

Investigating The Impact Of Social Media And Internet Advertising On The Success Of A Brand

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ABSTRACT:

The idea of net advertising and its implementation it also describes and analyzes the idea of net marketing and its implementation. The analysis investigation of the most urgent and the most effective online advertising equipment in growing logo consciousness are furnished within the article. The article analyses website, internet advertising and marketing, social networks and the seo. Social media is an online media, in which the users can without problems participate, share, and create any content material which includes banner, posters, films and advertisement. Many agencies use those social media as a tool to sell their merchandise and make clients aware with their emblem. On the alternative hand, now not all corporations prevail to marketplace their merchandise and make their merchandise are at their customers' attention. The purpose of this research is to find the correlation between social media verbal exchange advertising and marketing with organisation's emblem consciousness in social media. The research approach for this studies is quantitative studies. The findings offered in this examine finish that despite the fact that social media is more powerful than a number of the conventional advertising and marketing channels, it cannot be carried out in isolation with out augmenting it with other sorts of conventional advertising channels. The implications are that social media alone can't unmarried surpassed create brand consciousness or even broaden commercial enterprise.

Keywords: Social Media; Marketing Communication; Online Marketing; Brand Awareness.

1.0 INTRODUCTION:

Creating Social Networks is some thing that's imbued in human nature when you consider that ancient instances. "A social community is a social structure made of a hard and fast of actors (consisting of people or companies) and the dyadic ties among those actors (including relationships, connections, or interactions). A social community perspective is hired to version the shape of a social organization, how this structure affects other variables, or how structures exchange over time". Social networks are trusted because of shared reviews and the notion of shared values or shared wishes. Social Networking service can be described like this, "A Social Networking carrier is a web service, platform, or web site that makes a speciality of facilitating the building of Social Networks or social family members amongst folks who, for instance, proportion hobbies, sports, backgrounds, or actual-existence connections."

The topic of the thesis is branding in social media and the effect of social media on logo photograph. In the context of this thesis, branding is defined because the sports that purpose to decorate emblem equity. Brand photo refers to consumers' perceptions of a logo. The motive of the thesis is to have a look at how social media may be used for branding purposes and to investigate the effect of social media on emblem image. The thesis examines what things have to be taken into consideration while using social media for branding purposes and

additionally it compares using social media to the usage of conventional media and the significance of social media to the significance of conventional media as a power on brand image.

Therefore the studies questions encompass the subsequent: how can social media be used for branding functions, what have to be considered while the usage of social media for branding purposes, and what is the effect of social media on logo photograph in contrast to traditional media. The topic is present day and critical to organizations that perform in the customer markets, and to a degree to people who function within the enterprise-to-enterprise markets, based at the idea that social media has emerge as an crucial advertising channel for manufacturers, its effect on emblem fairness and logo photograph is substantial, and due to its nature it calls for a one of a kind type of approach in comparison to verbal exchange on traditional media. It is essential to understand how extensively social media activities may have an effect on brand equity and logo image, so companies can allocate assets to it consequently.

Social Networking sites can be classified into the following categories

Social News Sites

Social Bookmarking Sites

Social Networking

Social Knowledge

Social Sharing

Social network advertising is a term that is used to describe a form of online advertising that focuses on Social Networking Sites. Major benefits of advertising on a Social Networking site are that advertisers can take advantage of the users' demographic information and target their advertisements appropriately.

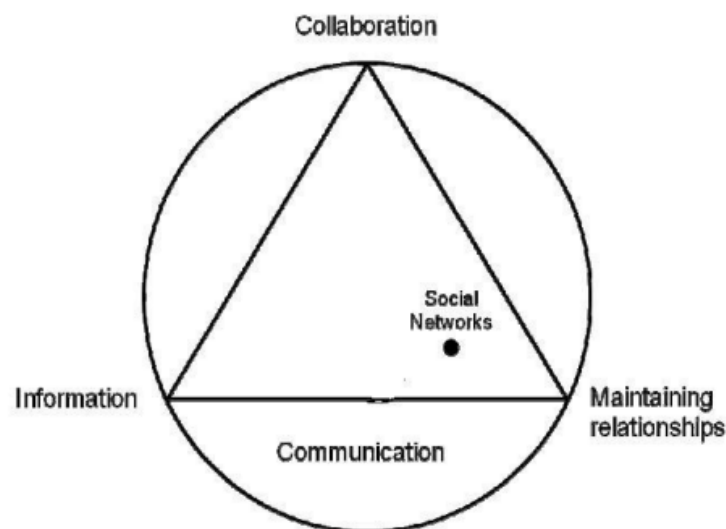


Figure 1: The dynamics of social in the social network sphere

However, the dilemma facing companies planning to interact with social networks is how to control communication environment within the network, in an effort to make sure that their brand image is protected.

2.0 LITERATURE REVIEW

Glynn Mangold and David J. Faulds (2009) in *Social Media : The new hybrid detail of the merchandising blend*, argues that Social Media is a hybrid element of the merchandising mix due to the fact in a traditional experience it permits businesses to talk to their customers, at

the same time as in a non-conventional experience it allows clients to talk at once to each other. The writers feel that Social Media being a hybrid element of the promotional mix, should be included as an essential part of the organization's Integrated Marketing Communication (IMC). When Procter and Gamble (P&G) or General Electric (GE) entered the area of Social Media, they cautiously framed their communications with the marketplace location in order to consistently reflect their organizational values and that they renowned the price of incorporating Social Media into their IMC techniques and promotional efforts.

Yoojung Kim, (May 2013) The reputation of Social media as an advertising platform is increasing with the customers interacting with every different and with the brand. In the identical term the net luxurious market skilled considerable boom due to rising quantity of users in the age group of 18-35 and belonging to affluent history. This studies centered on figuring out younger social media consumer's notion, attitudes and behavioral response towards social media advertising. Brand recognition and consciousness was found to have its effect on user's attitudes in the direction of social media advertising, which subsequently affects their behavioral reaction toward social media advertising and in the long run impacts purchase intention of luxurious merchandise.

Chan (2015), the usage of internet and traditional marketing, each make a contribution to the business enterprise's logo merchandising and cognizance-raising. Author used the existing literature, confirming that net advertising and marketing is in particular powerful tool to improve the organisation's emblem awareness. According to him, the advanced present day internet technology lets in net users to use most effective the maximum applicable and up to date records on precisely what they need with none undesirable content. Using the trendy and the maximum efficient analytical data processing packages, Internet customers can get thoughts on sure troubles as well as apprehend and check out their deeds.

3.0 METHODOLOGY:

The topic of the research, Social media as a tool of marketing and creating brand awareness was arrived at after much deliberation on what to write about in the area of social media. Focused on how a company can create brand awareness through the use of social media networks. From the topic several research problems to cover different areas of the research were picked. Coherently, literature review and theoretical framework was executed using various resources from books, journals and other forms of electronic data that related to the topic. In addition to that, the research design which acted as a blue print for the entire process paved way to the selection of the methodology applied in this research. Decisively primary data from one case company was collected and analyzed.

Quantitative research: Even though this study is not suitable for a quantitative research method, it is however important to also discuss or highlight the design and suitability issues of quantitative studies that lead to its exemption from this study. Nevertheless, the objective of exploration may be accomplished with both qualitative and quantitative.

Typically the technique for quantitative method of research is survey which is carried out through questionnaires or interviews; telephone interview, personal interview, mail interview. In most instances the questionnaires encompass a series of questions each providing an alternative answer from which respondent can choose.

4.0 RESULTS:

Engaging the online communities constantly with content and post is also an issue with small business that uses social media for marketing and branding. The online communities are more interested in interesting content and not necessarily to do business as shown in the figure 2 below:

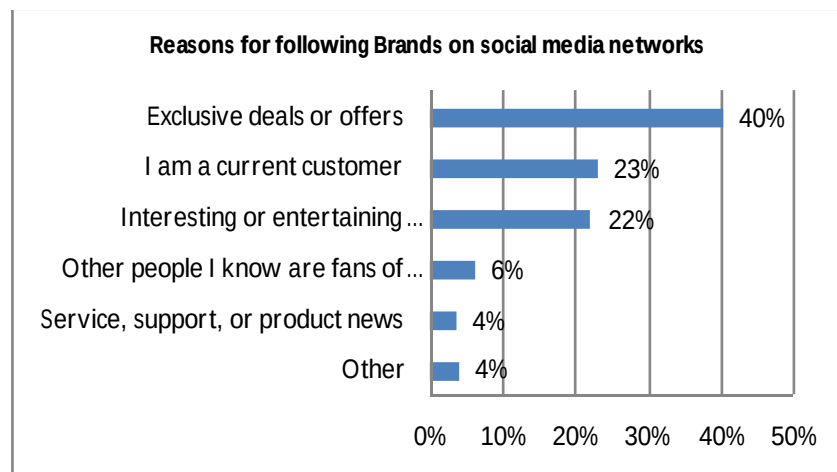


Figure 2: Reasons for following Brands on social media networks

Engaging customers” with community constantly with contents and posts requires a whole department that is dedicated to engage customers or potential customer on daily basis with content, something that cannot be achieved effectively when the business is operating on less resources. Ironic, for example has one person that is looking after their E-commerce along with other important duties in the business.

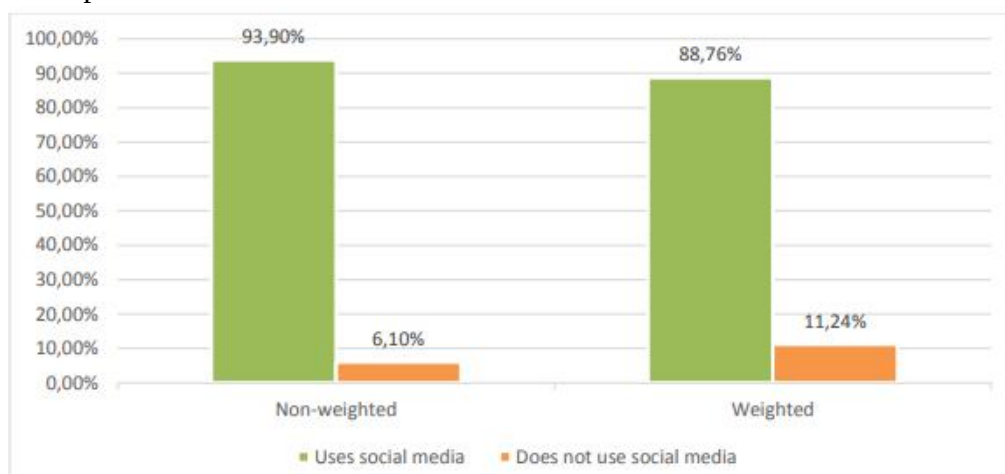


Figure 3. Percentage of social media users

Figure 3 shows the percentage of respondents who were active social media users, based on of the questionnaire

The percentage of social media users, there is a difference of 5.14% between the non-weighted and weighted results, but in both cases the vast majority of respondents are social media users. Of the respondents, 93.9% were active social media users. Anyone who had used at least one social media service in the past 30 days was classified as a social media user

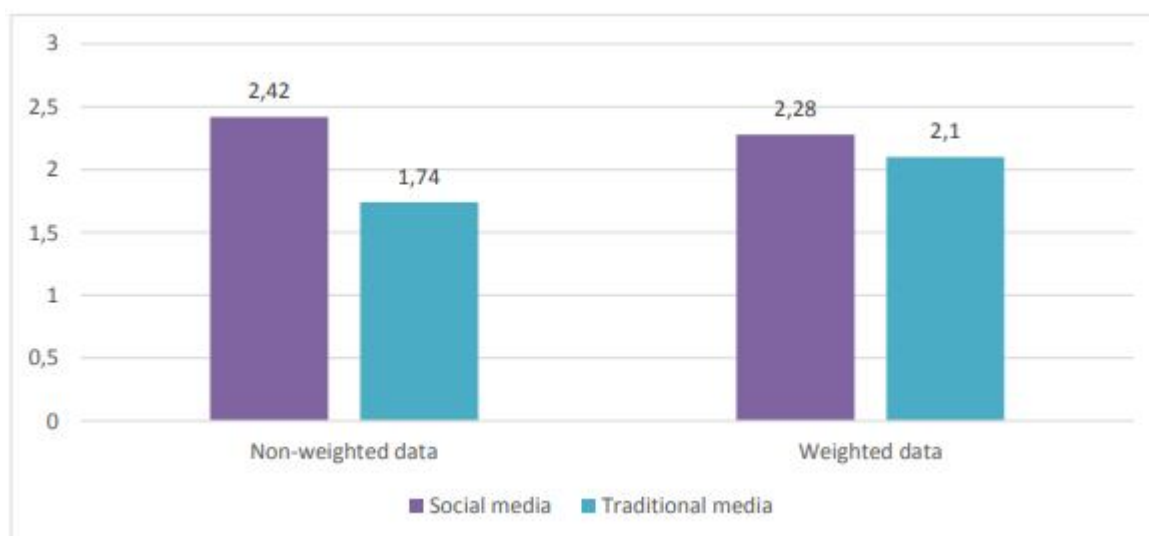


Figure 4: Average of hours spent per day on social and traditional media

The results presented in Figure 4 were based on the questionnaire, which measured the hours per day used on social and traditional media by the respondents.

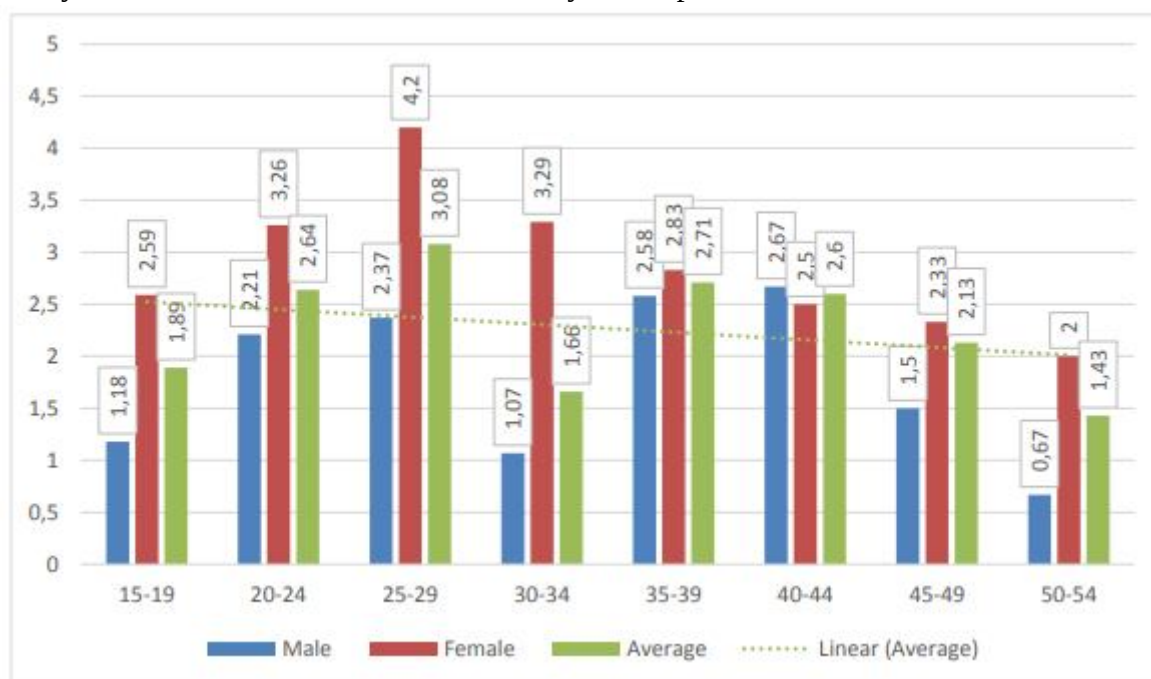


Figure 5: Average of hours spent per day on social media by age group

The results presented in Figure 5 were based on the 3rd question and filtered using the 1st and 2nd questions of the questionnaire

Figure 15 shows that the age group 25-29 spends the most time per day on social media. Females spend more time in social media in comparison to males in all age groups, except in the age group 40-44 where males seem to use social media slightly more. The trend line is descending towards the older age groups.

It is likely that there is some form of bias in male respondents in the age group 30- 34, assuming from the unexpectedly low result in this group.

Age groups 55-59 and 60-64 were intentionally excluded from this chart, as they are completely unreliable to indicate any reliable results individually, due to the low amount of responses in these groups.

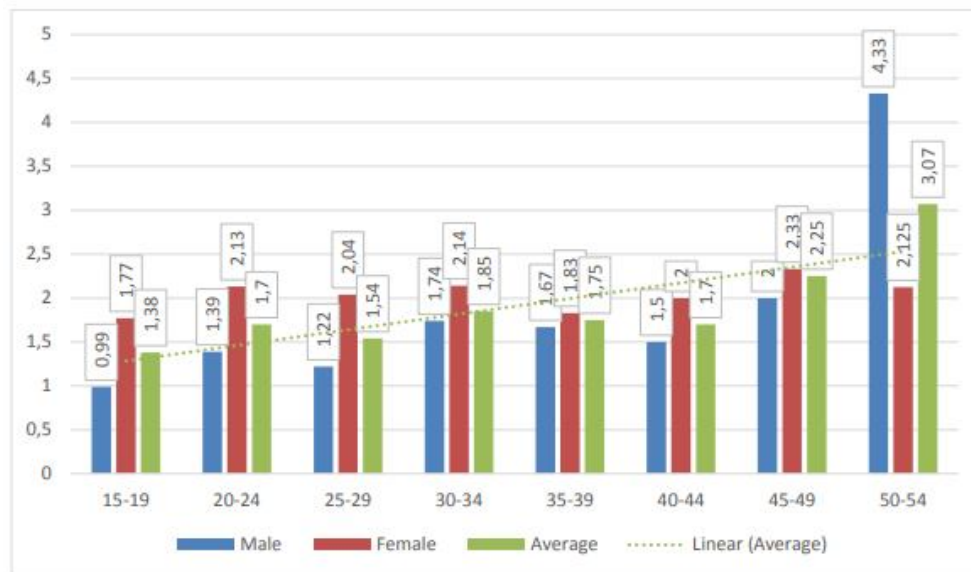


Figure 6: Average of hours spent per day on traditional media by age group

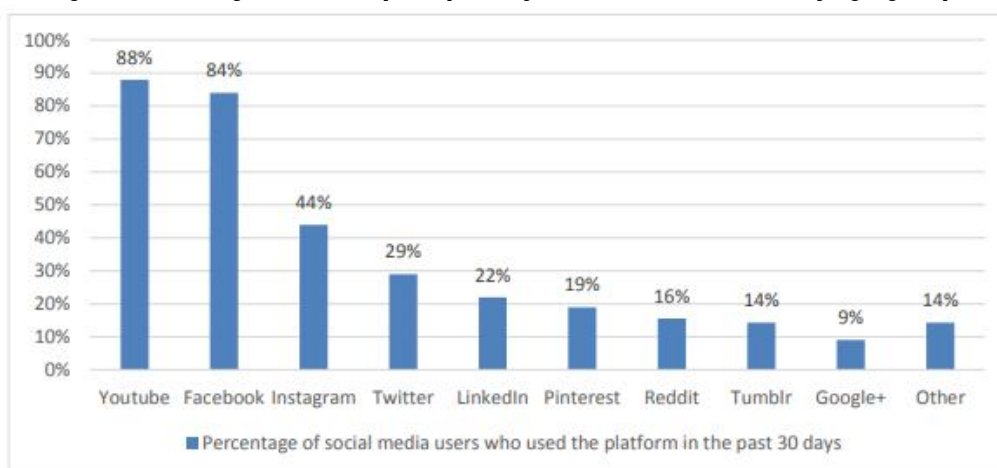


Figure 7: Popularity of social media platforms by percentage of users

Figure 7 shows the percentage of social media users who used each social media platform shown in the graph. The results were based on the 8th question and also filtered using the 8th question of the questionnaire

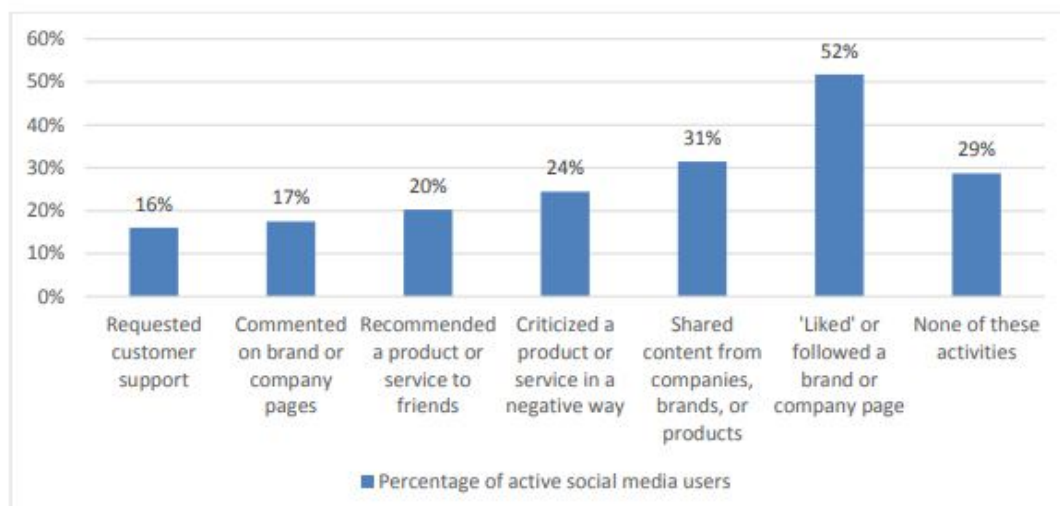


Figure 8: User activity in the past 30 days in social media

Figure 8 shows the activities that social media users engaged in social media in the past 30 days.

The results imply the existence and scale of the potential of user activity in influencing other users to engage with a brand on social media, by using one of the possible variables that could be used to observe this. Based on these results, at least 45% of social media users have at least once engaged with a brand on social media as a direct result of other users' social media activity.

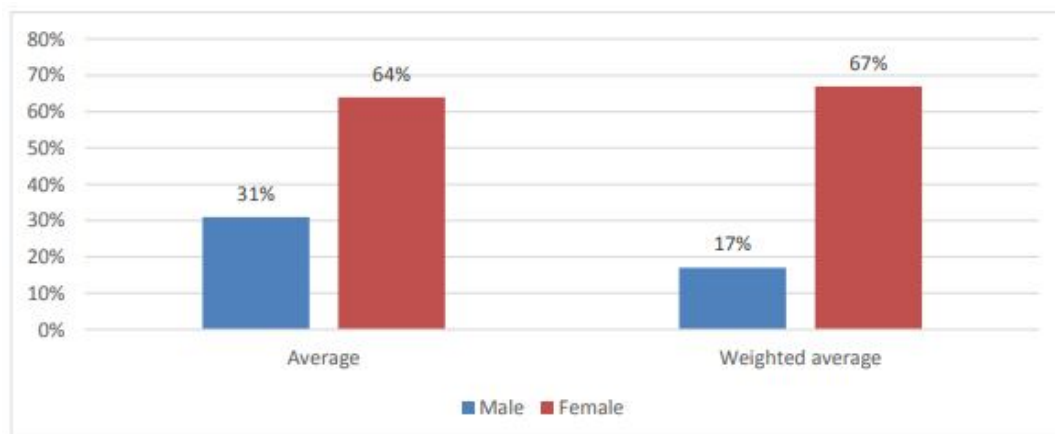


Figure 9 Social media users who have 'liked' or 'followed' a brand because a friend 'liked' or 'followed' it, by gender

The results shown in Figure 9 imply that brands that target female consumers, are more likely to succeed in engaging more users of their target market through viral campaigns on social media.

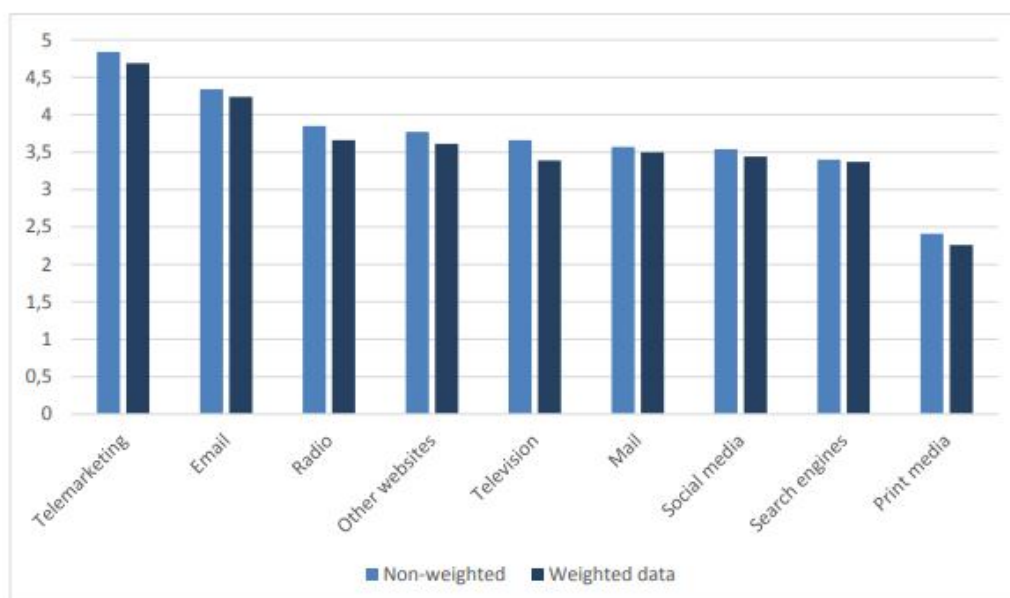


Figure 10: Advertising channels by consumer-perceived irritation

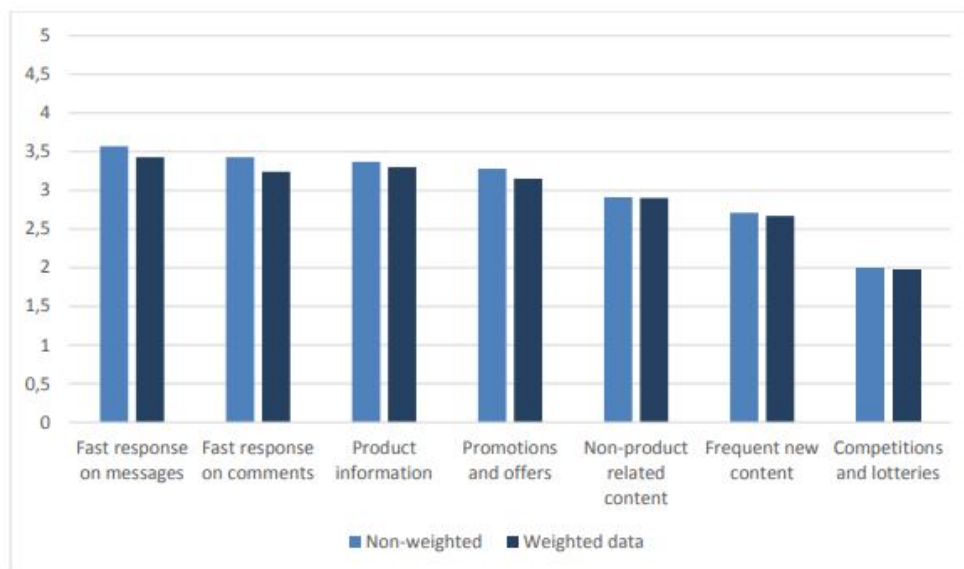


Figure 11 Brand-activity on social media by consumer-perceived importance

The most important activity of brands on social media to consumers were fast responses to messages and comments. The social media activity viewed as the least important were competitions and lotteries. Therefore it may be concluded that active interaction with consumers and participation to conversations are critically important activities for brands in social media. The second most important activity for brands in social media is to post relevant content.

5.0 CONCLUSION:

The vast majority of Finnish customers among the a long time 15 to 64 at the moment are lively social media users. On common, the respondents of the questionnaire spent greater time on social media. The outcomes show the overall distinctions over branding in social, but they do not provide a huge quantity of detail on precise segments of the purchaser populace or the motives at the back of the observations. Based on the outcomes, logo presence on social media is generally appeared as barely greater vital to customer-perceived consider on a logo. Additionally, emblem social media verbal exchange was perceived as having slightly greater have an impact on on the general positivity of logo photograph. Despite of this, the information did not gift any generalizable, substantial differences in regard to direct have an effect on on functional or experiential brand image by using logo verbal exchange itself on social media.

Publications in numerous media channels beef up its positions inside the patron's thoughts, the emblem turns into identified. Brand awareness is created via advertising, advertising, selling, and public relations thru net. Internet advertising includes now not only advertising and marketing on the websites, but also e-mails, and social networks. Social media advertising involves using net social media equipment (Facebook, Twitter, and LinkedIn) to attain purchasers in revolutionary methods and to growth logo focus. Social networking enables to promote the company and its brand awareness.

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