Social Media: An Important Tool for Branding

[1] Ritu Mudgal, [2] Dr Priyanka Singh
[1] Ph.D. Scholar, MRIIRS, Faridabad, Haryana, India
[2] Associate Professor, MRIIRS, Faridabad, Haryana, India

Abstract: - **Today is the environment of large competitions among brands, whether it may be a store brand or national brand. Every company or organization try its best to promote his goods and services. As we see today the widely used source for promoting a brand is social media because consumers are very much active on social media and using applications like WHATSAPP, FACEBOOK, TWITTER and INSTAGRAM and many more. On these, social site promotion is very easy. People are geographically far away but they are linked through social networking site. Similarly, brands are easily promotable even outside the countries through social networking. The research paper will emphasise on importance of social media in promoting a brand. As there is a trend of e-commerce, branding of a product through online modes has a great scope. Things are day by day going more virtual rather than traditional practices of promotion. Social media marketing is also promoting green environment. So that there will be less traffic and less traffic will ultimately lead to less pollution and saves time in travelling also. Due to many feasibility qualities of social media, it can be considered as an important tool for branding purpose.**

Keywords--- promotion, branding, social media, e-commerce, networking

I. INTRODUCTION

SOCIAL MEDIA:

Social media in simple terms can be define as a mode or medium through which any kind of information is share through software applications which is possible through internet connectivity. Internet connectivity is must for using every kind of applications. Without internet facility the person cannot have access to social media. Social media is a very broad concept and comprise of many applications such as Instagram, WhatsApp, Facebook etc. If we see today millions of people are very much active on social media and likely to buy things online as their time and energy is being saved. Another thing is that consumers can see the products 24X7 on social media. The social media presence comes in 1840s, when telegraph was introduced and had connected the United States. Experts of marketing and social media gives their opinion that there are 13 types of social media such as blogs, business networks, collaborative projects, enterprise social networks, forums, microblogs, photo sharing, product services review, social book marking, social gaming, social networks, video sharing and virtual worlds.

As in social media all kind of strategies can be used, it is very effective and had a deep impact on consumer's mind. In social media for promoting a product, the marketer may use the images, audio, video, animation, music and different kind of colours for attracting a consumer towards its brand. Even the product related details are also available on social media such as product

quality, quantity, price, guarantee period, warranty, post purchase services, refundable policies etc. If we compare the offline methods of promotion it may not be as effective in today's world because people are very much busy in their career and personal life. They do not have much time to physically visit the traditional markets or see the products. But if we talk about the social media whenever a person is free or might be working virtually always see advertisement comes before their login to any site, blogs appear again and again, even when they are logged in on face book they see what products their friends have like and there are pages also on face book which appear in their suggestions. Even consumer queries are being heard through online modes and if there is any complaint that can be resolve through complaint box or mail. Consumers also gives their rating online and give their feedback and suggest the changes to the company for more betterment. Companies do maintain their consumer data online and serve according to the consumers taste and preferences which they understand by online records of consumers. Earlier other modes of promoting a brand were effective but all of them are left behind this mode of social media.

Branding:

Branding in simple terms is promoting company's product and services. Brand can be a symbol, logo, sign of a company. And a brand is always known to its customer by its quality products, reasonable prices and other services. But at the beginning stage brand awareness is done which can be easily done with the help of social media. Once consumers became aware of the brand, consumers start recognizing the

company name by its symbol or tag line only. And slightly the consumers became loyal to the brand which he finds more suitable and feasible. Through social media consumer can also differentiate the two brands quickly. Brands are classified in many groups like national brand and store brand. All kind of brands use social media techniques for promotion as today's consumer is very much updated on social media. Product features like quality, quantity, price, stuff, colours, varieties etc, are well explained on social media. A good branding helps in creating a brand image and goodwill in market. For every businessman a brand image and reputation are the most concerned issue along with sales and profit. For reminding a consumer again and again, an organization timely make promotion either by social media or traditional methods of promotion.

Difference between social media & traditional methods of promotion

Parameters	Social Media	Traditional methods
Conversation	Two-way conversation	One-way conversation
Modes	Facebook, twitter, you tube, Blogs, Instagram	Newspaper, television, radio, billboards
Analytics	Advance analytics	Analytics is limited
Reach	Reaches maximum citizens	Its audience is more targeted.
Versatility	It is more versatile	It is once published, cannot be change easily.
Action	Immediate action	Delayed due to press times.

Social media has many advantages to the consumer as well as to the company in comparison to traditional media.

Objective:
- To reviewed the paper related to social branding during 2000 to 2020 for identifying the impact of social media promotion on business.
- To identify the level of success of brand through social websites.
- To find out the reasons why to use social branding as a promotional tool.
- One of the objectives is to determine the facts that shows social networking is really an important tool for creating a brand image.

- Another objective is to compare the other marketing promotional (sales promotion, print media etc,) tools with social networking.

II. LITERATURE REVIEW

Many of the researcher worked on social media and had different opinions and conclusions. Different research objectives will probably lead to different conclusions as geographical region for study is also different. Michael Putter (2017) stated that social media is a valuable tool for consumer engagement and through which consumers can develop rapport and create interactions with brand specific content. According to him the companies which are using these strategies of social media are more successful in reaching and maintaining a consumer base moving forward.

Walid Nabil Iblasi, Sulaiman Ahmad Al-Qreini (2016) stated in their results that using social websites have a significant impact on stages of purchasing decisions, therefore the firm should consider these websites in its marketing plans. The study also shows that these websites are considered a fertile place for E-marketing and for influencing the consumer's purchase decisions. Raj Vinaika, Dhruva Manik (2017) concluded that Instagram is the most popular social networking site which is used both on the mobile as well as web platform, which is getting people to interact along with each other nationally and globally. A lot of companies worldwide are using Instagram as a platform to advertise and sell its services and products. In addition to all these, Instagram is actually free and can be used free of charge.

Morgan Glucksman (2017) mention that there are evidences which shows that social media marketer has made the positive change in interaction between brands and its consumers. The success of brands can be expected from this two-way interaction tactic and it also helps to justify why social media influencer marketing is one of the biggest trends in 2017.

Vivek Bajpai, et al., (2012) concludes that usage of social media is very easy but getting your community to actually do something is more difficult. Customizing messages across sites help the message spread but it kept users from receiving multiple identical communications. Waad Assaad, Jorge Marx Gomez (2011) stated that there are many inexhaustible views on social media of clients but the challenge arise is to control that information in a systematic way for company's benefit. And the factor behind success of social media software is involvement of its customers. Along with that needs of customers can be determine through encouraging customers to participate enthusiastically.

Moloy Ghoshal (2019) stated that customers do not agree with the fact that social media is a good platform for their

grievances to be solved and they also feel lack of personal touch that is a major shortcoming of social media. In his finding it is also stated that women usually prefer to purchase product that they can touch, feel and bargain with.

Travis K. Huang, et al., (2018) concluded that emergence of social media has changed the consumer's role in sharing experience. Consumers have moved from being passive listeners or watchers to active participants. This will lead to not only sharing experiences but also to promote such experiences by means of social media.

Nima Barhemmati, Azhar Ahmad (2015) stated that what is possible, practical and can be done by marketing managers to increase their advertisements effectiveness through social media by knowing the type of engagement shaped in audience, the shape of their emotional bond shapes and the effects on consumer's purchase behaviour.

Tina Vukasovic (2013) stated that there would be need for advertisers to understand the effective communication strategy to communicate their brand among the users. The paper also highlights the need for marketer's presence in social media, the value that can be yielded from a well-designed internet marketing campaign and strategies for penetrating into the new market segment. P. Sri Jothi, et.al., (2011) concluded that all brands either big or small are laying emphasis on social network for getting recognition in market. The

important thing concluded is that all brands has the same core features and benefits, so for making a particular product popular social pages are created and many other multimedia resources are used.

Gil Appel, et.al., (2019) mentioned that in marketing, future of social media is exciting but not definite. And there is need to understand the social media as it is highly culturally relevant and is a form of dominance for expression and communication. Margarita Isoraite (2016) concluded that through internet marketing tools, brand awareness could be raised. It will help in notifying, reminding and convincing customers about the brand, product or services. It has been concluded that there is need to increase interaction with brand, building positive brand associations, increasing brand loyalty by linking with the target audience. Mohammad Furqan Khan, Anisa Jan (2015) stated that social marketing is a process in which seven functional blocks of a social media website are utilized for promotion of a brand, organization, political party, an idea or an event. These seven functional blocks are identity, conversation, sharing, presence, relationship, reputation and groups.

R. Satish Kumar, Atul Sen Singh (2013) stated that social media campaign helped Maruti Suzuki in boosting the sales of Maruti Suzuki Ritz. As a result, it connects with its existing Ritz customers, fan and dealers. Researchers also mentioned that social networking is very useful for those who

are doing start-ups and individuals who are willing to offer quality services. These social networking tools help in building relationships which in turn results into promotion of business. Rituraj Taye, Ahammed Junaid NP (2019) concluded that before social media it was not possible for companies to interact with their customers. In past few years many brands have develop direct relationships with their consumers through social media. Whatever the consumers experienced from using the product either negative or positive, he/she share his responses. S. Divya, Bulomine Regi (2014) stated that social media is one of the technologies through which there is possibility of reaching audiences at the global level. Another thing is that collaboration have become easier through social media.

Shabnoor Siddiqui, Tajinder Singh (2016) concluded in their research study that people are addicted towards social media. It has become the routine work for every person. But in every field its impact is different. Social media is significant for business in enhancing their performance in various ways such as increasing sales volume. But it also has a demerit that wrong advertisement can lead to decline in productivity. Simona Vinerean, et al., (2013) stated that social media is such a platform which offer opportunities to an organization for fostering relationships with consumers in an online mode. The study suggests different approaches and one of the approaches is to understand those sources of trust in online information. Sue Yasav (2015) concluded in article that from past few years there has been a change in retail landscape due to digitalization. Through consumer surveys it can be seen that digital tools have become integrated into the shopping experience. Ultimately, the result of such integration lead to attraction of new consumers towards a brand and retaining of existing customers becomes easier. Yong Wang, et al., (2019) concluded in article that with online activities consumers are strongly attached. They determined that not only social website promotion is important for consumer but also the brand. Elizabeth Wright, et al., (2010) stated that for a new marketer it is important to grab new opportunities. The main point concluded is to encourage the marketer to create an open line for communication, so that it will represent a real value for the consumers.

Trisha Dowerah Baruah (2012) concluded that through social one may not have the complete control over his message but many social media technologies are very much efficient in reaching the mass audience all over the world. Hilde A. M. Voorveld, et al., (2018) mentioned that all the consumers have their different experience in using the social media. And there is a difference in engaging with different media platforms. Melanie E. Zaglia (2012) had given their implications that within a minute profile is created on FACEBOOK. As a result, Facebook pages and groups are comparable to marketer-generated and consumer generated

brand communities. Ligita Zailskaite- Jakste & Rita Kuvykaite (2013) mentioned that if managing of communication in social media is proper, brand awareness is built and a positive image of the brand is formed. It is very significant that there is need of high degree of involvement of consumers, then only brand equity can have the biggest positive impact. Zulkifli Abd. Latiff & Nur Ayuni Safira Safiee (2015) had given their conclusion that one of social media tool – Instagram is basically a good platform for the new start ups which are home based. This is not only beneficial for home makers but also for students, part time working people also. Every step should be taken very carefully form the beginning.

III. CONCLUSION

Many research papers show that social networking have proved to be an effective, less expensive and mass reach promotional tool. Most of the consumers access social networking applications very frequently and due to their busy schedule, they get aware of brands when they use these applications for getting entertained. But the thing that should be taken care is cyber security as there are many fraudulent activities that are used to committed by some fake persons. Because of these activities personal data of consumers are pirate by fraud website developers and it can further be use to cheat consumers. Finally, it has been concluded that for branding purpose, social networking websites are very helpful and easier with some due care.

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