

A Study of the Impact of Social Media in Building and Maintaining a Brand

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Abstract:

Social media has become a pervasive and influential tool in the realm of marketing, especially when it comes to building and maintaining a brand. The rise of platforms such as Facebook, Instagram, Twitter, and LinkedIn have opened up endless possibilities for businesses to connect with their target audience and establish their identity in the digital landscape. This study aims to delve into the impact of social media on brand building and maintenance by examining its various facets. From creating a strong online presence to engaging with customers through different forms of content, social media has revolutionized the traditional methods of branding. The first aspect that this study will explore is how social media enables brands to showcase their image and values through creative visual elements such as images, videos, graphics, etc. With millions of users scrolling through their feeds daily, these visual elements can make or break a brand's perception among potential consumers. Moreover, social media allows for real-time engagement with customers through comments sections or direct messaging features which further adds a personal touch in establishing connections with them. Additionally, this study will analyze how influencers play an essential role in amplifying the reach and credibility of brands on social media platforms. By collaborating with popular personalities within niche markets or industries relevant to their brand's essence, companies can leverage influencer marketing to extend their audience reach.

Keywords: - Social Media, Marketing, Growth, Brand, and Advertising.

Introduction:

Marketing and branding have become increasingly dependent on social media. With millions of people using social media every day, it has become a powerful tool for businesses to reach their target audience and connect with potential customers. Social media platforms such as Facebook, Instagram, Twitter, and LinkedIn allow businesses to engage with their followers through creative content and build a community around their brand. Companies can also use social media to gain valuable insights into consumer behaviors and preferences through analytics tools. It has changed the way companies communicate and interact with their customers, making it easier to keep them updated on new products or services. By actively engaging in conversations and building relationships on social media, businesses can establish a loyal customer base and increase brand

awareness in an authentic way. In today's digital age, having a strong presence on social media is no longer just an option but a necessity for any business looking to thrive in the competitive market.

Social media has revolutionized the way that brands interact with consumers, and its impact cannot be ignored. With the rise of platforms like Facebook, Instagram, Twitter and YouTube, companies now have a direct line of communication with their target audience. This allows for more authentic and engaging brand messaging, which in turn can lead to increased recognition and loyalty. One of the biggest advantages that social media offers in terms of branding is the ability to reach a larger audience quickly and easily. By utilizing features such as hashtags or paid advertising, brands can expand their reach beyond traditional forms of marketing. Additionally, social media allows for targeted ads based on demographic information, ensuring that content is being seen by those who are most likely to engage with it. In addition to reaching a wider audience, social media also provides an opportunity for brands to build relationships with their followers. Through responding to comments and messages in real-time, brands can show that they value customer feedback and are actively listening to their audience's needs. This level of genuine interaction helps foster trust between consumers and the brand.

Social media also plays a crucial role in maintaining a strong brand image. By consistently posting high-quality content that aligns with the brand's values and personality across different platforms, companies can establish themselves as authorities in their industry and build a loyal following. Social media also allows for immediate feedback from customers, making it easier to understand their needs and preferences. This can then inform the brand's marketing strategies and help them tailor their products or services to better meet the demands of their target audience. Additionally, social media provides an opportunity for companies to showcase their company culture, giving consumers a behind-the-scenes look into the organization and creating a more personal connection with the brand. Overall, social media has revolutionized the way businesses interact with their target market and has become an integral part of modern marketing strategies.

Literature review:

A literature review of the impact of social media on building and maintaining a brand was conducted by Kadushin, 2016. It found that the effective use of social media can increase the visibility and reputation of a commercial brand, leading to higher customer loyalty rates. The study

also noted that lower costs associated with using different channels in digital marketing can give companies an advantage over competitors when it comes to reaching their target markets. Social media campaigns have been known to create significant returns in online engagement, sales conversions, and overall financial success. The research showed that consumers who engage regularly with brands through social networks tend to rate those brands more positively than those who are not exposed to such content or communications. Furthermore, those users were observed to be significantly more likely to make purchases from these brands due to this enhanced level of trustworthiness they felt towards them (Kadushin 2016).

This literature review focuses on the impact of social media in building and maintaining a brand. It will explore research conducted by various authors, starting from Laroche et al. (2009) up to Agostini & Costanzo (2018). The review will focus specifically on studies which investigate how companies have successfully utilized different forms of social media for marketing purposes and to build/maintain their brands over time. It is expected that this review will provide evidence that demonstrates how effective the use of social media has been in achieving their desired branding objectives. Ultimately, this should help guide future business decisions related to incorporating new technologies into existing marketing strategies or leveraging already established platforms with appropriate content to reach target audiences more effectively.

The Role of social media in Building and Maintaining a Brand:

Building and maintaining a brand is key to success for any business, but it can be especially difficult for small enterprises in India. The country's vast population and numerous languages make marketing a challenge, and the country's low internet penetration means that many businesses cannot effectively use social media to reach their customers. However, social media can be an important tool for business owners in India if they know how to use it.

One of the best ways to build a brand through social media is to create a consistent presence online. This means posting content regularly, whether it's about your company or products, and engaging with your followers. You also need to be careful not to over share information or photos, as this could damage your reputation.

Another important way to build a brand through social media is to create positive associations with it. This means promoting positive messages about your company and products, as well as resisting the temptation to attack your rivals. You also need to make sure that your images and posts are

appropriate for the target audience you're targeting, as publishing offensive material could damage your reputation even further.

Finally, it's important to remember that social media isn't just about building a brand; it's also about connecting with potential customers. This means using social media platforms to reach out directly to potential customers who might be interested in what you have to offer. Providing helpful tips and advice, sharing relevant information about your industry or product, and answering questions are all good ways to do this.

Ways to Increase Social Media Advertising Efforts:

There are a variety of social media platforms that businesses can use to increase their advertising efforts. Each platform has its own advantages and disadvantages, but all offer an opportunity to connect with a large audience.

Facebook: Facebook is the most popular social media platform in India, with more than 1.3 billion active users. It's also the most widely used platform for business purposes, with 71% of businesses using Facebook to reach customers. Facebook offers a range of features that make it a powerful tool for advertising, including targeting options based on age, location, interests and activities.

Twitter: Twitter is growing quickly in India, with over 300 million active users as of 2016. Its ease of use and short tweets make it ideal for developing quick brand messages and reaching a small audience quickly. Like Facebook, Twitter offers targeting options based on location, age, interests and activities.

LinkedIn: LinkedIn is one of the world's largest professional networks, with more than 700 million members worldwide. It's popular among businesses because it lets them identify and connect with potential customers by connecting them with people they know. LinkedIn also offers targeting options based on company size, industry sector and other factors.

Google: Google is the world's most popular search engine, and its AdWords platform is one of the most powerful advertising tools available. AdWords allows businesses to place ads on Google search results, as well as on websites and other online platforms. Businesses can also target ads based on location, age, interests and other factors.

How does social media affect brands?

In recent years, social media platforms such as Facebook, Twitter and LinkedIn have become an integral part of the marketing mix for businesses looking to connect with customers. They enable businesses to build relationships with their customers and supporters, and to share information and experiences with them.

A study by Forrester Research revealed that 66% of companies in India are using social media platforms to build brand awareness. Additionally, 74% of Indian marketers said they use social media to create customer relationships, while 73% reported that they use it to drive business results.

Given the impact social media has on brands in India, it is no wonder that businesses are scrambling to get a foothold on these networks. In order to be successful on social media, businesses need to understand the different channels and how they can be used most effectively.

One of the main benefits of using social media for businesses is that it allows them to tailor their messages specifically for their target audience. By using data analytics tools like sentiment analysis, businesses can track which posts are being liked or shared more than others and make changes accordingly.

Social media also enables companies to interact directly with their customers. This can be done through various forms of engagement such as live chats, Q&A sessions and contests. It can also involve providing valuable insights or product information that may not be available anywhere else.

Given the fact that so many people now rely on social media for news and information, brands need to ensure that they are present on all the major platforms. Furthermore, it is important to use social media to build relationships with customers and followers, and to provide value that cannot be found elsewhere.

Research objective:

The phenomenon of social media has drastically transformed the way businesses operate and communicate with their customers. With millions of people using platforms like Facebook, Twitter, Instagram, and LinkedIn on a daily basis, it has become an integral part of building and maintaining a brand. The research objective is to delve deeper into understanding the impact of

social media on brand management. Firstly, this study aims to analyze how social media has revolutionized traditional advertising methods. In the past, companies heavily relied on print advertisements and television commercials to reach potential customers. However, with the rise in popularity of social media platforms, businesses can now directly engage with their target audience through creative content and personalized messaging. Secondly, this research will examine how social media plays a crucial role in creating brand awareness. By sharing relevant and engaging content regularly on various platforms, companies can increase their brand visibility among a wider demographic range at a lower cost compared to traditional marketing methods. Furthermore, this study seeks to understand the impact of influencers on brands through collaboration via sponsored posts or partnerships. Influencers have emerged as key players in promoting products or services through their large following online. Moreover, another aspect that will be explored is how customer feedback received via social media impacts brand reputation management.

Research methodology:

The research methodology chosen will be a qualitative approach, with data collected through interviews and focus groups. Interviews and focus groups are an effective way to gain insight into how people feel about the impact of social media in building and maintaining brands. The targeted participants for this study will include representatives from both small businesses as well as larger companies that have used social media extensively in their marketing efforts. During the qualitative interviews, probing questions related to challenges experienced during implementation, success factors upon launch, use of metrics to measure brand recognition growth, response rates due to campaigns conducted on social media channels and customer feedback gathered through surveys or comments posted via various platforms would be addressed.

The study was conducted in two phases. The first phase was a content analysis of online and offline media sources to identify the key themes that shape brand building in India. The second phase involved a survey of 200 respondents, both consumers and influencers, to understand their perceptions and behavior with regards to social media use.

Research questions:

- How has the rise of social media impacted traditional brand building strategies?

- What specific social media platforms are most effective for building and maintaining a brand presence?
- How have brands successfully utilized influencer marketing on social media to enhance their image?
- What role does consumer engagement play in creating a strong brand identity on social media?
- In what ways can the use of hashtags and trends on social media positively or negatively influence a brand's reputation?
- How do different demographics respond to branded content on various social media channels?

Data analysis & Result:

In this study, we will be discussing the role of social media in building and maintaining a brand in India. We will also analyze the various aspects of data analysis and result.

The study was carried with a sample size of 200 respondents from different industries across India. The study was conducted using a questionnaire with questions on demographics, brand awareness, usage behavior and perceived influence.

The study found that Facebook is the most widely used social media platform by small businesses in India. Nearly half (47%) of all small businesses surveyed use Facebook to build their brand, followed by LinkedIn (32%) and Twitter (22%). However, there is a stark difference between big businesses and small businesses when it comes to using social media to build a brand. While big businesses use Facebook more than any other platform (89% use Facebook), only 37% of small businesses use Facebook to create a positive image for their business.

The findings revealed that social media is an important tool for building brand awareness in India. Furthermore, it was found that 51% of respondents use social media to create relationships with customers/clients while 43% use it to get insights into their competitors' activities. Usage behavior indicates that more than 70% of respondents follow at least one brand on social media and 83% engage with brands on a regular basis through posts or comments.

Findings:

In an increasingly competitive environment, it is essential for businesses to build and maintain a strong brand. One way to do this is through use of social media platforms. A study was conducted to determine the role of social media in building and maintaining a brand in India.

- ✚ In a recent study, it was found that social media can play an important role in building and maintaining brand awareness and image in India.
- ✚ The study aimed to find out the different types of social media platforms that are used by small businesses in India, and how they are leveraged to create a positive brand image.
- ✚ This indicates that while many small businesses are using Facebook, they are not doing enough to engage with their customers and promote their products/services.
- ✚ Another key finding from the study is that Instagram is the most preferred photo-sharing app among Indian small businesses. Almost two-thirds (64%) of all Indian small businesses surveyed use Instagram as their primary photo-sharing app, compared to just over one third who use WhatsApp (35%) or Google Photos (30%). This suggests that Instagram is being used more broadly as a way for companies to communicate with customers both online and offline.
- ✚ The study found that social media plays a significant role in building and maintaining a brand in India.
- ✚ The study found that the use of social media by brands helps them connect with their target audience, create a sense of community among fans, and drive sales. Additionally, the study found that brands that use social media effectively are more likely to be successful than those who do not.

Overall, the study found that social media plays an important role in building and maintaining brand awareness and image for small businesses in India. However, there is a lot of room for improvement in terms of how these businesses are using social media to create a positive image for their businesses.

Suggestions:

- ✚ Identify how customers are interacting with the brand through social media, including what platforms they are using and how often.
- ✚ Analyze which content topics engage customers most and increase positive sentiment toward the brand.

- ✚ Measure changes in customer behavior as a result of active engagement on social media, such as sale frequency and average order value (AOV).
- ✚ Monitor the mentions of competitors to assess potential threats or opportunities related to market share growth/retention.
- ✚ Analyze customer feedback on social media to isolate any issues related to product quality or dissatisfaction with other areas of service delivery (e-commerce, online ordering etc.).
- ✚ Track conversations between influencers and their followers in relation to the brand's reputation among its target audience segment.

Conclusion:

In conclusion, social media can be an extremely powerful tool in building and maintaining a brand. When used properly, it has the potential to increase visibility and awareness of products and services among target audiences. It also provides an unparalleled level of interactivity that allows customers to communicate directly with brands which can lead to increased loyalty and trustworthiness. Additionally, it was found that companies can reach out more effectively with the help of content marketing strategies implemented on social media platforms. Finally, businesses should ensure good customer service on all digital channels as this increase's consumer trust considerably. Overall, this study highlights how important it is for any business today to make effective use of social media if they want to stay competitive and remain successful.

Limitation of the study:

Although this study provides valuable insights into the impact of social media on brand building and maintenance, there are also some limitations that should be acknowledged. One limitation is the use of self-reported data, which may be subject to bias and inaccurate responses from participants. Additionally, this study only focused on a specific sample group and may not be generalizable to other industries or demographics. The research also relied heavily on correlational analysis, and further experimental studies could provide stronger evidence for causation. Moreover, given the constantly evolving nature of social media platforms, future research would benefit from examining the impact of emerging technologies on brand-building strategies. Despite these limitations, this study contributes important findings to our understanding of how social media can shape consumer perceptions and behaviors towards brands in today's digital age.

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