Preference of Social Media Vehicles for branding activities

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ABSTRACT:
Social media networks compete with each other, and they make an effort to increase their number of users while at the same time trying to create engagement. That is because a social media brand with high engagement creates high commitment and that leads to satisfying its business partners. This also increases the social commerce through that social media brand. Social media commerce is defined as the commercial activities through social media channels, and it is a subdimension of online commerce. The new realities increased the interest towards social commerce through social networks and made it valuable to explore for both practical and academic environments. This study aims to investigate social media engagement regarding social media networks and explore the relationship between social media engagement and social commerce purchase intention. In the light of these objectives, a survey was conducted to collect the data and shared through social media networks. Hypotheses in the research were analyzed by using one-way ANOVA, Pearson correlation. Results showed social media networks differ according to consumer brand engagement. Also, consumer brand engagement differs according to age, education level, and income level. Further the results also proves that Instagram is most preffered than the Facebook for branding by customers.
Article Received: 18 October 2020, Revised: 3 November 2020, Accepted: 24 December 2020

Introduction

Branding and marketing are under an ongoing change because of new media channels: internet and social media. Strategies of marketing and branding are changing when communication is becoming multi-directional and more consumer oriented. This thesis examines the opportunities provided by social media in branding. One of its goals is to answer the question, how can companies benefit from social media in building a brand and what things to consider in building a brand on social media. The topic is current and important to companies that operate in the consumer markets, and to some extent to those that operate in the business-to-business markets, based on the idea that social media has become an important marketing channel for brands, its impact on brand equity and brand image is significant, and due to its nature it requires a different kind of approach in comparison to communication on traditional media. It is important to know how significantly social media activities may affect brand equity and brand image, so companies can allocate resources to it accordingly

Literature review

Social media platforms like Facebook, Instagram, Twitter and Snapchat are important actors in the development of various Products marketing (Atkinson et al. 2016; Carah and Meurk 2016; Jernigan and Rushman 2014; McCreanor et al. 2013; Nicholls 2012). Studies of social media have offered taxonomies of brand activities, and determined effects on various Products consumption, but not yet examined the role that the platforms themselves play in shaping various Products marketing (Anderson et al. 2009; Maya Salimath et.al. 2019; Carah et al. 2014; Christlow et al. 2015 De Bruijn et al. 2016; Jernigan and Rushman 2014; Jernigan et al. 2016; Jones et al. 2015; Lobstein et al. 2016; Mart et al. 2009; Meier 2011; Nicholls 2012). Public health researchers need to pay 'critical and analytical attention' to various Products marketing on media platforms (McCreanor et al. 2013; Maya Salimath et.al.

2019). This requires specific examination of how the activities of various Products brands are conditioned by the algorithmic recommendation and advertising models of media platforms (Gillespie 2014; van Dijck 2013). This article considers the relationship between various Products brands, media platforms and their users by comparing the 'native' engagement generated by the 20 most popular various Products brands' Australian Facebook pages in 2012 and 2014. A media platform perspective on various Products marketing The concept of the 'media platform' has been advanced by media sociologists to describe platforms like Facebook that configure user participation using a combination of interface and protocol design, data collection and processing, and algorithmic recommendation (Gillespie 2014; van Dijck 2013). Media platforms and their advertising models are significantly different to mass media channels because of their capacity to customise user experience by processing and responding to data in realtime. With respect to these platforms, McCreanor et al. (2013) argue that consumers who document their drinking practices on social media are labourers who produce both peer-to-peer promotional narratives and rich troves of data. However, these accounts of consumer participation in marketing need to be contextualised within a more precise specification of the advertising model that media platforms are engineering. The advertising model of media platforms is native, data-driven and participatory (Napoli 2011; Turow 2012; Zwick et al. 2008). A native model is one where advertising is not distinguishable from other kinds of content on the platform. Brands generate news stories, events and videos that appear like any other kind of content as opposed to creating discrete advertisements. A data-driven advertising model is one where data are used to target content at specific users in real time. This targeting is not restricted to demographic variables, but also takes account of contextual variables like time, place, and proximity to cultural events or peers. When a user logs on to Facebook they see a uniquely generated feed of content based on what the platform has 'learned' about the preferences of users like them.

Objectives

- To understand the reasons for selecting the social media platforms for branding
- To find out whether Instagram or Facebook is most preferred by the businessmen in Pune City

Sampling process

Data was collected from 500 Giggers/small business owners of Pune City, through convenient sampling. Convenient sampling was used because it is difficult to collect data from businessmen because of their busy schedule. The feedback collected from them was analysed quantitatively with Likert scale. Demographic characteristics of respondents, descriptive statistics and testing of hypothesis were reviewed with SPSS.

Analysis and Interpretation

DEMOGRAPHIC PROFILE OF THE RESPONDENTS			
	Classification of variables	**No. of respondents**	**Percentage**
GENDER	Male	288	57.6
	Female	212	42.4
MARITAL	Married	344	68.8
	Unmarried	156	31.2

STATUS			
EDUCATION	Graduate	30	6
	Post Graduate and above	224	44.8
INCOME	Between 20,000-Rs 40,000	246	49.2
	Between 40,000-Rs 60,000	24	4.8
	Above Rs.60,000	147	
EXPERIENCE	Less than 5 years		29.4
	Between 5-10 years	132	26.4
	Between 10-15 years	197	39.4
	More than 15 years	168	33.6

Table I: Demographic Profile of the respondents

Table I shows the demographic profile of the respondents. The total number of male in the study is 288 and female is 212. The total number of respondents who are married is 344 and that of unmarried is 156. The total number of senior secondary pass out is 30 , graduate is 224 and post graduate and above is 246. The total number of respondents earning below Rs 20,000 is 24, with income between 20,000-Rs 40,000 is 147; between 40,000-Rs 60,000 is 132 and that of above Rs.60,000 is 197. The total number of respondents with experience less than 5 years is 168; the total number of respondents with experience 5-10 years is 108; between 10-15 years is 66; the total number of respondents with experience more than 15 years is 158.

Table 02 Correlations of various reasons to select plat forms for online branding

		Instagram	Facebook
Pearson Correlation	Engagement	1.000	.249
	Reach	.249	1.000
	Audience Demographics	.212	.474
Sig. (1-tailed)	Mobile-friendliness	.001	.005
	Types of adds	.001	.000
	Costs	.005	.000

Pearson's correlation coefficient is the test statistics that measures the statistical relationship, or association, between two continuous variables. It is apparent that there is a constructive relationship between various reasons for selecting the social media for branding and are furthermore critical.

Hypothesis: 01

H$_O$: There is no significance difference between the branding on Facebook and Instagram.

H$_O$: There is significance difference between the branding on Facebook and Instagram

Table 03: Reasons to select the Facebook for branding

Source of Variation	*ss*	*df*	*MSs*	*F*	*P-value*	*F crit*
Between Groups	2792.10	5.000	558.42	101.86	0.000	2.015
Within Groups	1000	1831	5.482			

Total	3792.10	1836

Table 03: Reasons to select the Instagram for branding

Source of Variation	*ss*	*df*	*MSs*	*F*	*P-value*	*F crit*
Between Groups	1832.21	5.000	366.4	1.90	0.000	2.015
Within Groups	799.39	1824	5.482			
Total	2631.6	1829				

Above tables show that there is significant difference between the mean responses given by the respondent's and hence the null hypothesis is rejected and the alternative hypothesis is accepted. Further it can be concluded that branding on Instagram is most preferred than Facebook .

Conclusion:

Even though Instagram and facebook have a similar audience and demographic, they have entirely different uses in your social media marketing strategy. Instagram is a site to publish original content and build your brand awareness. It is an excellent tool to curate and share content, as well as engage and interact with your target audience.

Which is the Ultimate Platform?

There is no "right" platform, that one can choose as the sole medium for marketing, yet from the above discussion it can be proven that Instagram is an essential platform. one have to weigh the pros and cons, depending on the kind of personality the business has, where is the audience located and choose the platform that best suits the requirements.

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