

INFLUENCE OF SOCIAL MEDIA ON BRAND PROMOTIONS

Submitted in partial fulfilment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

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Register No.42410121



DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

**Accredited with Grade "A++" by NAAC | 12B Status by UGC | CATEGORY-1
UNIVERSITY BY UGC | Approved by AICTE**

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DECEMBER 2023



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of **REVATHI.R (42410121)** who carried out the project **entitled “INFLUENCE OF SOCIAL MEDIA ON BRAND PROMOTIONS”** under our supervision from October 2023 to December 2023.

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DECLARATION

I **REVATHI.R (42410121)** hereby declare that the Project Report entitled “**INFLUENCE OF SOCIAL MEDIA ON BRAND PROMOTIONS**” done by me under the guidance of **Dr. R. Blessie Pathmu** is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

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ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks to **Dr. G. Bhuvaneswari, MBA., Ph.D., Dean - School of Management Studies** and **Dr. A. Palani, M.Com., M.Phil., MBA., Ph.D., Head of the Department, School of Management Studies** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **DR. R. Blessie Pathmu** for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the **Department of Business Administration** who were helpful in many ways for the completion of the project.

REVATHI.R

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ABSTRACT

This main purpose of this study analyses the transformative influence of social media on brand promotion, examining the dynamic interplay between brands and their audiences in the contemporary digital landscape. Social media platforms, including but not limited to Facebook, Instagram, Twitter, and LinkedIn, have emerged as powerful tools that redefine traditional marketing paradigms. The research aims to comprehensively explore the multifaceted aspects of this influence, covering key dimensions such as brand visibility, audience engagement, shaping brand identity, influencer collaborations, metrics and analytics, and the challenges and opportunities presented by this dynamic environment. It also underscores the data-driven nature of social media, emphasizing the role of analytics tools in providing insights into user behaviour, campaign effectiveness, and audience demographics.

In the contemporary business landscape, social media platforms have become integral tools for companies to engage with their target audience, build brand awareness, and drive promotional campaigns. This will investigate the various facets of social media influence on brand promotions, considering factors such as user engagement, brand perception, and the effectiveness of different social media strategies. Social media marketing is a type of marketing that used social media platforms to promote its products and brand.

Consumer groups love social media brand promotion because of its social influences and interactive features, which reduce the cost of acquiring customers for brands. However, the research acknowledges the challenges posed by viral trends, maintaining authenticity, and managing brand reputation in the digital realm, offering a balanced perspective on the opportunities and pitfalls associated with social media-driven brand promotion.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

In today's digital era, social media has become a very important and effective way for businesses to promote their brands. Platforms like Facebook, Instagram, Twitter, LinkedIn, and TikTok have changed how companies connect with their desired customers. The impact of social media on brand promotion is clear because it gives companies new chances to connect with, involve, and persuade consumers in ways that were never possible before.

This change happens because lots of people all over the world use social media, which makes it a big and active place for brands to show themselves. Brands can be on the internet, make interesting stuff, and talk to their followers right away. This change doesn't just help big companies; it also lets smaller ones compete well with the big ones. When we look at these things, it's clear that social media isn't just something trendy; it's a big change that businesses need to pay attention to and invest in wisely. Knowing how to use social media well can really help a brand succeed and reach people all over the world.

The purpose of this study is to delve into the multifaceted relationship between social media and brand promotions. It aims to dissect the mechanisms through which social media platforms contribute to the visibility, perception, and success of brand promotion campaigns. Understanding this relationship is paramount as it not only reflects the contemporary marketing landscape but also offers valuable insights into consumer behaviour, preferences, and the intricacies of online brand interactions.

The advent of social media has revolutionized the way information is disseminated and consumed, providing a platform where brands can engage directly with their target audience. Unlike traditional one-way communication, social media enables brands to build relationships, understand consumer sentiments, and adapt in real-time to the evolving needs and expectations of their audience. Social media serves as a canvas

for brands to craft and convey their narratives, shaping their identity and cultivating a distinctive personality that resonates with their audience. The interactive nature of these platforms allows for an ongoing, participatory brand-building process.

One of the defining aspects of social media's influence on brand promotion is the emphasis on user engagement. The ability of users to like, share, comment, and create content related to a brand transforms them from passive consumers to active contributors. This engagement not only increases brand visibility but also creates a sense of community around the brand. Social media influencers have emerged as key players in the brand promotion landscape, providing a bridge to the target audience through personalities that hold sway and credibility. Collaborating with influencers allows brands to connect with consumers in a more relatable and trustworthy manner.



The data-driven nature of social media facilitates precise measurement of the impact of brand promotion efforts. Analytics tools provide insights into user behaviour, campaign effectiveness, and audience demographics, enabling brands to refine their strategies and optimize their promotional endeavours. While social media presents vast opportunities for brand promotion, it also poses challenges. Navigating the complexities of viral trends, maintaining authenticity, and effectively managing brand reputation in the digital realm are critical aspects that require strategic consideration. As we embark on an exploration of the influence of social media on brand promotion, this study seeks to unravel the intricacies of this symbiotic relationship. Through a

comprehensive analysis of user engagement, the role of influencers, and the impact on brand identity, we aim to provide insights that empower businesses to navigate the dynamic landscape of social media and harness its influence for effective brand promotion strategies.

What is social media?

Social media is like a big online playground where people can talk to each other, share pictures, and videos, and see what's happening in the world. It's where you can connect with friends, follow interesting people, and share your thoughts and experiences with others using websites and apps like Facebook, Instagram, Twitter, and TikTok.

Brand Promotion:

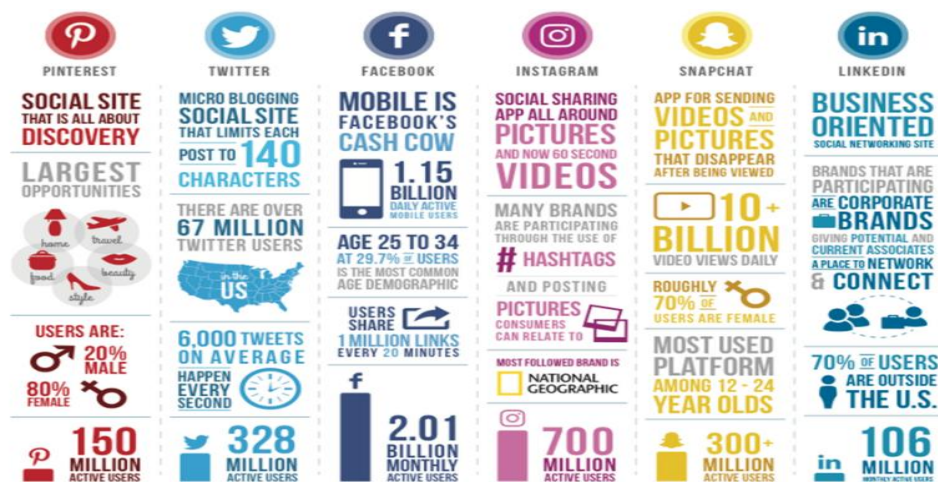
Brand promotion means telling people about a product or company and making it look good so that more people will want to buy it or be interested in it. It's like when you see advertisements on TV or online that make you want to try a new product or learn more about a brand.

Why brand promotion plays an important role on social media?

Promoting a brand on social media holds significant importance due to various reasons. social media platforms boast extensive user bases, providing brands with the opportunity to reach diverse and widespread audiences globally. These platforms also offer advanced targeting options, allowing brands to tailor their promotions based on demographics, interests, behaviours, and geographic locations. Social media facilitates direct engagement and interaction between brands and their audience, fostering a sense of community and building strong connections. The creation and sharing of user-generated content on social media serve as authentic endorsements, enhancing brand credibility.

Collaborating with influencers, sharing real-time updates, and receiving instant feedback are other valuable aspects of brand promotion on social media. Moreover, the cost-effectiveness of social media advertising, measurable analytics, and the potential for content to go viral contribute to its significance in modern marketing strategies.

Overall, social media provides a dynamic and interactive platform that adapts quickly to trends, making it an integral tool for brand promotion in the ever-evolving digital landscape.



TYPES OF SOCIAL MEDIA MARKETING USED FOR BRAND PROMOTION:

- **Content Marketing:** Creating and sharing valuable, relevant content on social media platforms to engage and attract the target audience. This includes blog posts, articles, infographics, and videos.
- **Influencer Marketing:** Collaborating with influencers, individuals with significant social media followings, to promote a brand's products or services. Influencers can provide authentic endorsements and reach specific niche audiences.
- **Paid Advertising:** Utilizing paid advertising features on social media platforms, such as Facebook Ads, Instagram Ads, and Twitter Ads, to target specific demographics and increase brand visibility.
- **Social Media Live Videos:** Engaging audiences in real-time through live video broadcasts on platforms like Instagram, Facebook, or YouTube. Live videos offer an authentic and immediate connection with the audience.
- **Social Media Contests and Giveaways:** Organizing contests or giveaways on social media to encourage user participation, increase brand awareness, and

generate engagement. This often involves users sharing content or tagging friends.

- **Social Media Analytics:** Utilizing analytics tools to track key performance indicators (KPIs) and gather insights into the effectiveness of social media strategies. This data-driven approach helps in optimizing future campaigns.

MERITS OF SOCIAL MEDIA ON BRAND PROMOTION:

Increased Visibility and Reach: social media provides brands with a global platform, enabling them to reach a vast audience and increase their visibility beyond traditional geographical boundaries.

Direct Audience Engagement: Brands can engage directly with their target audience, fostering a two-way communication channel that allows for real-time interactions, feedback, and relationship building.

Enhanced Brand Perception: Social media allows brands to shape their image, convey their values, and cultivate a distinct personality, influencing how they are perceived by a diverse and global audience.

User-Generated Content: Users actively contribute to brand promotion through content creation, reviews, testimonials, and shared experiences, creating a sense of authenticity and community.

Influencer Collaboration: Collaborating with influencers enables brands to leverage established trust and credibility, reaching wider audiences through authentic and relatable endorsements.

Real-Time Marketing Opportunities: Social media facilitates real-time responses to trends, events, and consumer sentiments, allowing brands to stay relevant, adaptive, and responsive.

Data-Driven Insights: Robust analytics tools on social media platforms provide brands with valuable data on user behaviour, allowing for informed decision-making and continuous optimization of promotional strategies.

E-commerce Integration: Social media platforms increasingly integrate e-commerce features, enabling users to make direct purchases within the platform, streamlining the customer journey.

DEMERITS OF SOCIAL MEDIA ON BRAND PROMOTION:

Negative Publicity and Reputation Risks: Viral trends and controversies on social media can lead to negative publicity, impacting a brand's reputation. Managing and mitigating such risks is challenging in the fast-paced digital environment.

Authenticity Concerns: Maintaining authenticity in brand communication can be challenging, especially with the prevalence of staged or sponsored content. Consumers are increasingly skeptical of inauthentic promotions.

Saturation and Noise: The sheer volume of content on social media can lead to information overload, making it difficult for brands to stand out and capture the attention of their target audience amidst the noise.

Influencer Risks: Influencers, while powerful brand advocates, also pose risks if their personal actions or controversies conflict with a brand's values. Brands need to carefully vet and manage influencer partnerships.

Privacy Concerns: Increased scrutiny on data privacy issues may lead to heightened concerns among users, affecting their willingness to engage with brands on social media.

Short-Term Focus: The ephemeral nature of social media content can lead to a short-term focus on immediate engagement, potentially overshadowing long-term brand-building efforts.

Competitive Challenges: The competitive nature of social media can result in brands vying for attention, making it challenging to differentiate and create a lasting impact.

1.2. OBJECTIVES OF THE STUDY

- Examine how social media influences brand awareness.
- To assess the impact of social media on brand visibility and reach.
- To explore emerging trends and technologies in social media brand promotion.

- To understand relationship of social media marketing with brand awareness, brand preference and purchase decision.

1.3. SCOPE OF THE STUDY

- To assess and gauge how social media promotion affects a brand's success, both in the short and long run.
- To utilize how individuals use social media to engage with brands and how it influences their preferences and actions.
- To recognize the impact of user-generated content like reviews, ratings, and customer testimonials on brand promotion and reputation.
- To identify how brands stand out from competitors in social media brand promotion and find ways to differentiate themselves.

1.4. NEED FOR THE STUDY

- Brands need to learn how to change their plans for the online world and use social media's wide reach and influence
- It needs to know how to use this data effectively to refine their brand promotion efforts.
- to Understand the dynamics of engagement and interaction on social media is crucial for brand success.
- Brands need strategies for managing and responding to feedback and crises in the digital realm.

1.5. PROBLEM STATEMENT

The study aims to investigate the intricacies of this dynamic relationship, exploring how social media impacts brand visibility, audience engagement, and overall marketing strategies. It identify the specific challenges businesses face in utilizing social media and to provide insights into developing solutions that optimize the influence of these platforms on successful brand promotion. The problem statement underscores the importance of gaining a nuanced understanding of the social media landscape to guide businesses in navigating and capitalizing on the evolving nature of digital marketing.

CHAPTER 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

Mason, Narcum, & Mason, 2021 Social Media Marketing is a part of digital marketing where marketers get a platform to connect with their customers. In present scenario people are more available on social media than spending time on watching television. They compare the product with the alternatives and find the risk associated with the product. Brand image can also be monitored through likes, comments, and shares on social media. Following and engaging with followers, customers, and influencers also becomes an integral part. There is also a major advantage that cost is also reduced for the brand which can be allotted for other purposes.

Jokinen, 2016 The results of the study showed higher influence of social media on brand image among younger population than the older ones and the impact of traditional media on brand image was found consistent on all the age group. A quantitative customer survey among the Finnish consumers among the age group of 15 to 64. Increase in overall positivity of brand image can be seen through social media communication. The limitation of study is that it does not provide enough information on specific segment of consumer population.

Hajli, 2014 Social media brand promotion demands active client participation. According to research, businesses that interact with their audience in both directions see an increase in consumer loyalty.

Kasemsap, Citation 2018 we investigate the social media platform's moderating function and the impact of social media-based brand communities' connection on consumer purchasing attitudes, brand trust, and brand loyalty.

Zahoor, et al., 2018 It has a significant impact on how customers form their brand preferences and choices, as well as brand loyalty and equity. Therefore, in order to remain competitive in the future, it is imperative for marketers to research and determine the connection between these concepts.

Verhagen et al., 2015 Social media's interactive features enable businesses to communicate with customers in a personal way, reply to their questions, and create strong emotional bonds.

According to Zhang and Benyoucef 2016 Brand image positively affects brand promise and brand trust since both customers and brands interact in social media on a constant basis.

Klein, 2017 Promoting a brand successfully depends on maintaining a positive brand reputation. Positive and negative sentiments may be amplified swiftly on social media, making it a double-edged sword.

Helm, 2016 According to research, brands should actively manage their online reputation by employing crisis communication techniques and responding as soon as possible to unfavourable comments.

Li & Bernoff, 2008 Brands can target particular demographics with targeted advertising and sponsored content, and they can also monitor the success of their initiatives.

Kim & Johnson, 2016: The marketing of brands now includes paid advertising on social media sites. A number of brand outcomes, including brand attitude, purchase intention, and brand loyalty, have been studied by academics in relation to social media advertising.

Kaplan & Haenlein, 2010 Smith, Fischer, & Yongjian, 2012 The ability to raise brand awareness is one of social media's key roles in brand promotion. According to numerous studies, a brand's exposure can be considerably increased by an active presence on social media sites like Facebook, Twitter, and Instagram.

Mangold & Faulds, 2009 In order to communicate with potential customers in real-time, brands can use social media platforms to reach large and diverse audiences.

Becker & Keith 2014 The purpose of this paper is to estimate individual promotional campaign impacts through Bayesian inference. Conventional statistics have worked well for analysing the impact of direct marketing promotions on purchase behaviour. However, many modern marketing programs must drive multiple purchase objectives, requiring more precise arbitration between multiple offers and collection of more data with which to differentiate individuals. This often results in datasets that are highly dimensional, yet also sparse, straining the power of statistical methods to properly estimate the effect of promotional treatments.

Sridhar Samuet.al Jan 2019 the effectiveness of advertising alliance (in which two brands from different product categories are featured together in an advertisement) for introducing new brands is investigated. The degrees of complementarity between the featured products, type of differentiation strategy, and type of ad processing strategy are identified as important factors in determining ad effectiveness. The conceptualization captures the effects of these factors on brand awareness, brand accessibility, brand beliefs, belief accessibility and brand attitudes.

Goh, Heng, & Lin, 2013; Issa & Isaias, 2016 social media is like an online space where people or groups can connect and interact. It's a place where you can share ideas, opinions, and concerns with others who have similar goals and interests. Social media is where people make new friends, form partnerships, start businesses, and even conduct research, often with specific purposes in mind.

Verduyn et al., 2017 One of the fastest growing social media in Indonesia is Instagram. Instagram is an application that is used to share photos and videos. Instagram itself is still part of Facebook which allows our Facebook themes to follow our Instagram accounts. The increasing popularity of Instagram as an application used to share photos makes many users who go into online business also promote their products through Instagram so that potential consumers can see the types of goods or services offered. The use of social media or social media usage is a pattern of behaviour carried out online, both active use of social media and passive use of social media.

Ibrahim et al., 2021; Khadim et al., 2018 Marketing in social media is considered an effective tool in developing customer relationships these interactions will build trust and remove uncertainties that might prevent customers from engaging with brands and conducting online transactions. Social media is considered by consumers as a reliable source of in-formation functioning for marketing practices.

Glucksman, 2017; Kalu, 2019 Many researchers say that the SMLs exert an interference power over people, mainly shaping and transforming people's opinions, as well as influencing their purchase decision-making process or just influencing people to buy, exposing them to brands' logos and advertisements Some influencers have millions of followers and when they act on their massive number of followers, they have the ability to influence a large part of public opinion, transforming behaviours, changing attitudes, interfering in people's personality and identity and mostly giving rise to consumer products and creating brand awareness.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH METHODOLOGY

Research methodology is needed for the purpose of framing the research process. It helps to know how social media influences on Brand promotions.

3.2 RESEARCH DESIGN

Research design is the framework of research methods and techniques chosen by a researcher. The design allows researchers to hone in on research methods that are suitable for the subject matter and set up their studies up for success. The research design of the study is descriptive research. It is a theory-based design method which is created by gathering, analyzing and presenting collected data.

Descriptive research design is also called explanatory design. This is the one that simply describes something such as demographic characteristics. The descriptive study is typically concerned with determining frequency with which something occurs or how two variables vary together.

3.3. SAMPLING TECHNIQUE

The selection of the population is called the sample. For this research, the researchers selected the samples by simple sampling.

Convenience sampling is a type of nonprobability sampling method that involves drawing a sample from a nearby portion of the population, that is, samples are chosen according to the researcher's convenience. The population sample was chosen because it was accessible and convenient.

3.4. SOURCE OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

- Primary Data – Survey through Questionnaire given to 100 respondents
- Secondary Data – Websites, online journals, Past published reports & Review of literature from published articles

3.5. STRUCTURE OF THE QUESTIONNAIRE

Questionnaire was divided into two sections.

- First part was designed to know the general information about customers
- The second part contained the **respondent 's opinions about Influence of social media on Brand promotions.**
- **Personal details**
- **Research related questions**
- **Likert scaling questions**

3.6. SAMPLE SIZE

The sample size for this research project is 100

3.7.SAMPLE DESIGN

It is a particular definite plan formulation before collecting the data from population. The research should select a particular sample. In sampling, there are 2 types probability sampling and non-probability sampling. In this research, only nonprobability sampling is used.

Sampling

- Sampling design: Non-probability sampling
- Sampling technique: convenience sampling
- Sample size: 100 respondents

3.8. HYPOTHESIS

HYPOTHESIS - 1

- ✓ H0(Null Hypothesis): There is no significant relationship between the level of education and influence of social media on brand promotion.
- ✓ H1(Alternative Hypothesis): There is a significant relationship between the level of education and influence of social media on brand promotion.

HYPOTHESIS - 2

- ✓ H0 (Null hypothesis): There is no significant relationship between the age group and the person's buying decision.
- ✓ H1(Alternative hypothesis): There is significant relationship between the age group and the person's buying decision.

3.9. STATISTICAL TOOLS USED FOR DATA COLLECTION

STATISTICAL TOOLS FOR ANALYSIS

The statistical tools used for analysis are

- Simple percentage analysis method
- Chi square
- Correlation

3.9.1. PERCENTAGE ANALYSIS

Research questions are always answered with a descriptive statistic: generally, either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

3.9.2 CHI-SQUARE TEST

To compare actual outcomes with predictions, statistical tests like the chi-square test are performed. This test's objective is to determine if a discrepancy between actual and projected data is the result of random variation or an association between the variables under study.

3.9.3 CORRELATION

Correlation analysis in research is a statistical method used to measure the strength of the linear relationship between two variables and compute their association.

➤ PEARSON CORRELATION

The Pearson correlation coefficient (r) is the most common way of measuring a linear correlation. It is a number between -1 and 1 that measures the strength and direction of the relationship between two variables.

CHAPTER 4

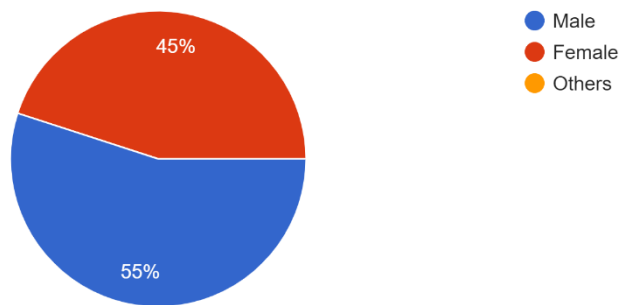
DATA ANALYSIS AND INTERPRETATION

4.1. PERCENTAGE ANALYSIS

4.1.1 Table indicating the gender of respondents

s.no	Gender	No of Respondents	Percentage analysis
1	Male	55	55%
2	Female	45	45%
Total		100	100%

Gender
100 responses



Interpretation

From the above table it is interpreted that the gender of the respondents is male 55% and number of respondents in female are 45 %

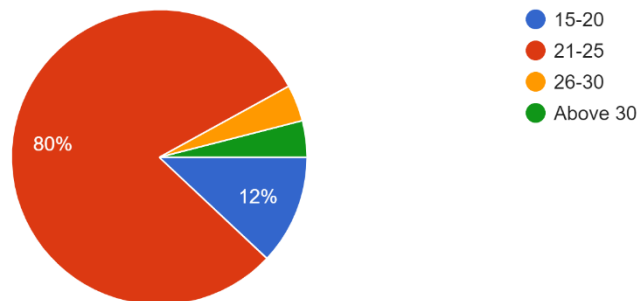
INFERENCE

- Majority 55% of the respondents are male.

4.1.2 Table indicating the age of respondents

S.no	Age	No of Respondents	Percentage analysis
1	15-20	12	12%
2	21-25	80	80%
3	26-30	4	4%
4	Above 30	4	4%
Total		100	100%

Age
100 responses



Interpretation

From the above table it is interpreted that the number of respondents 15-20 ages of respondents are 12%, between 21-25 age of respondents are 80%, between 26-30 age of respondents 4% and above 30 ages of respondents are 4%

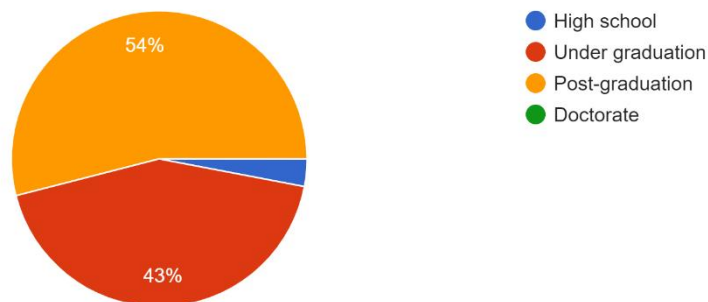
INFERENCE

- Majority 80% of the respondents belong to the age group of 21-25 category.

4.1.3 Table indicating the education qualification of respondents

S.no	Education qualification	No of Respondents	Percentage analysis
1	High School	3	3%
2	Under Graduate	43	43%
3	Post Graduate	54	54%
4	Doctorate	0	0%
Total		100	100%

Level of education
100 responses



Interpretation

From the above table it is interpreted that the number of respondents High School of respondents are 3%, Under graduate of respondents are 43%, post graduate of respondents is 54%, Doctorate of respondents is 0%

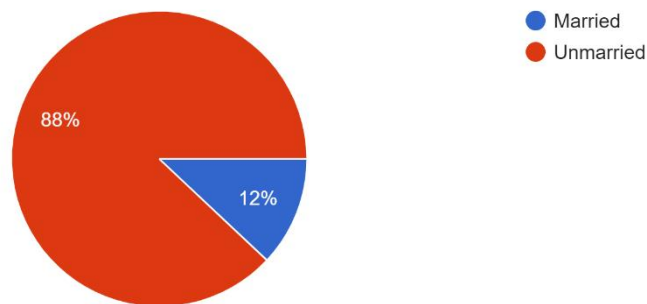
INFERENCE

- Majority 54% of the respondents belongs to PG educational qualification.

4.1.4 Table indicating the Marital status of respondents

S.no	Marital status	No of Respondents	Percentage analysis
1	Unmarried	88	88%
2	Married	12	12%
Total		100	100%

Marital status
100 responses



Interpretation

From the above table 88% of respondents are unmarried and 12% of respondents are married

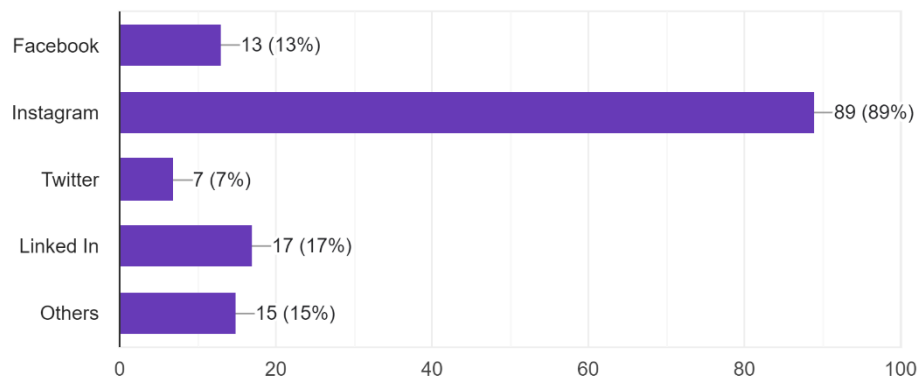
INFERENCE

- Majority 88% of the respondents were Unmarried.

4.1.5 Table indicating the regularly used social Media platforms of respondents

Social Media Platform	No of respondents	Percentage of the respondents
Facebook	13	13%
Instagram	89	89%
Twitter	7	7%
Linked In	17	17%
Others	15	15%
Total	100	100%

Which social media platforms do you use regularly?
100 responses



Interpretation

From the above table it is interpreted that the number of respondents using 13% is Facebook, 89% of the respondents using Instagram, 7% of the respondents using Twitter, 17% of the respondents using Linked In, 15% of the respondents using Others.

INFERENCE

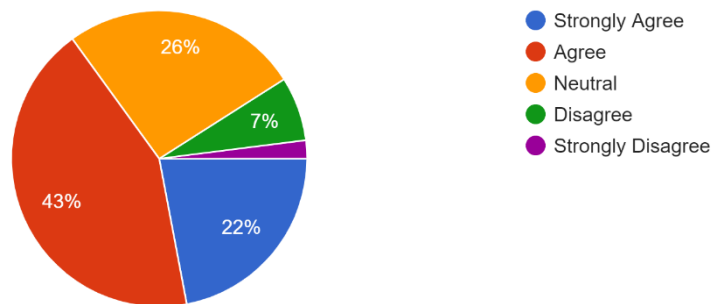
- Majority 89% of the respondents using Instagram.

4.1.6 Table indicating the personalized brand recommendations on social media

Particulars	No of respondents	Percentage of the respondents
Strongly Agree	22	22%
Agree	43	43%
Neutral	26	26%
Disagree	7	7%
Strongly Disagree	2	2%
Total	100	100%

Do you think personalized brand recommendations on social media are helping you to find products you're interested in?

100 responses



Interpretation

From the above table it is interpreted that the number of respondents were 22% is Strongly agree, 43% is Agree, 26% is Neutral, 7% is Disagree and 2% is strongly Disagree

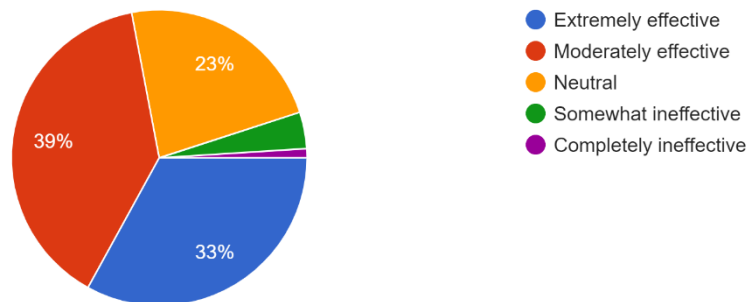
INFERENCE

- Majority 43 % of the respondents agree that the personalized brand recommendations on social media are helping to find products.

4.1.7 Table indicating the social media are effective in influencing

Particulars	No of respondents	Percentage of the respondents
Extremely Effective	33	33%
Moderately effective	39	39%
Neutral	23	23%
Somewhat ineffective	4	4%
Completely ineffective	1	1%
Total	100	100%

Do you believe that brand promotions on social media are effective in influencing
100 responses



Interpretation

From the table it is interpreted that from the number of respondents 33% Extremely effective, 39% Moderately effective, 23% Neutral, 4% is Somewhat ineffective and 1% is completely ineffective.

INFERENCE

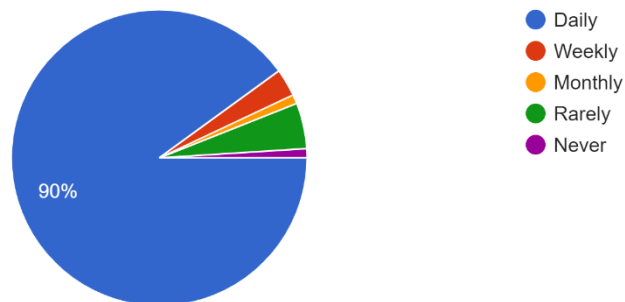
- Majority of 39% are moderately effective on social media influencing.

4.1.8 Table indicating the Usage of social media of the respondents

Particulars	No of respondents	Percentage of the respondents
Daily	90	90%
Weekly	3	3%
Monthly	1	1%
Rarely	5	5%
Never	1	1%
Total	100	100%

How often do you use social media ?

100 responses



Interpretation

From the table it is interpreted that from the number of respondents 90% using Daily, 3% is weekly, 1% is Monthly, 5% is rarely and 1% never

INFERENCE

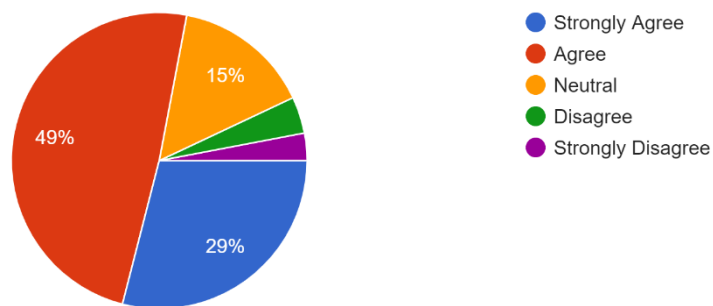
- Majority of 90% are using social media Daily.

4.1.9 Table indicating that promotions, products, services, discounts, and giveaways offered by brands on social media

Particulars	No of respondents	Percentage of the respondents
Strongly Agree	29	29%
Agree	49	49%
Neutral	15	15%
Disagree	4	4%
Strongly Disagree	3	3%
Total	100	100%

Do you Agree that promotions, products, services, discounts, and giveaways offered by brands on social media get the most attention and interaction from people?

100 responses



Interpretation

From the above table it is interpreted that the number of respondents were 29% is Strongly agree, 49% is Agree, 15% is Neutral, 4% is Disagree and 3% is strongly Disagree

INFERENCE

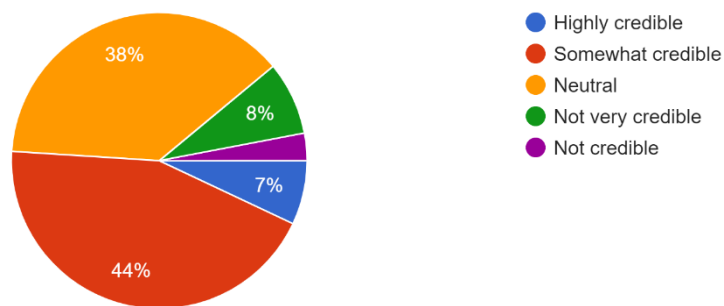
- Majority 49% of the respondents agree that promotions, products, services, discounts, and giveaways offered by brands on social media get the most attention.

4.1.10 Table indicating the social media in terms of credibility and trustworthiness

Particulars	No of respondents	Percentage of the respondents
Highly credible	7	7%
Somewhat credible	44	44%
Neutral	38	38%
Not very credible	8	8%
Not credible	3	3%
Total	100	100%

How do you perceive brand promotions on social media in terms of credibility and trustworthiness?

100 responses



Interpretation

From the above table it is interpreted that the number of respondents were 7% is Highly credible, 44% is somewhat credible, 38% is Neutral, 8% is not very credible and 3% is not credible.

INFERENCE

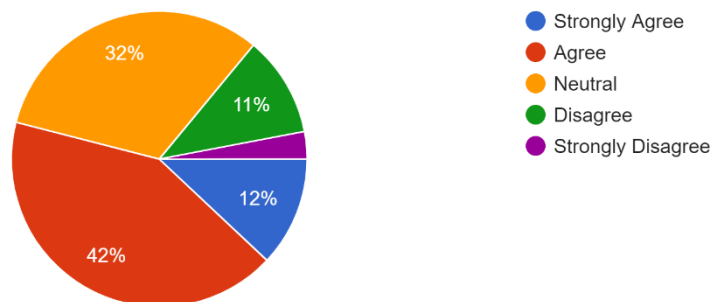
- Majority 44% is somewhat credible on social media in terms of credibility and trustworthiness.

4.1.11 Table indicating that social media make you more loyal to a brand

Particulars	No of respondents	Percentage of the respondents
Strongly Agree	12	12%
Agree	42	42%
Neutral	32	32%
Disagree	11	11%
Strongly Disagree	3	3%
Total	100	100%

Do you Agree that teaming up with social media influencers, using ads, creating great content, and offering special deals make you more loyal to a brand on social media?

100 responses



Interpretation

From the above table it is interpreted that the number of respondents were 12% is Strongly agree, 42% is Agree, 32% is Neutral, 11% is Disagree and 3% is strongly Disagree

INFERENCE

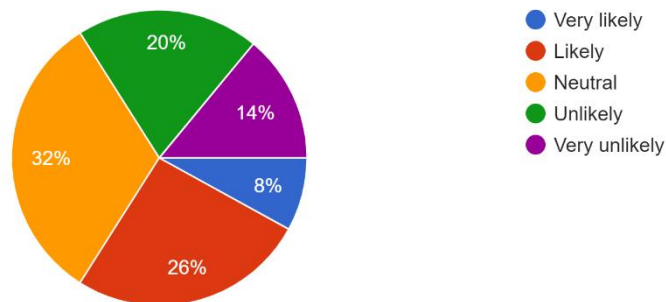
- Majority 42% of the respondents agree that teaming up with social media influencers make you more loyal to a brand.

4.1.12 Table indicating that branded content on your own social media profiles

Particulars	No of respondents	Percentage of the respondents
Very likely	8	8%
Likely	26	26%
Neutral	32	32%
Unlikely	20	20%
Very unlikely	14	14%
Total	100	100%

How likely are you to share or repost branded content on your own social media profiles?

100 responses



Interpretation

From the above table it is interpreted that the number of respondents were 8% is very likely, 26% is likely, 32% is Neutral, 20% is unlikely and 14% is very unlikely

INFERENCE

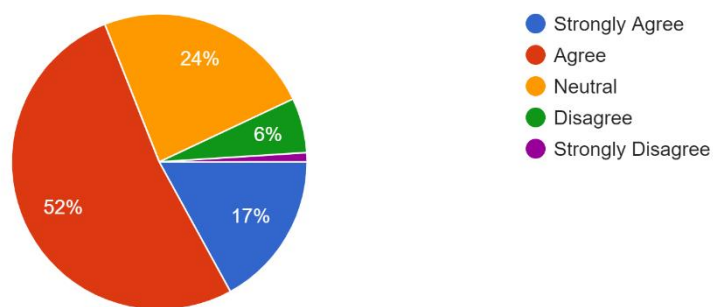
- Majority 32% of the respondents are Neutral to share that branded content on your own social media profiles.

4.1.13 Table indicating that brand's visibility through ads influences a person's buying decision

Particulars	No of respondents	Percentage of the respondents
Strongly Agree	17	17%
Agree	52	52%
Neutral	24	24%
Disagree	6	6%
Strongly Disagree	1	1%
Total	100	100%

Do you think that a brand's visibility through ads influences a person's buying decision?

100 responses



Interpretation

From the above table it is interpreted that the number of respondents were 17% is Strongly agree, 52% is Agree, 24% is Neutral, 6% is Disagree and 1% is strongly Disagree

INFERENCE

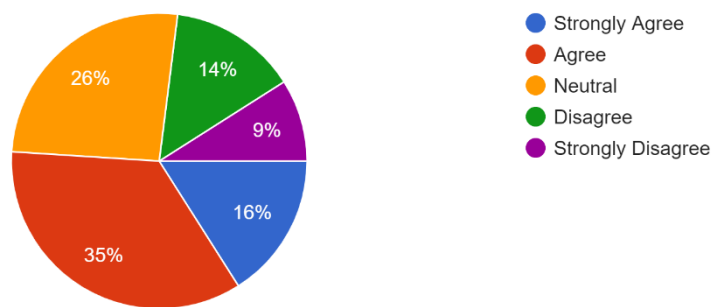
- Majority 52% of the respondents agree that brand's visibility through ads influences a person's buying decision.

4.1.14 Table indicating that more loyal to a brand due to their social media presence or engagement with you on social media

Particulars	No of respondents	Percentage of the respondents
Strongly Agree	16	16%
Agree	35	35%
Neutral	26	26%
Disagree	14	14%
Strongly Disagree	9	9%
Total	100	100%

Have you ever become more loyal to a brand due to their social media presence or engagement with you on social media?

100 responses



Interpretation

From the above table it is interpreted that the number of respondents were 16% is Strongly agree, 35% is Agree, 26% is Neutral, 14% is Disagree and 9% is strongly Disagree

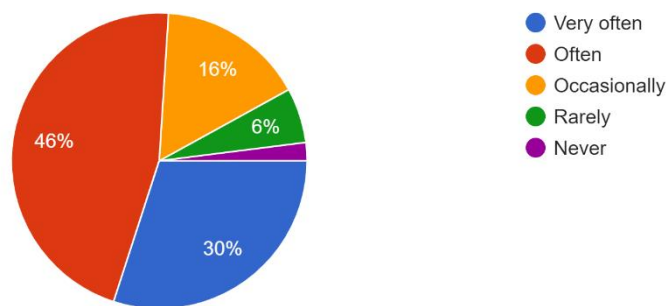
INFERENCE

- Majority 35% of the respondents agree that more loyal to a brand due to their social media presence or engagement with you on social media

4.1.15 Table indicating that brand promotions or advertisements on your social media feeds

Particulars	No of respondents	Percentage of the respondents
Very often	30	30%
Often	46	46%
Occasionally	16	16%
Rarely	6	6%
Never	2	2%
Total	100	100%

How often do you come across brand promotions or advertisements on your social media feeds?
100 responses



Interpretation

From the above table it is interpreted that the number of respondents were 30% is very often, 46% is often, 16% is occasionally, 6% is rarely and 2% is never

INFERENCE

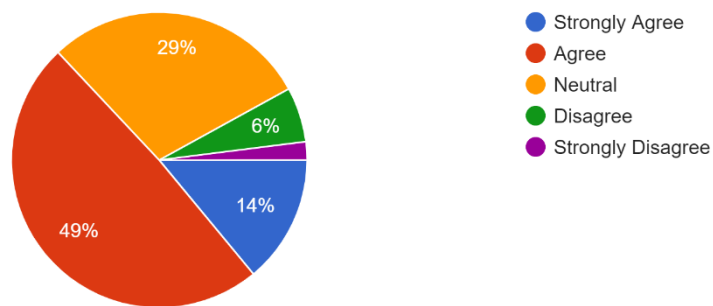
- Majority 46% of the respondents often come across brand promotions or advertisements on your social media feeds.

4.1.16 Table indicating that social media influenced by user-generated content on considering a brand or product

Particulars	No of respondents	Percentage of the respondents
Strongly Agree	14	14%
Agree	49	49%
Neutral	29	29%
Disagree	6	6%
Strongly Disagree	2	2%
Total	100	100%

Have you ever been influenced by user-generated content (e.g., reviews, recommendations) on social media when considering a brand or product?

100 responses



Interpretation

From the above table it is interpreted that the number of respondents were 14% is Strongly agree, 49% is Agree, 29% is Neutral, 6% is Disagree and 2% is strongly Disagree

INFERENCE

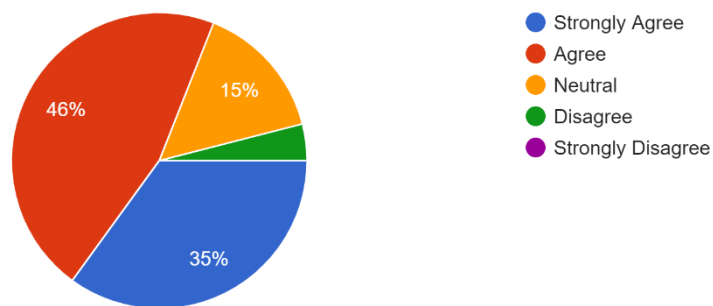
- Majority 49% of the respondents agree that more loyal to a brand due to their social media presence or engagement with you on social media

4.1.17 Table indicating that most attractive when brands promote themselves on social media

Particulars	No of respondents	Percentage of the respondents
Strongly Agree	35	35%
Agree	46	46%
Neutral	15	15%
Disagree	4	4%
Strongly Disagree	0	0%
Total	100	100%

Do you think that pictures, videos, eye-catching graphics, and stories are the most attractive when brands promote themselves on social media?

100 responses



Interpretation

From the above table it is interpreted that the number of respondents were 35% is Strongly agree, 46% is Agree, 15% is Neutral, 4% is Disagree and 0% is strongly Disagree

INFERENCE

- Majority 46% of the respondents agree that pictures, videos, eye-catching graphics, and stories are the most attractive.

HYPOTHESIS - 1

- ✓ H0 (Null hypothesis): There is no significant relationship between the age group and the person's buying decision.
- ✓ H1(Alternative hypothesis): There is significant relationship between the age group and the person's buying decision

CORRELATION

		Do you think that's a brand visibility through ads influences a person's buying decision?	Age Group
Do you think that's a brand visibility through ads influences a person's buying decision?	Pearson Correlation	1	.149
	Sig. (2-tailed)		.140
	N	100	100
Age Group	Pearson Correlation	.149	1
	Sig. (2-tailed)	.140	
	N	100	100

INTERPRETATION

- ✓ From the above table, the value of Pearson correlation is rounded to 1. "1" represents positive correlation. So null hypothesis is rejected, and alternative hypothesis is accepted. Therefore, there is a healthy relationship between the age group and the person's buying decision

HYPOTHESIS - 2

- ✓ H0(Null Hypothesis): There is no significant relationship between the level of education and influence of social media on brand promotion.
- ✓ H1(Alternative Hypothesis): There is a significant relationship between the level of education and influence of social media on brand promotion.

CHI SQUARE TEST

Chi-square	Value	DF	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.828 ^a	8	.086
Likelihood Ratio	16.196	8	.040
N of valid Cases	100		

Level of Significance

Level of significance is fixed at 5%

Test Statistics

Pearson Chi-Square value = 13.828a

Degree of Freedom = 8

INTERPRETATION

- ✓ From the above test statistics, degree of freedom is 8, The p-value is 0.86 which is lesser than alpha value 0.05. Therefore, Null hypothesis is rejected whereas the alternate hypothesis is accepted. It can be interpreted that there is no significant difference between the level of education and influence of social media on brand promotion.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS OF THE STUDY

- Majority 55% of the respondents are male.
- Majority 80% of the respondents belong to the age group of 21-25 category.
- Majority 54% of the respondents belongs to PG educational qualification.
- Majority 88% of the respondents were Unmarried.
- Majority 89% of the respondents using Instagram.
- Majority 43% of the respondents agree that the personalized brand recommendations on social media are helping to find products.
- Majority of 39% are moderately effective on social media influencing.
- Majority of 90% are using social media Daily.
- Majority 49% of the respondents agree that promotions, products, services, discounts, and giveaways offered by brands on social media get the most attention.
- Majority 44% is somewhat credible on social media in terms of credibility and trustworthiness
- Majority 42% of the respondents agree that teaming up with social media influencers make you more loyal to a brand.
- Majority 32% of the respondents are Neutral to share that branded content on your own social media profiles.
- Majority 52% of the respondents agree that brand's visibility through ads influences a person's buying decision.
- Majority 35% of the respondents agree that more loyal to a brand due to their social media presence or engagement with you on social media
- Majority 46% of the respondents often come across brand promotions or advertisements on your social media feeds.
- Majority 49% of the respondents agree that more loyal to a brand due to their social media presence or engagement with you on social media
- Majority 46% of the respondents agree that pictures, videos, eye-catching graphics, and stories are the most attractive.

- By using correlation for finding the relationship between the age group and the person's buying decision. we found that there is a positive correlation between each variable and it is positively correlated.

- By using chi square test we found that There is significant difference between the level of education and influence of social media on brand promotion and there is significant difference between the age group and the person's buying decision.

5.2 SUGGESTIONS

- ✓ They can Provide more content in social media marketing that can retain information about the brand's products and services.
- ✓ Improve the advertisement in social media marketing through the high promotion of product and service value and attractive visuals and campaigns that led to a great outcome for the brand performance.
- ✓ An effective way to make engaging and entertaining content for the brand, especially on Facebook, Instagram, Twitter paired with the right influencer that will help the business to promote the brand in social media.
- ✓ Encourage audience to create and share content related to your brand. User-generated content adds authenticity and builds a sense of community for brand in social media.
- ✓ Develop compelling and shareable content that aligns with your brand identity. Use a mix of visuals, videos, and engaging copy to capture the attention of your audience.
- ✓ Create and optimize profiles with consistent branding elements to enhance recognition and regularly analyse social media analytics to track the performance of your content to Identify trends, understand what works, and refine your strategy.
- ✓ Maintain a consistent brand image across all social media channels and using the same logo, colour scheme, and messaging to reinforce brand recognition.

5.3. CONCLUSION

In this the influence of social media on brand promotion is undeniably profound. By strategically harnessing the power of various platforms, businesses can not only increase their visibility but also cultivate meaningful connections with their target audience. The dynamic nature of social media allows for creative storytelling, real-time engagement, and the potential to create a community around a brand. Leveraging influencers, crafting compelling content, and maintaining consistent branding are key elements that contribute to a successful social media strategy. As technology and consumer behaviours continue to evolve, staying agile and adapting strategies to align with emerging trends will be crucial for brands aiming to thrive in the ever-changing landscape of digital marketing.

The influence of social media marketing on the brand promotion was measured by entertainment, interaction, trendiness, advertisement, customization, and Brand Performance (Brand awareness and Brand Loyalty). Entertainment in social media marketing business brings abundant appeal to the business that brings more demand associated with the result of creating creative content increases entertainment in social media marketing in the perception of customers. Social media's role in brand promotion extends beyond mere advertisement; it is a dynamic tool that, when used thoughtfully, can elevate a brand, foster customer loyalty, and drive sustained success in the competitive market. Social media provides a platform for brands to create and nurture communities around their products or services.

Social media, when used thoughtfully, can drive sustained success in the competitive digital marketing landscape. Successful brand promotion through social media requires a holistic approach that goes beyond mere advertisement, encompassing engagement, community building, and adaptability.

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ANNEXURE – QUESTIONNAIRE

INFLUENCE OF SOCIAL MEDIA ON BRAND PROMOTION

1. Name of the respondent _____
2. Age
 - 15-20
 - 21-25
 - 26-30
 - Above 30
3. Gender
 - Male
 - Female
 - Others
4. Marital status
 - Married
 - Unmarried
5. Level of education
 - High School
 - Under Graduate
 - Post Graduate
 - Doctorate
6. Which social media platforms do you use regularly?
 - Facebook
 - Instagram
 - Twitter
 - Linked In
 - Others

7. Do you think personalized brand recommendations on social media are helping you to find products you're interested in?
- Strongly agree
 - Agree
 - Neutral
 - Disagree
 - Strongly disagree
8. Do you believe that brand promotions on social media are effective in influencing
- Extremely effective
 - Moderately effective
 - Neutral
 - Somewhat ineffective
 - Completely ineffective
9. How often do you use social media?
- Daily
 - Often
 - Monthly
 - Rarely
 - Never
10. Do you Agree that promotions, products, services, discounts, and giveaways offered by brands on social media get the most attention and interaction from people?
- Strongly agree
 - Agree
 - Neutral
 - Disagree
 - Strongly disagree

11. How do you perceive brand promotions on social media in terms of credibility and trustworthiness?

- Highly credible
- Somewhat credible
- Neutral
- Not very credible
- Not credible

12. Do you Agree that teaming up with social media influencers, using ads, creating great content, and offering special deals make you more loyal to a brand on social media?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

13. How likely are you to share or repost branded content on your own social media profiles?

- Very Likely
- Likely
- Neutral
- Unlikely
- Very unlikely

14. Do you think that a brand's visibility through ads influences a person's buying decision?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

15. Have you ever become more loyal to a brand due to their social media presence or engagement with you on social media?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

16. How often do you come across brand promotions or advertisements on your social media feeds?

- Very often
- Often
- Occasionally
- Rarely
- Never

17. Have you ever been influenced by user-generated content (e.g., reviews, recommendations) on social media when considering a brand or product?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

18. Do you think that pictures, videos, eye-catching graphics, and stories are the most attractive when brands promote themselves on social media?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree