purchase support by admin, user responsiveness, creative content by brands, brand offerings, brand attitude. Most of the respondents are frequent users of social media hence promotion on facebook can help in

creating more awareness on brands.

5 Limitations and future scope

Social media now a day has become an important element in marketing strategies on most of the companies. Most of the companies use social media not only as a platform but as a marketing tools. The present study is based on the role of social media in creating brand awareness but it did not focus on any particular industry. It did not focus on the consumer perceptions on different types of promotional methods used by marketers on social media. The study was conducted in the city of Warangal and it did not include the perceptions of the people of people from other places. Further research can be carried on any particular industry or company with respect to brand awareness. Also research can be carried on the areas like impact of social media in brand building its effect in establishing brand loyalty. Perceptions of consumers on social media advertising can also be known.

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