

Factors influencing social media marketing having the impact on brand awareness and brand image

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Abstract

The purpose of the study is to identify the factors influencing social media marketing that have an impact on brand awareness and brand image. In this study, data is collected from 366 respondents using primary data collection method. The result found that YouTube, Facebook and Twitter are the most reliable social media platforms for users. Furthermore, influencers also contribute more to making the brand successful. Most of the users trust on influencers recommended brands and products for their own decision making. This study

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will be helpful for the social media managers, companies for brand promotion, and their decisions regarding influential marketing.

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Introduction

Social network has radically changed how people communicate with one another about almost any subject, including health, education, technology, etc. as well as how marketers reach their target audiences to advertise their products. The efficacy of a brand's image or reach can also be increased using social media sites like Twitter, Instagram, Snapchat, and YouTube, as well as platforms for microblogging, image and video-sharing. Customers utilize social networks (SN) more frequently to stay informed about the businesses and goods they are interested in. Instagram is expanding the fastest. Online and digitally influenced buyers have increased in recent years correspondingly, to 260–280 million and 210–230 million in 2021 due to the explosive growth of internet users, according to a study from Live Mint. According to research by Accenture, over eight out of ten social media users in India currently utilize social commerce to make purchases. Despite having a developed market, over half of Indian consumers report making more impulsive purchases than planned ones, according to the research. The estimated \$800 million social commerce business in India is social media platforms like Instagram, Facebook, and WhatsApp are the main driving forces. According to another survey, these channels primarily cater to consumers in India's smaller cities and deal with non-branded products like clothing, cosmetics, footwear, electronics, and household goods.

Influencers on social media are those who have built a name for themselves as subject matter experts. On their favorite social media platforms, they post about that topic a lot, gaining significant followings of devoted, perceptive individuals who pay careful attention to what they have to say. This increases small companies' visibility, which offers a greater return on investment than other marketing channels, and aids large brands in attracting more customers.

Literature review

Kostygina et. al., (2020) identified sources using social media influencers of messages generated, shareable content and campaign brand, and a larger daily volume of tweets and daily reach. When compared to non-influencers, influential individuals tend to post more branded/shareable content and send out fewer organic messages. In a different study, it was discovered that people incline toward influencers more than celebrities, and trust influencers more than celebrities in Schouten et. al., (2020). Chan, (2021) investigated that both children and adults learned brand names from YouTube videos with product recommendations. The power of digital influencers to persuade managers to purchase the recommended vendor's goods and services increases. According to Ingrassia et. al., (2022), choosing an influencer to endorse products and services is evolving into a new, more straightforward open innovation communication technique. Many influencers use their accounts as displays for their transmedia projects and distribute educational resources as part of their mission. According to van Reijmersdal et. al., (2020), the disclosure made before the start of films is a better process shown by disclosing memory, it results in a significantly improved understanding that the information is sponsored. Understanding elicits many important viewpoints about the video's sponsored material and outcomes fewer favorable perceptions of the companies, the videos, and consequently, the influencers. Mañas-Viniegra et. al., (2019) mentioned when these awareness aspects are very visible, more attention is paid to the flaws that curvaceous influencers are bringing to light than to the fashion they advocate. Additionally, curvy complete models' accessories receive more attention than the influencers' do. Balenche et. al., (2020) investigated how dedicated influencer followers are to the advertised product and how interested they are in brand-name goods. Renchen (2020) found that the credibility of Communication vogue, the real-life nature of influencer postings, and the degree of influencer network involvement all contribute to increased product reach and sales. According to Martínez-López et. al., (2020), the post's perceived business focus greatly reduces the influencer's trust. The findings also indicate that in predicting post quality, which subsequently forecasts curiosity and the propensity to seek out a lot of information, the influencer's trust is important. Dalziel & de Klerk (2021) briefed that feminine generation Y customers have a favorable perspective on beauty merchandise which this perspective is influenced by their subjective norms. Doshi et. al., (2022) found in his studies the performance of celebrities Declines, whereas

the performance of Nano-influencers improves. According to Rundin & Colliander (2021), there are three primary roles: co-creator (with the sub-roles of authority and co-designer), co-owner, and representative (with the sub-roles of signboard, stylist, and ambassador) (with the sub-roles sole man of affairs, supporter, and partner. According to Tafheem et al. (2022), user-influencer temperament congruence may be a key indicator of para-social relationships and an elapid snake, both of which have a significant impact on client engagement as a whole.

Objectives of the study

There are following objectives of the study:

1. To identify the genuine social networking platforms where influencers congregate.
2. To understand the influencer's role in the organization's image, brand awareness, and brand promotion.

Research methodology

To collect data, both primary & secondary sources have been used. Initial data was gathered by using structured questionnaire. Secondary data was acquired from internet, periodicals, magazines, etc. Online distribution method was used to collect the responses. Although a sample size of 400 people was selected, only 366 responses were successfully received.

Analysis & interpretation

Demographic Profile

Table 1 explains the age, gender and area of residence of the respondents. In this study, mostly respondents belong to age 26 to 35 years and 15 to 25 years age range, which shows the maximum users of the different social media platform.

There were approx. 60 percent females and 39 percent males in the study. Out of 366, 77 percent respondents belong to metro Politian city and rest belong to rural area.

Table 1
Demographic Profile of Respondents

Demographic Factor	Age	Frequency	Percentage
Age	15-25 age	143	39.1
	26-35 age	180	49.2
	36-45 age	40	10.9
	45 above	3	0.8
Gender	Male	144	39.3
	Female	222	60.7
Area of Residence	Metro Politian City	282	77.0
	Rural Areas	84	23.0

Table 2
Genuine Influencers on Social Media Platform

Factor	Frequency	Percent
Facebook	36	9.8
Instagram	184	50.3
YouTube	125	34.2
Twitter	21	5.7
Total	366	100.0

Table 2 displays social media users' presumptions about real influencers and where they were most likely to find them. Instagram, according to 50.3 percent of users, is the finest social media site where users can't dispute the authenticity of influencers. This is followed by 9.8 percent on Facebook and 34.2 percent on YouTube. Twitter, according to 5.7 percent of users, is another place where real influencers can be found after Instagram, Facebook, YouTube, and Twitter.

Table 3
Reason of Purchasing the Product on Influencers Advice

	Frequency	Percent
Compared to other advertising channels, influencers are the source of information that I perceive to be more reliable.	115	31.4
Observing influencers on social media enables me to learn about new market trends and goods	163	44.5
My primary motivation for the influencers on social media is their new and original stuff	88	24.0
	366	100.0

The influencer recommendations on customers' pre-purchase intentions were listed in Table 3. 44.5 percent of users reported that they always follow influencers on social media to learn about new trends and products. When compared to other forms of advertising, 31.4 percent of consumers said they viewed influencers to be a more reliable source of information before making a purchase. The major reason that they follow is because of the fresh, innovative stuff. 24 percent of people claimed that social media influencers exist.

Table 4
Purchasing of Promoted Product by Influencers

	Frequency	Percent
Yes	123	33.6
No	98	26.8
May be	145	39.6
Total	366	100.0

Table 4 provided information on consumer decisions regarding whether or not to buy products that influencers advertise. When asked if they buy products that influencers advertise, 33.6 percent of respondents replied "yes," while 26.8 percent said "no." 39.6 percent of respondents expressed no opinion.

Table 5
Prefer to watch on social media through influencers

	Frequency	Percent
Product Reviews	170	46.4
Product Tutorial	158	43.2
Product Price	20	5.5
Discount	18	4.9
Total	366	100.0

Table 5 displays the social media users’ preferences for brand-related product viewing. Users who indicated they enjoyed watching product reviews made up 46.4 percent of the total. While 5.5 percent and 4.9 percent, indicated they enjoy watching product prices and discount plans on social media, 43.2 percent prefer to watch product tutorials.

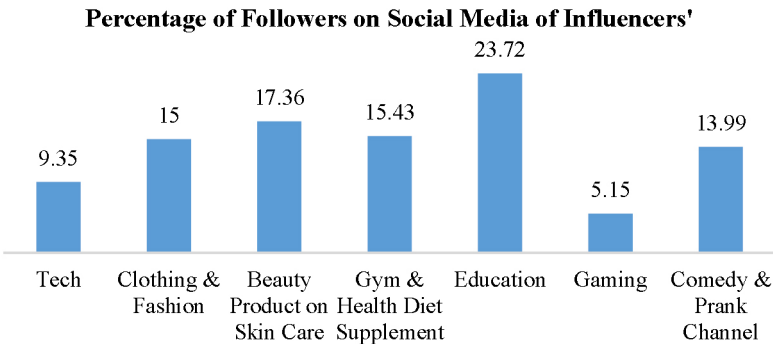


Figure 1
The influencer category receives the most social media followers

The influential category most frequently followed on social media is depicted in figure 1. 366 respondents, chose numerous options. People prefer to view the educational content on social media by 23.72 percent. 15 percent of individuals enjoy watching content related to clothing and fashion. 17.36 percent of users prefer to view content on social media about beauty products and skin care. 15.43 percent of viewers enjoy watching gym & health diet supplement material that promotes a healthy lifestyle. 9.35 percent enjoy watching tech-related stuff. Resting place 13.99 percent of viewers enjoy comedy & prank channel and gaming programming.

Limitations of study

Data gathered from residents of Delhi NCR served as the foundation for the recent study. The findings of this research may therefore differ from those of studies conducted in other regions of the nation because India is a diverse nation. The geographic scope of this investigation is likewise constrained. Sample size was limited due to some reasons. In further studies, there can be the large sample size from different cities to cover major portion of the country or state, which will give the clearer picture about the study.

Conclusion

Social media is the priority for any business nowadays. In this study, it has been concluded that social media marketing has the significant impact on consumer brand awareness, brand perception and purchase intent. It has been found that females belong to metropolitan cities are users of influencers. Instagram and YouTube are found most genuine social media platform for the users. People feel the role of influencers in their decision about new products and trends is significant and influencers enable them to learn new things. Many followers and users on social media prefer to watch the content through influencers page and they follow their advices and recommendations for their decision.

It can be concluded that social media has the meaningful impact on people's life and their decisions about product purchase and awareness about the market. Policy makers, industrialist, social media content creator and other stakeholders can study the impact of influencers marketing in social media era.

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