Research Paper

Effect of Branding using social media & digital marketing

Dr.M.Sivakumar

Professor
Department of Entrepreneurship Studies
School of Business Studies
Madurai Kamaraj University
Madurai, Tamil Nadu, India

Ahmed Wadi Hnshal

Research scholar
Department of Entrepreneurship Studies
School of Business Studies
Madurai Kamaraj University
Madurai, Tamil Nadu, India

Abstract*: Social media and digital marketing has achieved rapid expansion in the past decade and has attracted the attention of researchers who analyze its role and effectiveness from a diverse perspective. The available literature shows that from a marketing perspective by being the cheapest source of communication, information and promotion channel, social media and digital marketing hold huge potential in influencing the purchasing decisions of consumers. On the terms of its spread, it has penetrated all geographical locations in India and all consumer segments. Besides influencing purchasing decision, social media and digital marketing have also been a powerful source of data inputs for businesses, and data analytics tools have aided in the framework of data mining leading to a better understanding of consumers. However, the researchers argue that the whole exercise of achieving consumer understanding and proximity needs to be evaluated in the context of its impact and justification of the cost incurred under it. The issues of using social media and digital marketing under marketing have two broad areas that must be studied. One if the corporate perspective and the other is the study of their impact on the consumer in terms of cognitive and behavioral dimensions. From a strategic perspective, issues worth considering were the relevance of social media and digital marketing to an integrated marketing communications strategy and its utilization in the transmission and strengthening of brands.*
Keywords: *social media and digital marketing, branding, digital marketing, marketing, online marketing*

I. Introduction:

Social media and digital marketing has become one of the burgeoning communication tools, as its popularity has grown exponentially among both individuals in general and businesses in particular. Social media, digital marketing, and digital marketing tools have all facilitated unprecedented growth with customer interactions in the modern age, as they enable individuals to stay in touch with their friends, make new acquaintances, share user-generated content such as images, videos, and text, and obtain Get information about news, trends and products/services. Mostly, this media has been used by people to stay up-to- date with the latest developments in the framework of brands and products by displaying the information available on the online communities. This type of behavior was particularly relevant among today's younger teens who are active on social media, digital marketing, and digital marketing platforms and whose business preferences are significantly influenced by friends and peers.

Along with the growth under social media and digital marketing activity related to peer and friend recommendations, user generated content, product reviews, reviews etc., the concept of customer engagement in an online context has also started to receive significant attention under the marketing literature. Customers engage in several types of behaviors such as browsing, interacting, sharing

---

information, seeking on social media and digital marketing that enable them to offer products and services that subsequently affect their level of brandknowledge/awareness and purchase intentions. Customers consider social media and digital marketing tool as one of the important sources of information when making a major purchasing decision. They share their good or bad experience andalso seek information about various products and services within social media and digital marketing. In this context, we have observed that customer interaction under social media and digital marketing typically stems from trust as customers have been associated with individuals they trust and respect. In other words, customers participate and seek information on social media and digital marketing due to the atmosphere of trust between friends/colleagues in social networkingenvironments.

From a broader perspective, social media and digital marketing have been considered as tools that influence consumer behavior through awareness, information acquisition, attitudes, buying behavior, communication and post- purchase evaluation. While from a narrower perspective, it was seen as a vital component of the promotion mix that was necessary to develop strong social bonds with customers.

For marketers, social media and digital marketing have the ability to deliver significant results at relatively minimal cost, and that too in less time. That was, represents such a strategic necessity for marketers to generate improved corporate performance including sales growth, superior competitive advantage and profitability. However, on the other hand, companies are facing an explosion of messages transmitted through Social media and digital marketing, which need to be monitored and filtered to extract the interests of consumers. Besides, it has created incalculable risks relating to privacy, financial, sociological, psychological etc. that several businesses has been not yet prepared to take & manage. One such risk relates to the issue of how engagement along customers via social media and digital marketing might impact consumers" subsequent behavior. Hence, comprehending varied relationships linked along Social media and digital marketing engagement and exploring variables that have an effect on behavioral outcomes has been important to underpin the conceptual framework of Social media and digital marketing interaction.

II.   Literature Review

In [6] author study the influence of social media & digital marketing efforts ofluxury brands on brand equity & consumer behavior. They demonstrate thatsocial media & digital marketing efforts have significant positive effects on brand loyalty, brand preferences and price premium. Luxury brands can utilization social media & digital marketing to improve their relationships along customers. Now, brands should take social media & digital marketingas source to reach consumers, but such significant as well as cost-effective brand image building tool.

In [7] author suggests using social media and digital marketing under overall companies marketing plan because it has many creative and unique applications. Many big companies has been adopting social media and digital marketing activities along traditional marketing communication channels which involve audience engagement, participation and sharing contents. Social media & digital marketing plan should be consistent along the brand-image, which under turn creates positive brand image and trust under customers.

In [8] author indicates that why companies create brand pages for brand building under social media & digital marketing, how they utilization them, what policies & strategies they follow, & what outcomes do they expect. Therehave been several factors, internal and external, may lead a firm to getting involved along social media and digital marketing. The main actions of the firm has been making prize competitions, announcing new products/services, interacting along fans providing advice and useful information, and handling customer service issues. The basic motivations has been the increasing popularity of social media & digital marketing, corporate strategy, competitor's presence and cost reduction pressure. Interact along customers, create as well as enhance relationships along customers, brand awareness, customer engagement, promote products/increase of sales and the more targeted acquisition of new customers, has been referred to as the main expected outcomes for companies.

In [9] author recommend that it has become more important for companies to have an online presence as well as to carefully observe what has been going on social media & digital marketing. For this, they should observe vigilantly thebrand communities. Any flaws under product or service that happen under anypart of the world may not be hidden from the rest of the world. Because customers have more power access and many ways to express their satisfaction or dissatisfaction than ever before.

In [10] author observes that customers, who have been tech savvy, like to seek more information online and get motivated to socialize online. They also like to utilization social media and digital marketing to be a part of brand/firm's page. They also find that there has been positive correlation between spending habit, social media and digital marketing participation and cross-buying. Their results suggest that firm generated contention social media and digital marketing are utilized to promote products and to influence customers to buy high-margin products online, which leads to increased customer profitability. Social media and digital marketing hand over control to customers under the form of comments & likes; this makes firm

---

generatedcontent more effective.

In [11] author indicate that the customer engagement along brands on social result under developing their customer relationship. They find that as the customer interactions along the brands on social media and digital marketing increases, the propensity of up selling behavior also increases. Post-purchaseinteractions also have positive and significant influence on consumer relationship management. Customer's interactions on brand page alsoincrease customer loyalty towards brands.

III. Related work

Table 1: Comparative analysis of recent studies

Study [1] :(Abuljadail, M. , 2017) 12.	
Paper Title	Consumers' engagement along local & global brands on Face book inSaudi Arabia
Objectives	Performs a study to find out consumer engagement along global and local brands on Face book. He finds that global brands preferto utilization more association message than local brands which focus on individualism. Global brands utilization a standardised regional strategy on social media and digital marketing such various customized face book page for a various region that has been more effective for audience.Whereas, local brands prefer to post regarding availability and specification about their brands.
	In [1] author also make this point that the firms that has been most effective under social media & digital marketing has been not only
	experimenting along multiple channels, but also creating metrics to measure impact & utilizing new tools to understand how to enter into a new conversation along their customers. Under the times to come, effective utilization of social media & digital marketing will be led through these organizations that have been able to enter into newerrelationships along customers, employees, & partners.
Study [2] :(García Aviles, J. A. (2018). 13.	
Paper Title	Roles of audience participation in multiplatform television: From fans &consumers, to collaborators & activists)
Objectives	Defines the eight role of participation on social media & digital marketing such as citizens, consumers, fans, collaborators, players, benefactors, commentators & activists. The online social networks facilitate a huge opportunities to engage public online, through commenting, sharing, promoting, criticizing campaigns, as well as showcasing their own content & brands or getting involved under the production, design or distribution of content.
	In [2] author conducted a study on undergraduate students of university of Malaysia to examine the impact of social media and digital marketing medium toward brand loyalty & purchase intention under Generation Y. They find that online marketing communications, specifically, E-WOM, online communities and online advertisement has been effective under promoting brand & product through company website, social media and digital marketing platforms. Therespondents (students of university of Malaysia) have been interested under engaging and giving their feedback on product through social media and digital marketing medium to increase purchase intentions. The difference of income level can be much more precise as it has been one of the factors of buying powers among consumers.
Study [3] :(Lee et al.(2018). 14	
Paper Title	Advertising content & consumer engagement on social media: Evidence from Face book
Objectives	Find that content of advertising on social media and digital marketing has influence over customer engagement. Inclusion of humour and emotion on social media and digital marketing content through the brands leads to higher level of customer brand engagement such asmore likes and comments on messages
	In [3] author asserts that it has been very important for organizations to have possibilities to monitor insights of customers and improve their performance based on it. This can lead to increase brand awareness, create a strong relationship along customers and supporters of the organization, to encourage the utilization of new communication channels, etc. The application of social media and digital marketing gives organizations, a possibility to communicate along large target groups, form and improve its image, maintain relations along customers and increase sales very effectively and along little costs.
Study [4] :(Schivinski, B., & Dabrowski, D. (2016). 15	
Paper Title	The effect of social media communication on consumerperceptions of brands
Objectives	Find that the communication managers aim at to attract & encouragetheir consumers to generate content that reflects positive image for products & brands of their companies. The main objective of firm- created content on social media and digital marketing has been to increase consumers' brand awareness as well as brand attitudes.
	. In [4] author recommends the best practices under the utilization of social networks as strategic marketing communication under SMEs.They observe that the marketing strategies focus on the customer, have grown rapidly under recent years and have increased the numberof users of social networks. Such technological developments have even forced SMEs to consider these technological systems as tools to attract, maintain and manage customers as well such resource for obtaining information on the behaviour of the market & the consumer.The great advantage of social networks has been that it can co-create publicity among those who has been involved under marketing of theproducts. Social networks can also influence consumer behavior through information dissemination along the medium of word of mouth.
Study [5] Ahmad et al. (2016). 16	
Paper Title	The impact of social media & digital marketing content marketing(SMCM) towards brand health

Objectives	Describe that content marketing on social media & digital marketing platform plays an important role to disseminate information to attract the consumers as well as induce them to engage along brands. Marketers have been now utilizing social media & digital marketing content to create brand awareness and also to promote their brands among masses. They also find brand health such indicator to measure brand awareness among online consumers
	In [5] author asserts that the main strategic goals of social media & digital marketing demand the existence of flawless and easy to access company's web site which includes functional, trust worthy, efficient and organizationally integrated so as customer-oriented too. It has
	been important here that company's online corporate presence on social media and digital marketing platforms must communicate and present the corporate positioning, customer orientation, quality and image. Social media and digital marketing has been at the top of the integrated marketing effort. Now marketers has been utilizing social media and digital marketing to personalize the customer's online experience. The customization discovers the customer needs such individual who results under customer loyalty and efficient branding.

Research gap Social media, digital marketing and digital under branding has been a phenomenon that has attracted a lot of interest from companies and individuals interacting within the networking landscape. Experimental research on social media, digital marketing and digital marketing has been recognized as the most important future research agenda by the Institute of Marketing Sciences. The mainstream market research is also changing a lot with the advent of social media, digital marketing, digital brand marketing and rich insights about people's preferences and intentions gained through social media, digital marketing and digital marketing being important. The Internet, social media, digital marketing, and digital marketing have fundamentally changed the relationship, and clients have worked along brands. The literature on customers' use of social networks supports the growing importance of this new marketing channel in shaping social customer interaction and online engagement. Publications reviewed across social media, digital marketing, and engagement in digital marketing illustrate the gaps that have been a concern for researchers in the future.

IV.   Conclusion

Since its development as such a separate discipline, one of the most important developments in the field of marketing has been the use of social media and digital marketing under marketing. Starting such a tool to connect people, social media and digital marketing has emerged as the most effective input for marketers, helping them in every aspect of marketing. The magnanimity of numbers makes it a very powerful database, which can be used for many useful applications, including marketing. Social media and digital marketing have been used to identify customer needs, communicate and engage with customers, help them recognize and recall brands, and influence the buying decision process and their post-purchase satisfaction. Realizing the potential of this most effective tool to increase the effectiveness of their marketing strategies, all types of businesses including small businesses, for-profit organizations and even political parties are using this to reach their target audience.

References

[1].   Shabnam, S., Choudhury, A., & Alam, M. I. (2013). An Emerging Method of Communication: Social Media Marketing & It's Social & Managerial Implications. World Review of Business Research, 3(1), 1-25.
[2].   Balakrishnan, B. K., Dahnil, M. I., & Yi, W. J. (2014). The impact of social media & digital marketing medium toward purchase intention & brand loyalty among generation Y. Procedia-Social & Behavioural Sciences, 148, 177-185.
[3].   Jucaitytė, I., & Maščinskienė, J. (2014). Peculiarities of social media integration into marketing communication. Procedia-Social & Behavioural Sciences, 156, 490-495.
[4].   Vásquez, G. A. N., & Escamilla, E. M. (2014). Best practice under the utilization of social networks marketing strategy as in SMEs. Procedia- Social & Behavioural Sciences, 148, 533-542.
[5].   Constantinides, E. (2014). Foundations of Social Media Marketing, Procedia-Social & Behavioural Sciences, 148, 40 –57.
[6].   Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity & consumer behavior. Journal of Business Research, 69(12), 5833-5841.
[7].   Tuten, T. L., & Solomon, M. R. (2017). Social media & digital marketing. Sage.
[8].   Tsimonis, G., & Dimitriadis, S. (2014). Brand strategies in social media. Marketing Intelligence & Planning, 32(3), 328-344.
[9].   Schmidt, K. N., & Iyer, M. K. S. (2015). Online behaviour of social media & digital marketing participants' & perception of trust, comparing social media brand community groups & associated organized marketing strategies. Procedia-Social & Behavioural Sciences, 177, 432-
[10].   Kumar, A., Bezawada, R., Rishika, R., Janakiraman, R., & Kannan, P. K. (2016). From social to sale: The effects of firm-generated content in social media on customer behavior. Journal of Marketing, 80(1), 7-25.
[11].   Maecker, O., Barrow, C., & Becker, J. U. (2016). The effect of social media interactions on customer relationship management. Business Research, 9(1), 133–155.
[12].   Abuljadail, M. (2017). Consumers' engagement along local & global brands on Facebook in Saudi Arabia, Ph.D. Dissertation, School of Media & Communication at Bowling Green State University, U.S.A.
[13].   García Aviles, J. A. (2018). Roles of audience participation in multiplatform television: From fans & consumers, to collaborators & activists. Journal of Audience & Reception Studies, 9(2), 429-447.
[14].   Lee, D., Hosanagar K. & Nair, H.(2018). Advertising content & consumer engagement on social media: Evidence from Facebook. Management Sci., ePub ahead of print January 18, https://doi.org/10.1287/mnsc.2017.2902
[15].   Schivinski, B., & Dabrowski, D. (2016). The effect of social media communication on consumer perceptions of brands. Journal of

Marketing Communications, 22(2), 189-214.

[16].   Ahmad, N. S., Musa, R., & Harun, M. H. M. (2016). The impact of social media & digital marketing content marketing (SMCM) towards brand health. Procedia Economics & Finance, 37, 331-336.