

LEVERAGING SOCIAL MEDIA ANALYTICS FOR EFFECTIVE BRAND MANAGEMENT FOR SPORTS AND FASHION BRANDS

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

by

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**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **VINU GLADWIN ROSARIO M (42410208)** who carried out the project **entitled “Leverage of social media analytics for effective brand management for sports and fashion brands”** under my supervision from October 2023 to December 2023.

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DECLARATION

I VINU GLADWIN ROSARIO M hereby declare that the Project Report entitled Leveraging Social Media Analytics for Effective Brand Management for Sports and Fashion Brands done by me under the guidance of Dr. A. MEERA is submitted in partial fulfillment of the requirements for the award of Bachelor of Engineering / Technology degree in Masters of Business Administration.

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ABSTRACT

In an era where digital communication and online presence hold sway, sports and fashion brands are increasingly acknowledging the pivotal role of social media in shaping and controlling their brand identity. This project seeks to investigate the strategic integration of social media analytics to elevate brand management practices within the dynamic realms of the sports and fashion industries.

The study will conduct a thorough examination of various social media platforms, encompassing platforms such as Instagram, Twitter, and Facebook, to gain insights into consumer sentiment, engagement trends, and emerging patterns associated with sports and fashion brands. Through the utilization of analytics tools and methodologies, the project aims to derive valuable insights that can guide decision-making processes for brand managers to Investigate and analyze consumer interactions with sports and fashion brands on social media platforms to identify patterns, preferences, and sentiments. To evaluate the impact of influencer collaborations on brand perception and audience engagement, considering the unique dynamics of the sports and fashion industries.

CHAPTER 1: INTRODUCTION

1.1 BACKGROUND OF THE STUDY

In the dynamic landscape of the digital age, social media has emerged as a powerful tool for brand management across various industries, including sports and fashion. The integration of social media analytics has become essential for organizations aiming to enhance their brand presence, engage with their target audience, and stay ahead in the competitive market. This project focuses on leveraging social media analytics for effective brand management specifically tailored for sports and fashion brands.

Social media platforms, such as Facebook, Twitter, Instagram, and LinkedIn, have ushered in a new era of brand-consumer interaction. In a world where consumers turn to social media not only for entertainment but also for information, recommendations, and engagement, companies find themselves operating within a unique environment where the perceptions of their brands can be shaped and reshaped in real-time.

1.2 RESEARCH PROBLEM

While the potential of social media in brand management is evident, efficiently harnessing this potential remains a formidable challenge. The sheer volume of data generated daily across these platforms, coupled with their constant evolution, makes it challenging for companies to extract meaningful insights. This study seeks to address this issue by exploring the application of social media analytics as a solution for effective brand management.

1.3 OBJECTIVES OF THE PROJECT

1. Evaluate the Influence of Social Media Engagement:

- To assess how the degree of engagement on social media platforms impacts the overall perception of a brand.

2. Investigate the Role of Social media impact on brand management:

- To explore whether the impact of social media can both predict and shape the perception of that brand.

3 Explore the Influence of Influencers:

- To gain insights into how social media influencers affect consumers' perceptions of brands and their choices when it comes to purchasing.

4. Comprehend User Preferences:

- To gain an understanding of the content types, social media platforms, and user behaviour that are most captivating to users when they follow brands on social media.

5. Probe into Brand Engagement Effects:

- To investigate whether actively engaging with brands on social media contributes to brand loyalty and influences consumers' decisions to make purchases.

6. Examine the Significance of Content Types:

- To scrutinize the significance of different types of content (such as text, images, videos) shared on social media in terms of their impact on user engagement and the visibility of the brand.

7. Provide Actionable Brand Management Recommendations:

- To offer practical suggestions for brands and marketers based on the study's findings, enabling them to optimize their social media strategies effectively.

8. Enhance Brand Awareness and Equity:

- To contribute to the improvement of brand awareness and equity by leveraging the potential of social media analytics effectively.

9. Analyze User Feedback:

- To collect and analyze feedback from users to gain valuable insights into their preferences and expectations regarding interactions with brands on social media.

10. Contribute to Academic and Practical Knowledge:

To make valuable contributions to both the academic research landscape and the practical strategies employed in brand management within the digital era.

1.4 RATIONALE

The motivation for this project is founded on the transformative role played by social media in the domain of brand management for sports and fashion brands. The exponential growth of social media platforms and their adoption by businesses and consumers alike necessitates a structured approach to harness their power. Social media analytics emerges as a promising solution.

1.5 SCOPE OF THE STUDY

This project is centered on the application of social media analytics in the context of brand management. It encompasses the technical aspects of data collection, data analysis, and information systems relevant to social media. Although a range of social media platforms will be discussed, this primary focus will be on widely used platforms such as Facebook, Twitter, and Instagram.

1.6 SIGNIFICANCE OF THE STUDY

The significance of this project is its potential to contribute to understanding how social media analytics can be harnessed for effective brand management. In a competitive business landscape where brand reputation is a valuable asset, the insights gleaned from this study can empower companies to make informed decisions, thereby enhancing their brand image and customer engagement.

1.7 RESEARCH QUESTIONS

This project will seek answers to the following research questions to guide the exploration of social media analytics and its role in brand management:

- a. How can social media data be efficiently collected and processed for brand management purposes?
- b. What are the essential data analytics techniques and tools available for analyzing social media data?
- c. How can social media analytics be employed to assess brand perception, sentiment, and customer engagement?
- d. What actionable insights and strategies can be derived from social media analytics to augment brand management?

1.8 OVERVIEW OF THE PROJECT

Subsequent chapters in this project will delve into the various facets introduced in this section. Chapter 2 provides an extensive literature review, while Chapter 3 elaborates on the research methodology. Further chapters encompass data collection and preprocessing, data analysis, actionable insights, and recommendations, leading to a comprehensive conclusion in Chapter 5. This project aims to provide a holistic understanding of social media analytics and its application in the dynamic field of brand management.

CHAPTER 2: REVIEW OF LITERATURE

2.1 INTRODUCTION

The literature review section serves as the foundation for this exploration of social media analytics in the context of brand management. This chapter provides an in-depth understanding of the evolving landscape of social media and its intersection with the principles of brand management.

2.2 REVIEW OF LITERATURE

Managing Brands in the Social Media Environment:

- Sonja Gensler, Franziska Völckner, Yuping Liu-Thompkins, Caroline Wiertz -
<https://doi.org/10.1016/j.intmar.2013.09.004>

The transformative influence of social media, characterized by its dynamic, pervasive, and often real-time interactions, has significantly reshaped the landscape of brand management. A comprehensive comprehension of this shift is vital as it can profoundly impact a brand's performance. Although the literature addressing social media's impact on brands is continually evolving, it currently lacks a systematic exploration of the fundamental challenges associated with brand management in this new environment.

This paper undertakes a review of existing research and presents a framework that outlines the impact of social media on brand management. It asserts that consumers are emerging as key storytellers of brand narratives, given the novel dynamic networks that form between consumers and brands through social media, enabling the easy sharing of brand experiences within these networks. Consequently, firms must closely monitor these consumer-generated brand stories to secure a brand's success in the market.

The authors also identify pivotal research questions related to this phenomenon and the challenges posed by coordinating consumer- and firm-generated brand narratives.

Social Media and Luxury Brand Management: The Case of Burberry- Michel Phan, Ricarda Thomas & Klaus Heine

(November 2011)

<https://doi.org/10.1080/20932685.2011.10593099>

This abstract discusses the importance of social media for luxury brands, with a focus on Burberry's successful use of social media. It covers key points like the impact of social media, Burberry's transformation from a brand with a negative image to a social media leader, and the brand's success in attracting younger consumers. The study explores how Burberry leveraged social media and its implications for luxury brand management, particularly in the Chinese market. It emphasizes the changing nature of customer-brand relationships in the social media era.

Brand Management in the Era of Social Media: Social Visibility of Consumption and Customer Brand Identification- Kevin Kam Fung So, Laurie Wu, Lina Xiong, and Ceridwyn King,(July 13,2017)
<https://doi.org/10.1177/0047287517718354>

In the realm of tourism brand management, there is a notable gap in understanding how consumers' use of social media impacts their perceptions of their relationship with a brand. This research attempts to bridge this gap by incorporating insights from social identity theory and conspicuous consumption theory. It delves into the influence of consumption's visibility in shaping customer brand identification within the context of the airline industry. The findings reveal that the extent to which consumption is visible socially has cognitive, affective, and evaluative implications for brand identification. Moreover, these components work in synergy to foster positive word-of-mouth communication. In essence, the study underscores the advantages of showcasing travel experiences on social media for customers and brands alike.

Unleashing corporate communications via social media: A UK study of brand management and conversations with customers :

Authors: Griffiths, Marie; McLean, Rachel

Source: Journal of Customer Behaviour, Volume 14, Number 2, Summer 2015, pp. 147-162(16)

Publisher: Westburn Publishers Ltd

DOI: <https://doi.org/10.1362/147539215X14373846805789>

This paper presents findings from a UK-based study examining the influence of social media adoption and usage on corporate communications and brand image. The research involved discourse and textual analysis, archival research of social media brand communications, interactions with customers, and a survey involving

social media managers. The study applies Habermas' theory of communicative action, focusing on the ideal speech situation and discourse ethics in its analysis.

The paper concludes that while some companies and public organizations recognize the importance of genuine customer conversations, only a limited few have embraced the "human brand" approach. Even fewer have developed strategies tailored to the unique characteristics of social media communication. The paper also discusses the study's limitations and suggests potential areas for further research.

By highlighting the challenges posed by the balance between the immediacy and conversational nature of social media communication and the need to manage brand image and corporate messaging, this paper holds both academic and practical significance.

Will social media kill branding?

Chiranjeev Kohli, Rajneesh Suri, Anuj Kapoor,
Business Horizons,

Volume 58, Issue 1, January–February 2015, Pages 35-44.

The traditional approach to branding required significant initial investments and tight control over brand image through managed communications. The goal was to establish dominant brands that could foster customer loyalty and ensure long-term profits. However, the rise of social media has disrupted consumer behavior and brand preferences. This rapidly changing landscape has left brand managers facing uncertainty, marking the beginning of a significant shift in brand management practices.

This article scrutinizes the foundational elements of branding and explores the essence of social media. Through a thorough analysis of these two aspects, we assess the potential impact of social media on the field of brand management. Our conclusion is that this impact will extend well beyond the conventional use of social media as a messaging platform. It will reshape how markets are targeted and products are delivered. We offer recommendations for companies on how to adapt their branding strategies in this evolving marketplace.

Branding in Social Media and the Impact of Social Media on Brand Image -

Tomi Jokinen, Thesis, Spring 2016, School of Business and Culture, International Business.

This thesis aims to explore the use of social media for branding, the key considerations in this context, and to compare the impact of social media to that of traditional media on brand image. The theoretical part of the thesis introduces and examines concepts related to branding, social media, and branding within the realm of social media. The empirical portion involves a quantitative consumer survey conducted among individuals aged 15 to 64.

The findings suggest that social media's overall importance for branding and its influence on brand image are on par with that of traditional media. However, variations in impact are evident, particularly when considering specific consumer segments. The study reveals that demographics and social media usage patterns are closely linked to consumers' perceptions of social media's effect on brand image.

To be or not to be in social media: How brand loyalty is affected by social media?

Michel Laroche, Mohammad Reza Habibi, Marie-Odile Richard, February 2013, International Journal of Information Management 33(1):76–82

DOI: 10.1016/j.ijinfomgt.2012.07.003

There is an ongoing debate regarding the impact of brands and companies on social media. Some researchers argue that social media presents a unique opportunity for brands to enhance their relationships with customers, while others hold a contrary view. From the perspective of building brand communities and considering brand trust and loyalty, this study aims to demonstrate how brand communities formed on social media influence various aspects of the customer-centric model, including relationships between customers and the brand, product, company, and other customers, and their subsequent effect on brand loyalty.

The study employed a survey-based approach with 441 participants. Structural equation modeling was used to analyze the data. The results reveal that brand communities established on social media have positive effects on relationships between customers and the product, brand, company, and other customers. These relationships, in turn, positively impact brand trust, and trust, in return, positively influences brand loyalty. It was observed that brand trust plays a significant mediating role in translating the effects of improved relationships within the brand community into brand loyalty. The paper also discusses the implications of these findings for marketing practice and suggests areas for future research.

Branding in the Age of Social Media

By Douglas Holt (March 2016)

In an age dominated by platforms like Facebook and YouTube, establishing and nurturing a brand has become an intricate challenge. It's a far cry from the optimistic outlook of a decade ago when most companies anticipated a new era of branding. Back then, they invested heavily in creative agencies and technology experts to infuse their brands into the digital landscape. Terms like viral, buzz, memes,

stickiness, and form factor became the common language of branding. However, despite the immense enthusiasm and effort, these initiatives have yielded minimal results.

Using Social Media for Branding in Publishing

Dr. Bettina Lis, Assistant Professor

Media Management (Prof. Dr. Heinz-Werner Nienstedt)

Johannes Gutenberg University, Mainz Department of Communication,

Online Journal of Communication and Media Technologies

Volume: 1 – Issue: 4 – October – 2011

In recent years, the publishing industry has become increasingly attuned to the economic and commercial aspects of its operations. This article delves into the impact of social media on branding and brand management in publishing, tackling two highly relevant topics in modern publishing. The study's objective is to examine whether the use of social media for branding in the publishing industry significantly boosts the likelihood of customers purchasing products linked to social media strategies.

The research relies on the theoretical framework of brand management theory and the brand's role in risk reduction. Through t-tests, the study demonstrates that social media strategies associated with publishing products indeed enhance the likelihood of customers buying these products, whether the focus is on branding the author, the publisher, the character, or the series.

Social Media University Branding

by Petra Maresova ,Jan Hruska and Kamil Kuca (16 March 2020)

The process of globalization has placed greater demands on higher education institutions and intensified competition among universities. As a response, universities have started to view their online presence as a potential competitive advantage. This article aims to analyze and compare the Facebook activity and content generated by the world's top ten universities. The study utilizes the professional social media analytics tool, Socialbakers, to monitor activity and collect data for analysis. The selection of these top universities is based on the Quacquarelli Symonds (QS) University Rankings.

The study's findings are categorized into four aspects: an analysis of the number of fans, content creation, style, and post-promotion. Notably, all the universities examined posts at least once per day. The study identifies certain posts that could be considered exemplary, serving as inspiration for other educational institutions to enhance their brand image and communication on social networks. Social media platforms offer a wealth of detailed data about student and stakeholder behavior, as well as the effectiveness of promotional efforts. To leverage social media effectively, it is essential to gather and assess available data, providing valuable insights to shape an appropriate social media strategy.

The effects of social media-based brand communities on brand community markers, value creation practices, brand trust, and brand loyalty

Michel Laroche, Mohammad Reza Habibi, Marie-Odile Richard , Ramesh Sankaranarayanan, Computers in Human Behavior

Volume 28, Issue 5, September 2012, Pages 1755-1767

Social media-based brand communities, which originate on social media platforms, are the focus of this article. It investigates whether these communities, a specific type of online brand communities, have a positive impact on key community aspects and value creation practices within the community, as well as on brand trust and brand loyalty. The study employed a survey-based empirical approach with 441 respondents, and the results, analyzed through structural equation modeling, reveal several noteworthy findings.

Brand communities established on social media have a positive influence on community markers, encompassing shared consciousness, shared rituals and traditions, and societal obligations. These markers, in turn, have a positive effect on value-creation practices such as social networking, community engagement, impression management, and brand usage. Such communities can contribute to brand loyalty through brandusage and impression management practices. The research highlights that brand trust plays a comprehensive mediating role in transforming value-creation practices into brand loyalty.

The article concludes by discussing practical implications and suggesting avenues for future research in this area.

The impact of user interactions in social media on brand awareness and purchase intention: the case of MINI on Facebook

Katja Hutter, Julia Hautz, Severin Dennhardt, Johann Füller

(19 August 2013)

This article aims to assess the impact of social media activities, specifically those on a car manufacturer's Facebook page, and user engagement with these brand-related activities on brand perception and, ultimately, consumer purchase decisions. The study, based on an online survey of users on the company's Facebook page, aligns with the hierarchy of effects theory. The research findings demonstrate a positive correlation between page engagement and consumers' brand awareness, word-of-mouth (WOM) activities, and purchase intent.

Interestingly, the study also highlights that excessive information on the page can lead to annoyance among users, resulting in detrimental effects on page commitment and a decrease in WOM activities. From a theoretical perspective, the study contributes to our understanding of the value-enhancing potential of social media campaigns and their impact on brand perception and consumer behavior.

The Effect of Social Media on Brand Image and Brand Loyalty in Generation Y - Santi BUDIMAN (January 2021)

Indonesia, with its population exceeding 260 million, is expected to see Generation Y representing a substantial 70% of the population by 2020. As a key demographic in the country's consumer landscape, Generation Y plays a vital role in product purchases. This generation is characterized by a strong interest in building relationships with specific brands on social media and a desire to collaborate with companies in product design. They are also known for using multiple electronic devices and demonstrating brand loyalty.

In light of these characteristics, this study investigates the impact of social media elements, including e-WOM (electronic word-of-mouth), online communities, and online advertising, on brand image and brand loyalty among Generation Y in Indonesia. The study employed purposive sampling, involving 150 respondents aged 23-30. The analysis, conducted through a multiple regression model, validates that e-WOM not only has a positive and significant influence on brand image but also on brand loyalty. Similarly, online communities and online advertising also exert a positive and significant impact on brand image and brand loyalty. The study's findings affirm the validity of all the proposed hypotheses.

Branding Social Media in the Travel Industry

-Evangelos Christou (February 2015)

In the travel and tourism industry, the significance of robust social media brands has been firmly established. These brands serve as a crucial link connecting customers with travel companies, and the extent of loyalty customers develop toward these brands varies. The study at hand posits that trust in a social media brand plays a substantial role in cultivating brand loyalty. According to the hypotheses outlined, trust in a travel-related social media brand is shaped by brand characteristics, company attributes, and customer traits.

This survey was conducted in Greece and focused on the perspectives of visitors in the cities of Thessaloniki and Athens. The results of the survey underscore that social media brand characteristics carry more weight in influencing a customer's trust in a brand. Additionally, it was determined that trust in a travel-related social media brand has a positive impact on brand loyalty. The study concludes by offering recommendations for social media marketers on how to establish and sustain customer trust in their brands.

Brand Performances in Social Media

Sangeeta Singh and Stephan Sonnenburg Volume 26, Issue 4 (November 2012)

<https://doi.org/10.1016/j.intmar.2012.04.001>

The field of branding has long acknowledged the influential role of storytelling in imbuing brands with meaning and strengthening consumer connections with them. Traditionally, brand storytelling centered on the idea that brand owners crafted and conveyed stories while consumers assumed a passive listening role. However, the advent of social media has transformed the consumer's role in storytelling, shifting them from passive listeners to active participants.

This paper employs the metaphor of improvisational theater (improv) to illustrate that in the realm of social media, brand owners no longer unilaterally dictate brand stories; instead, they co-create brand performances in collaboration with consumers. This conceptualization offers a valuable framework that addresses storytelling challenges, underscores the significance of co-creation, and pinpoints the essence of an engaging story.

Furthermore, the improv theater metaphor leads to three key propositions pertinent to branding in social media: (i) the process of improvisation is more vital than the end result, (ii) brand management revolves around sustaining the brand performance, and (iii) a successful brand performance hinges on understanding the audience and their roles.

The effects of social media on brand attitude and WOM during a brand crisis: Evidence from the Barilla case

Stefano Pace, Bernardo Balboni & Giacomo Gistri

(04 Nov 2014)

Brand crises pose a significant threat to companies, and social media serves as a critical platform where stakeholders discuss and respond to these crises. This study investigates whether there are differential reactions to a brand crisis between audiences on social media and those in traditional mass media in terms of (1) their brand attitude and (2) their word-of-mouth (WOM) behavior.

Regarding brand attitude, the research contends that stakeholders primarily exposed to a brand crisis through social media tend to react more negatively to the brand in comparison to those whose exposure is primarily through traditional media. Regarding behavior, the study suggests that social media exposure intensifies WOM.

By examining the Barilla crisis as a case study, the findings indicate that social media functions as "multipliers" of stakeholder reactions to a brand crisis, amplifying the response of the audience.

Brand strategies in social media

Georgios Tsimonis, Sergios Dimitriadis (29 April 2014)

This paper serves a dual purpose. Firstly, it delves into the reasons behind why companies establish brand pages on social media platforms, how they leverage these pages, the policies and strategies they implement, and the anticipated outcomes. Secondly, it explores how users, from the perspective of these companies, stand to benefit from such brand pages.

Are social media replacing traditional media in terms of brand equity creation?

Manfred Bruhn, Verena Schoenmueller, Daniela B. Schäfer

(3 August 2012)

This paper has a clear objective: to explore the relative influence of brand communication on brand equity through social media in comparison to traditional media. It does so by examining various industries and seeks to accomplish three main goals, to assess whether both communication methods have an impact on consumer-based brand equity, to compare the magnitude of the effects of these two communication methods, and to distinguish between the effects of brand communication created by the firm and content generated by users on social media.

The Effects of Social Media Marketing Antecedents on Social Media Marketing, Brand Loyalty and Purchase Intention: A Customer Perspective

Bader M. A. Almohaimmeed (July 2019)

The primary goal of this study was to investigate the factors that influence social media marketing, brand loyalty, and purchase intention. It also aimed to examine the impact of social media marketing on brand loyalty and purchase intention, as well as the influence of brand loyalty on purchase intention. To achieve these objectives, a questionnaire was developed based on existing literature, and data was collected from a sample of 500 participants. The study's theoretical model was developed and tested using structural equation modeling.

The results of the study confirmed that antecedents of social media significantly affect three key constructs: social media marketing, brand loyalty, and customer purchase intention. Consistent with previous research, the findings indicated that social media marketing has a significant influence on both brand loyalty and customer purchase intention. Furthermore, the study revealed that brand loyalty plays a significant role in shaping customer purchase intention.

Based on these results, it was concluded that organizations should pay close attention to the factors that drive social media marketing, as they directly impact the application of social media marketing, brand loyalty, and customer purchase intention. Despite the significance of these findings, the study has certain limitations, including the measurement of constructs using a limited number of indicators, its cross-sectional design, and the limited exploration of antecedents. Future research that addresses these limitations may yield different results.

One of the major contributions of this study is highlighting the importance of social media antecedents, which are just as crucial as the actual application of social media marketing. In other words, for organizations to effectively utilize social media

marketing, they must consider the factors that precede it. This holistic approach can bring the benefits of social media marketing to the forefront, subsequently impacting brand loyalty and customer purchase intention.

The effect of social media communication on consumer perceptions of brands

Bruno Schivinski (20 Jan 2014)

Researchers and brand managers currently have a limited understanding of the impact of social media communication on consumers' brand perceptions. This study aimed to address this gap by examining 504 Facebook users to assess the effects of both firm-created and user-generated social media communication on brand equity (BE), brand attitude (BA), and purchase intention (PI). The study was conducted through a standardized online survey across Poland and covered a diverse range of brands from three industries: non-alcoholic beverages, clothing, and mobile network operators.

To test the proposed conceptual model, the research utilized structural equation modeling, enabling an investigation into the dynamic relationship between firm-created and user-generated social media communication while also exploring industry-specific distinctions. The empirical findings revealed that user-generated social media communication had a positive impact on both brand equity and brand attitude, whereas firm-created social media communication only influenced brand attitude. Moreover, the study confirmed that both brand equity and brand attitude positively affected purchase intention.

In addition, the study assessed measurement invariance using a multi-group structural modeling equation, finding that the proposed measurement model exhibited consistency across the studied industries. However, differences were observed in the structural paths across the models, emphasizing the industry-specific variations in how social media communication affects brand perceptions.

The role of brand interactivity and involvement in driving social media consumer brand engagement and brand loyalty: the mediating effect of brand trust

Tariq Samarah, Pelin Bayram, Hasan
December 2022)

Yousef Aljuhmani, Hamzah Elrehail (6

This study investigates core concerns about the relationships between brand interactivity and involvement in brand-related outcomes (brand trust and loyalty) by

examining the role of consumer brand engagement (CBE) via social media platforms.

‘You’ll never tweet alone’: Managing sports brands through social media

Petros Parganas, Christos Anagnostopoulos &

Simon Chadwick (30-Oct-2015)

The rise of social media has had a significant influence on how businesses interact and engage with their consumers. Indeed, firms from several industries have begun to use social media in their marketing strategy. However, businesses' use of social media for branding objectives has been restricted. The purpose of this study is to fill the aforementioned gap by utilizing the professional sports sector. The research examines the usage of Twitter by a professional football organization using a case study technique to explore brand qualities (both product-related and non-product-related) and their relationship to Twitter's major engagement elements (Reply, Retweet, Favourite). The findings add to the current body of knowledge about social media brand management in the sports business, while also providing important insights for future research.

Brand communities embedded in social networks

Melanie E. Zaglia (February 2013)

Brand communities serve as valuable tools for marketing, innovation management, and customer relationship management. To succeed in today's marketing landscape and prepare for the future, it's crucial to explore and harness the unique opportunities offered by social network environments. This study brings together two separate areas of research that have traditionally been studied independently: brand communities and social networks. Its primary goal is to investigate the presence, functionality, and various forms of brand communities within social networks. Employing an ethnographic approach has provided compelling evidence of these brand communities' existence, leading to a deeper understanding of their distinctive features and what motivates individuals to participate. These findings make a meaningful contribution to existing theories by bridging the gap between these two research streams.

Thanks to the advantages presented by social networks, brand management can now establish brand communities with reduced time and financial investment. However, the key lies in selecting the right type of brand community, fostering consumer engagement, and maintaining active involvement in this social sphere. These are critical factors in achieving the desired brand-related outcomes.

Role of Social Media in Brand Promotion: An International Marketing Perspective

Kijpokin Kasemsap (2016)

This paper is focused on advancing the field of brand management within the context of global marketing by elucidating the theoretical and practical aspects of social media, the evolving dynamics of brand management, changes in global marketing dynamics, and the utilization of social media for brand promotion in a global marketing context. Social media serves as an effective means to connect with a fresh set of targeted consumers. Marketers leverage social media as a promotional tool to build relationships with their brands. The amalgamation of social media and brand management is indispensable for contemporary organizations aiming to serve their suppliers and customers, improve business performance, bolster competitiveness, and achieve sustained success in the global marketing arena.

The paper contends that promoting brand management through social media in the realm of global marketing holds the potential to enhance organizational performance and achieve strategic objectives in this age of social media dominance.

Consumer engagement in online brand communities: a social media perspective

Laurence Dessart, Cleopatra Veloutsou, Anna Morgan-Thomas (16 March 2015)

In terms of involvement with the brand and other members of the online brand communities, this article seeks to define the definition, conceptual limits, and aspects of consumer engagement in this context. Additionally, it investigates the connections between consumer involvement and other ideas, offering potential causes of engagement.

Brand Management and Social Media

Beth A. Cianfrone (15 Jun 2023)

Social media has become a vital tool for sports entities, including organizations, athletes, coaches, fans, and partnering companies, to connect with global audiences and establish, extend, sustain, and enhance their brand equity through

ongoing communication. Effectively managing their brand and crafting content that reinforces their brand image and equity is a common objective for sports marketers. While scholars have explored a wide array of topics in the intersection of sport, social media, and branding over the past two decades, there remains a need to continually expand the literature on social media brand management to address and adapt to the swiftly evolving challenges of the sports industry.

This commentary aims to reflect on the body of academic literature from the past, critically assessing methodological and theoretical aspects and offering guidance for future research. It recommends the use of more sophisticated research designs and advocates for the incorporation of experimental designs, qualitative approaches, critical communication inquiry, and other avenues to enrich our understanding of this dynamic field.

The Roles of Social Media Marketing and Brand Management in Global Marketing

Kijpokin Kasemsap (2018)

This chapter provides an in-depth exploration of the roles played by social media marketing and brand management within the context of global marketing. It elucidates the theoretical and practical aspects of social media marketing, offers an overview of brand management, underscores the significance of social media marketing, and illustrates the application of social media-centric brand management in global marketing endeavors. The integration of social media marketing and brand management is imperative for contemporary organizations that aim to cater to the needs of both suppliers and customers, elevate business performance, strengthen their competitive edge, and consistently thrive in the global business landscape.

It is essential for modern organizations to recognize the value of their social media marketing and brand management efforts, establish a strategic framework for ongoing assessment of the effectiveness of their promotional activities, and promptly respond to the evolving needs of customers in the realm of social media marketing and brand management. The chapter contends that the adoption of social media marketing and brand management in global marketing has the potential to not only boost organizational performance but also help in achieving strategic objectives in this digital age.

Branding in pictures: using Instagram as a brand management tool in professional team sport organizations

Christos Anagnostopoulos, Petros Parganas, Simon Chadwick & Alex Fenton (2018)

Instagram has grown in popularity as a means for sharing visual material by sports organizations. In order to better understand how professional team sports organizations utilize Instagram for branding, this study will look at how followers respond to the companies' Instagram

The community brand paradigm: A response to brand management's dilemma in the digital era

Sarah Quinton (2013)

Over the past 10 years, the consumer adoption of digital media has been the subject of much interest. However, not a lot has been published on how brand management attitudes and practices have changed as a result of the use of digital media. customer behavior has changed as a result of the digital age, and this change in customer interaction necessitates a reevaluation of how brands should be handled. The relational model we now use is insufficient. Therefore, this conceptual paper urges brand management to embrace an updated paradigm in order to create and embody a better grasp of this transformation. The new community paradigm is introduced, followed by a list of current brand management difficulties that the relational paradigm does not handle, and then brand management is guided by instances of community paradigm practice.

The Impact of Social Media Communication on Personal Brand Management

Evelin Machado & Sandra Miranda (15 March 2022)

In today's contemporary societies, communication has largely shifted to online platforms. The advent of social media has not only transformed the way we communicate but has also given rise to new virtual spaces where individuals can create personal and professional profiles. While research on branding in social media exists, there are noticeable gaps in understanding the people-centric perspective, including a lack of conceptual alignment and scientific depth. This article aims to address these gaps by conducting a theoretical review to explore and discuss the impact of communication practices and dynamics on the process of personal brand management in social media. The goal is to contribute to the advancement of scientific knowledge in this field, enabling broader societal application of this knowledge.

Power of Digital Marketing in Building Brands: A Review of Social Media Advertisement

Rammohan Sundaram, Dr. Rajeev Sharma, Dr. Anurag Shakya (2020)

The landscape of brand management has undergone a significant transformation, thanks to the advent of digital media platforms that offer real-time interactions and high dynamism. In particular, the rise of social media has had a profound impact on how companies engage with their customers. However, many industries have yet to fully tap into the potential of social media marketing, and their grasp of digital marketing strategies for branding remains limited. It is of paramount importance to gain a deep understanding of this shift in marketing practices because it directly affects a brand's sustainability.

Nonetheless, the literature in the field of social media advertising and its impact on brand management is still in its early stages. This study seeks to address this gap by reviewing various digital platforms, with a special focus on social media advertising, as tools for brand promotion. The success of social media advertising will be assessed by examining the behavior of millennials in relation to digital media and brands. The findings will contribute to the existing knowledge in the field, shedding light on digital advertising tools, social media advertising, and brand management. Additionally, this research will offer valuable insights to brand managers about the potential of digital marketing and social media advertising.

Using social media to communicate employer brand identity: The impact on corporate image and employer attractiveness

Patrick Kissel & Marion Büttgen (2015)

Employer branding has risen to the top of management agendas as companies increasingly recognize the immense value of their human resources as intangible assets. The proliferation of social media has opened up new avenues for employers to communicate job-related information, enhance their image, and engage in conversations with potential candidates early in their decision-making processes regarding employment. Drawing on principles from branding theory, this study pinpoints several key drivers of employer attractiveness in the context of social media. These factors include the way individuals seek information, the alignment between candidates and the employer and its employees, and the overall corporate image.

Testing the model on both social media platforms controlled by the company and independent social media sites reveals only minor discrepancies, suggesting that information credibility is not a significant concern. The findings also indicate that while self-congruity and information derived from social media platforms do not directly impact perceived employer attractiveness and application intentions, they exert their influence through the mediation of a strong corporate image.

Social media brand perceptions of millennials

Guida Helal, Wilson Ozuem, Geoff Lancaster (1 November 2018)

The contemporary societal landscape has undergone a revolution due to the technology-driven communication approach of the millennial generation. Social media has evolved into a central platform for day-to-day interactions and the cultivation of brand-customer relationships that contribute to the enhancement of one's social identity. The aim of this paper is to explore how these dynamics impact business communications.

Social media brand building strategies in B2B companies

Timothy Cawsey, Jennifer Rowley (5 September 2016)

The goal of this article is to offer a distinctive overview of business-to-business (B2B) enterprises' usage of social media for brand building and their involvement with it. This study adds to the body of knowledge already available about social media use in business-to-consumer (B2C) settings.

Two Faces of Social Media: Brand Communication and Brand Research

Ralf Beuker, Erik Roscam Abbing (26 March 2010)

The social web is useful for facilitating brand research as well as for communicating about your brand. But keep in mind that understanding your target audience's attitudes and behaviours comes first.

Consumer response to fake news about brands on social media: the effects of self-efficacy, media trust, and persuasion knowledge on brand trust

Zifei Fay Chen, Yang Cheng (11 October 2019)

This study seeks to develop and test a model that depicts the antecedents, process, and consequences to explain how consumers process and react to fake news about companies on Facebook. It does this by drawing on theoretical ideas from the persuasion knowledge model (PKM).

Social Media Marketing to Increase Brand Awareness

Monica Suzana Bîja, Raluca Balaş (2014)

Social networks are rapidly expanding and taking over the internet. Even in remote and less developed areas, platforms like Facebook have found a strong presence. For instance, in Africa, there are over 100 million active Facebook users, making up 50% of the population with internet access. Ignoring this massive user base would be a significant marketing oversight for businesses (Neti, 2011).

Social media has become a crucial tool for businesses seeking to boost their brand awareness. As a result, the strategies employed to attract customers through social networks have become increasingly sophisticated (Neti, 2011). In an era where the average internet user logs into their social media accounts at least fourteen times a day, companies cannot afford to be absent from this medium. This paper aims to introduce the concept of social media and its characteristics, demonstrating how it can be leveraged to enhance brand awareness.

Improving the value of the retailer brand through social media equity

Manisha Mathu (18 April 2020)

The overall value of a brand depends not only on its objective valuation but also on the subjective evaluation by customers. Social media plays a crucial role in this subjective evaluation and has prompted changes in brand advertising strategies, emphasizing the need for stronger social media marketing to bolster the brand. Surprisingly, there has been limited attention paid to assessing the value that social media marketing contributes, despite its substantial impact on management decisions.

The main objective of this research is to identify the key factors and metrics that make up social media equity, a critical component of a brand's overall worth, especially in the constantly evolving realm of social media brand management. This study is rooted in social influence theory and social capital theory and identifies both psychological and social factors that drive the social media equity of a retailer's brand. It takes into account factors at the psychological, social, and strategic levels that are integral to an effective social media marketing strategy.

This research provides insights that significantly enhance both the theoretical and practical understanding of social media brand management within the retail industry.

The impact of social media on consumer-brand loyalty: A mediating role of online based-brand community

Abdul Bashiru Jibril (09 Oct 2019)

This paper explores how online-based brand communities (OBBC) on social media platforms (SMP) mediate the link between consumers' online behavior and brand loyalty. Through an online survey involving 122 participants, it was found that OBBC on SMP positively affects consumer-brand engagement and relationships, while SMP indirectly influences consumer-brand promise and trust, contributing to brand loyalty through OBBC. The study provides a conceptual model for brand management, helping practitioners and industry players leverage social media platforms to enhance their market share and long-term success.

The Effect of Advertising Awareness on Brand Equity in Social Media

Abdullah Awad Alhaddad (May 18, 2015)

Social media has transformed how companies and individuals interact, impacting brand equity positively and negatively. This study focuses on using social media to build brand equity by enhancing brand awareness and image. It highlights the role of advertising awareness on social media and its impact on brand equity, using a sample of 273 students. The findings emphasize that advertising awareness influences brand awareness, brand image, and, ultimately, brand equity, which can be valuable for mobile markets.

The Role of Social Media Communication in Brand Equity Creation: An Empirical Study.

Alam, Mohd. Sarwar; Khan, Bilal Mustafa

Mar2019, Vol. 16 Issue 1, p54-78. 25p.

Social media has significantly altered the marketing landscape. Businesses are actively engaged on social platforms to gauge consumer reactions to their brands, recognizing that online interactions and discussions have a profound impact on brand image and purchase decisions. In this context, this study seeks to understand the impact of social media communications on brand equity,

particularly focusing on two dimensions: brand-related content from the company and user-generated content. The research reveals that company-created content on social media has a notable influence on the functional aspect of brand image, whereas user-generated content strongly affects brand awareness and the emotional aspect of brand image. This, in turn, leads to brand attitude and, ultimately, impacts purchase intentions.

Unpacking the relationship between social media marketing and brand equity: The mediating role of consumers' benefits and experience

panelLamberto Zollo , Raffaele Filieri , Riccardo Rialti ,

Sukki Yoon (September 2020)

Consumers increasingly rely on social media brand communities to make informed brand choices. In this study, we explored how consumer benefits and brand experiences mediate the relationship between social media marketing (SMM) and Millennial consumers' brand equity. The research, based on a sample of 326 luxury fashion brand followers on social media, found that cognitive, personal integrative, and social integrative benefits mediate the SMM-CBBE relationship, but hedonic benefits do not. Furthermore, emotional and rational brand experiences significantly predict brand loyalty, awareness, and perceived quality. Luxury brand managers can use these insights to develop SMM strategies that enhance Millennials' brand experience and brand equity assessment on social media.

THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND AWARENESS, BRAND IMAGE AND BRAND LOYALTY

Yusuf BİLGİN (2018)

This research investigates the impact of social media marketing on brand awareness, image, and loyalty. It includes consumers who follow the top five brands on social media. The study, conducted with 547 participants using online questionnaires, shows that social media marketing strongly influences brand image and loyalty, with the most significant impact on brand awareness. Both brand awareness and image have a substantial effect on brand loyalty, but the influence of brand awareness on brand image is limited.

Enhancing brand relationship performance through customer participation and value creation in social media brand communities

Jamie Carlson a, Jessica Wyllie a, Mohammad M. Rahman b, Ranjit Voola
(September 2019)

Current research underscores the potential of involving customers in co-creating value through their participation in the brand experience. However, there's limited understanding of how customer participation (CP) influences value creation and brand relationship outcomes within social media brand communities in the retail sector. This study leverages Service Dominant Logic and consumption value theory to explore how retail customers gain value from CP in social media brand communities. The study, based on data from 584 consumers, establishes that CP positively influences functional, emotional, relational, and entitativity values, which, in turn, impact brand relationship outcomes. This framework offers valuable insights for marketing managers, revealing how CP can enhance a retail brand's value creation efforts and contribute to brand building in the retail industry.

Determinants of Brand Image in Social Media

Hayan Dib, Abdullah Awad Alhaddad (September 28, 2015)

This study aims to create a structural model for building brand image through social media and offers practical insights for companies on utilizing social media to enhance brand image. It collected responses from 373 mobile users in Syria. The research underscores the absence of clear guidelines for managers in this area and provides a model for brand image development. While valuable, further research is needed on variables like promotion awareness and electronic word-of-mouth (E-WOM), and the study doesn't cover all dimensions of brand image. The study emphasizes the importance of focusing on brand awareness, advertising awareness, and price awareness for mobile companies and highlights the need for more comprehensive models in the field.

A mixed-method approach to examining brand-consumer interactions driven by social media

Andrew Rohm, Velitchka D. Kaltcheva, George R. Milne

14 October 2013

Online social media platforms, like Facebook and Twitter, are causing a significant shift in how firms and their consumers engage with each other. This paper focuses on understanding how these platforms influence interactions between brands and younger consumers, often referred to as "digital natives." The authors employed a mixed-method study, incorporating latent class analysis (LCA), to investigate the role of social media in these interactions.

IMPACT OF SOCIAL MEDIA ON BRAND

EQUITY: A LITERATURE ANALYSIS

Mohd.Sarwar Alam, Dr. Bilal Mustafa Khan (November 2015)

The advent of Web 2.0 has empowered individuals to share information about products and brands, including their experiences, opinions, and product success, on the internet. Social media marketing has emerged as a dominant tool for marketing and communication. Consequently, Brand Managers are increasingly interested in leveraging social media's potential. This study aims to provide a theoretical analysis of how social media impacts brand equity.

The research involved a systematic review of studies on social media and brand equity to explore how social media dimensions generate electronic word of mouth (E-WOM) on social platforms and how this E-WOM, in turn, influences a brand's equity. By analyzing the literature, the study identifies the key dimensions of social media that contribute to E-WOM. Additionally, it identifies the dimensions of brand equity and examines how E-WOM relates to these brand equity dimensions and contributes to a brand's overall equity.

This study lays the foundation for understanding the impact of social media on brand equity and offers a basis for future empirical research in this area.

The Influence of Global Brand Distribution on Brand Popularity on Social Media

Moon-Yong Kim, Sangkil Moon, and Dawn Iacobucci

August 26, 2019

The existing literature on consumer choice between global and local brands primarily relies on sales-based measures of brand globalness (BG). However, when it comes to establishing effective social media campaigns to enhance brand awareness, this literature may not offer clear guidance on applying such measures in the context of social media. This research addresses this gap by merging insights from consumer social media engagement and global branding marketing strategies.

To assist managers in this regard, the authors introduce two innovative measures, BG and country brand popularity (CBP), derived from consumers' brand-related activities on social media. They hypothesize that CBP is shaped by cultural, social,

and economic factors, in line with the motivation-opportunity-ability theory. The study utilizes Facebook data encompassing the top 100 brands operating across 50 countries within 51 industries, demonstrating that CBP is influenced by BG and various cultural, social, and economic characteristics.

Building brand and fan relationships through social media

Ashleigh-Jane Thompson, Andrew J. Martin, Sarah Gee, Andrea N. Geurin (14 June 2018)

With the rising popularity of social media, sports brands need to craft tailored strategies to leverage these platforms in order to bolster fan loyalty and fortify brand equity. This paper aims to investigate how Grand Slam tennis events utilized two specific social media platforms to realize their branding and relationship marketing objectives.

Social Media and Brand Management in Sport

Matt Blaszk, Beth A. Cianfrone, (2021)

This chapter delves into the pivotal role of social media in shaping and fortifying sports brands, whether they belong to teams or individual athletes. It offers a comprehensive understanding of how organizations, teams, and athletes leverage social media to elevate their brand presence and cultivate brand equity, highlighting the multifaceted strategies employed in this context. The chapter also emphasizes the significance of brand associations and brand personality in the realm of social media strategies, shedding light on their influence in shaping brand identity. Furthermore, it delves into the strategies used in the rebranding of sports organizations through effective social media utilization. Importantly, it underscores the need to tailor brand management strategies to specific organizations to achieve maximum impact and success in the ever-evolving landscape of social media marketing within the sports industry.

Consumer emotional brand attachment with social media brands and social media brand equity

Abhishek Dwivedi, Lester W. Johnson, Dean Charles Wilkie, Luciana De Araujo-Gil (11 July 2018)

The soaring popularity of social media platforms demonstrates that consumers are increasingly forming emotional connections with these platforms as if they were brands themselves. Recognizing the pivotal role of social media in contemporary society, this paper seeks to explore social media platforms through the lens of "brand" by investigating the impact of consumers' emotional attachment on social media consumer-based brand equity (CBBE).

CHAPTER 3: RESEARCH METHODOLOGY

3.1 INTRODUCTION

The research methodology section is essential to understanding the processes and strategies employed in this project. This chapter outlines the research design, data collection methods, data preprocessing, analysis techniques, and the ethical considerations that guide this exploration of social media analytics for brand management.

3.2 RESEARCH DESIGN

We have adopted a mixed-method research design that integrates both qualitative and quantitative research approaches to achieve this research objective. This design provides a comprehensive view of the complex relationship between social media analytics and brand management. A mixed-methods approach was chosen for this study on "Social Media Analytics for Brand Management" for several compelling reasons:

1. **Comprehensive Understanding:** A mixed-methods approach combines both qualitative and quantitative research methods. This allows for a more comprehensive understanding of the research problem. In the context of social media analytics for brand management, it's essential to explore both the quantitative metrics (e.g., engagement rates, reach) and the qualitative aspects (e.g., sentiment, content themes) to gain a holistic view of how brands are perceived and managed on social media.
2. **Triangulation:** By using both qualitative and quantitative methods, researchers can apply triangulation, which involves cross-verifying findings from different data sources and methodologies. Triangulation enhances the credibility and validity of the research findings, reducing the likelihood of bias and errors.
3. **Rich Insights:** Qualitative methods provide in-depth, context-rich insights. They allow researchers to delve into the nuances of user-generated content and understand the reasons behind quantitative patterns. For brand management, understanding the sentiments, motivations, and themes within social media discussions is crucial for effective decision-making.
4. **Quantitative Metrics:** Quantitative methods provide measurable and numerical data. They are valuable for tracking key performance indicators (KPIs) such as engagement rates and reach. Quantitative analysis

enables the quantification of brand performance, which is essential for objective assessments.

5. **Hypothesis Testing:** A mixed-methods approach allows for hypothesis testing. Quantitative data can be used to test specific hypotheses, providing statistical evidence to support or reject research assumptions. This adds rigor to the research process and ensures that findings are evidence-based.
6. **Competitor Benchmarking:** When conducting competitor analysis, a mixed-methods approach is invaluable. Quantitative data can help compare specific metrics like engagement rates, while qualitative data can reveal the content strategies and themes used by competitors. This provides a comprehensive picture of competitive positioning.
7. **Practical Relevance:** Brand management on social media is a real-world application that benefits from a mixed-methods approach. Brands need both quantitative metrics to track performance and qualitative insights to guide communication and marketing strategies. This approach directly aligns with the practical needs of brand managers and marketers.
8. **Complex and Evolving Nature of Social Media:** Social media is dynamic and multifaceted. The mixed-methods approach is well-suited to navigate the complex and evolving nature of social media, where trends, user behaviors, and platform features change frequently. Qualitative insights can capture emerging trends, while quantitative metrics provide a stable foundation.
9. **User-Centered Insights:** Qualitative research methods allow researchers to uncover user-generated content, providing insights into the perspectives and experiences of social media users. These insights are essential for understanding how users perceive and interact with brands, which is a central concern in brand management.
10. **Enhanced Validity and Reliability:** The combination of qualitative and quantitative data strengthens the validity and reliability of the research findings. The researcher can corroborate insights from one method with findings from the other, reducing the risk of biased or incomplete conclusions.

3.3 DATA COLLECTION METHODS

- **Primary Data:** Primary data refers to information that is collected firsthand, directly from original sources. This type of data is specific to the researcher's particular study or investigation and is gathered through methods such as surveys, interviews, observations, experiments, and direct interactions with individuals or entities. Researchers collect primary data to address their specific research questions and objectives. This data is original, and its reliability and relevance depend on the research design, methodology, and the accuracy of the data collection process.
- **Secondary Data:** Secondary data refers to information that has been previously collected and is available for use in a different context or for a different purpose than its original intent. This data is obtained from existing sources, such as books, articles, reports, databases, and other pre-existing records. Researchers use secondary data to complement or supplement their own findings, providing additional context or a broader perspective on the research topic.

Detailed explanations of data ethics, data selection criteria, and data collection procedures will be presented. These methods are critical for obtaining the data needed to answer research questions and achieve research objectives. Here are common data collection methods for this study:

1. Surveys and Questionnaires:

- **Method:** Administering surveys and questionnaires to social media users and brand followers.
- **Use:** Gathering user opinions, preferences, and feedback regarding brand management and content.
- **Advantages:** Direct input from the target audience; useful for understanding user sentiments.
- **Challenges:** May have low response rates; requires careful design to avoid bias.

2. Content Analysis:

- **Method:** Analyzing user-generated content, including text, images, and videos posted on social media.
- **Use:** Extracting insights, themes, and sentiments from content for a qualitative analysis.
- **Advantages:** Provides rich contextual insights; captures the authentic voice of users.

- Challenges: Time-intensive; subjectivity in interpretation; may not be representative of the entire user base.

3. Observational Data Collection:

- Method: Directly observing and recording user interactions and brand activities on social media.
- Use: Offers real-time insights into user behavior and brand engagement.
- Advantages: Provides unfiltered, real-time data; minimal intrusion.
- Challenges: Limited historical data; resource-intensive for continuous observation.

3.4 SAMPLING

Random sampling is a probability sampling method used in research to select a sample from a larger population in a way that every individual in the population has an equal chance of being chosen. The goal of random sampling is to create a sample that is representative of the entire population, allowing to make valid and generalizable inferences about the population based on the characteristics of the sampled individuals.

3.5 STRUCTURE OF QUESTIONNAIRE

Questionnaire was prepared on the basis of the peoples perspective on brand management through social media. Initial questions was to know the general information about the people and the later part contained the respondent's opinion about social media analytics for effective brand management for sports and fashion brands.

- Basic Introductions
- Personal Details
- Research related Questions
- Perception Questions
- Likert Scaling Questions

3.6 SAMPLE SIZE

The sample size for this research project is 51

Sample Design

Sampling design: Probability sampling

Sampling technique: Random sampling method

Sampling unit: social media users

Sampling size: 51

3.7 PERIOD OF STUDY

The period of the study is determine that the research process is carried out for 1 and half months.

3.8 AREA OF THE STUDY

The participants for the survey were chosen in a random manner, and there were no specific limitations or restrictions on their selection.

3.9 HYPOTHESIS

HYPOTHESIS - 1

- H0: There is no significant relationship between the social media platforms and brand management
- H1: There is significant relationship between the social media platforms and brand management

HYPOTHESIS - 2

- H0: There is no significant relationship between the brand perspective and the social media impact.
- H1: There is significant relationship between the brand perspective and the social media impact.

HYPOTHESIS – 3

- H0: There is no significant relationship between the engagement with favourite celebrities on social media and the influence on individual's brand perspectives and purchasing decisions.
- H1: There is a significant relationship between the engagement with favourite celebrities on social media and the influence on individual's brand perspectives and purchasing decisions.

3.10 DATA ANALYSIS TECHNIQUES

This analysis draws from a diverse set of techniques, including sentiment analysis, natural language processing, statistical analysis, and machine learning. This section outlines these techniques, providing insight into how they are applied to extract meaningful information from social media data.

1. Correlation Analysis:

- Perform correlation analysis to examine relationships between variables, such as the correlation between social media engagement and brand perception. It can help identify potential associations.

2. Percentage Analysis:

- It is used in data analysis as it helps in finding information on discrete categories and collating statistical data.

3. ANOVA (Analysis of Variance):

- ANOVA is used when you want to compare means across multiple groups. It can be applied to analyze differences in brand perception or engagement across different demographics or content types.

CHAPTER 4: DATA ANALYSIS AND INTERPRETATION

4.1 STATISTICAL TESTS USED

To validate our findings and assess their significance, we employ a range of statistical tests:

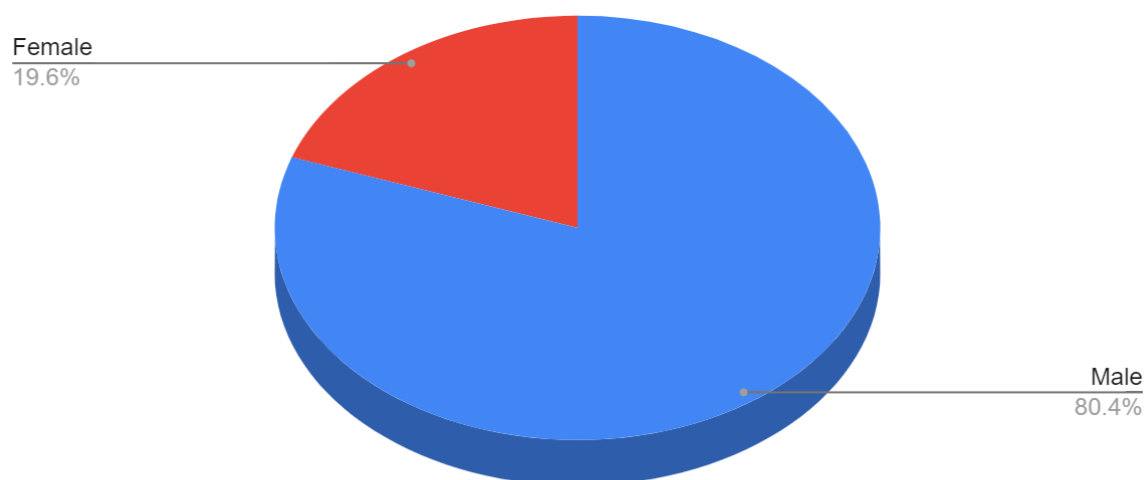
- **Correlation Analysis:** Perform correlation analysis to examine relationships between variables, such as the correlation between social media engagement and brand perception. It can help identify potential associations.
- **Percentage Analysis:** It is used in data analysis as it helps in finding information on discrete categories and collating statistical data.
- **ANOVA (Analysis of Variance):** Used to analyze the differences among group means in a sample. For instance, ANOVA can be used to compare engagement levels across different social media platforms to identify which platform is most effective for brand engagement.

These statistical tests provide the necessary rigor to our findings, ensuring they are not merely random occurrences but meaningful insights that can guide brand management decisions.

4.1.1 Table indicating the gender of respondents

S.no	Gender	No of Respondents	Percentage analysis
1.	Male	41	64.7%
2.	Female	10	35.3%
3.	Prefer not to say	0	0%
Total		51	100%

Gender



Interpretation

From the above table it is interpreted that the gender of the respondents is male 64.7% and the number of respondents in female are 35.3%

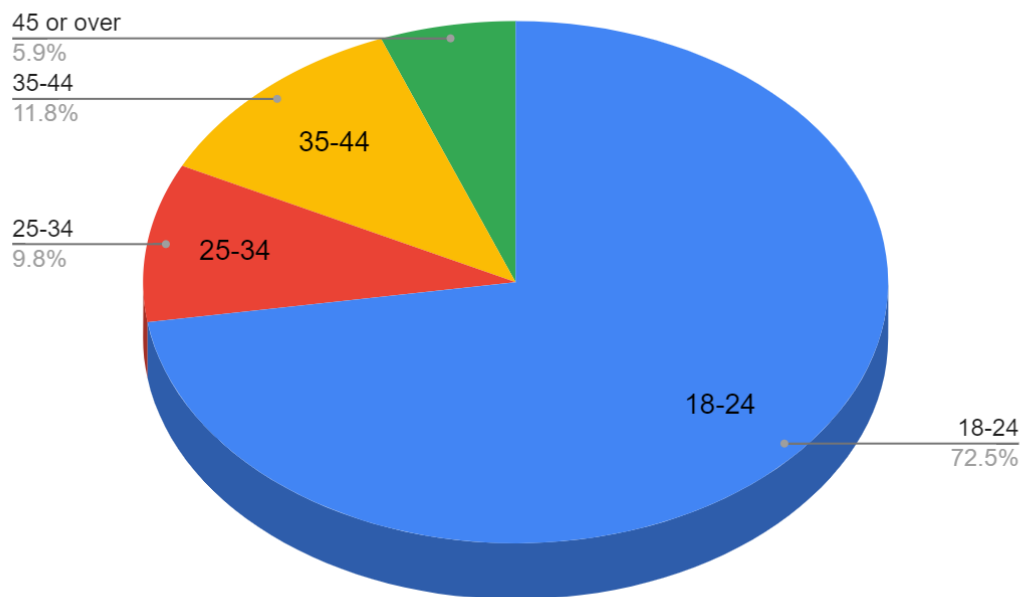
INFERENCE

Majority 64.7% of the respondents are male.

4.1.2 Table indicating the age of respondents

S.no	Age	No of Respondents	Percentage analysis
1	Under 18	0	0%
2	18-24	37	72.5%
3	25-34	5	9.8%
4	35-44	6	11.8%
5	45 or over	3	5.9%
Total		51	100%

Age:



Interpretation

From the above table it is interpreted that the number of respondents Under 18 ages of respondents are 0%, between 18-24 age of respondents are 72.5%, between 25-34 ages of respondents are 9.8%, between 35-44 ages of respondents are 11.8%, and 45 or above ages of respondents are 5.9%.

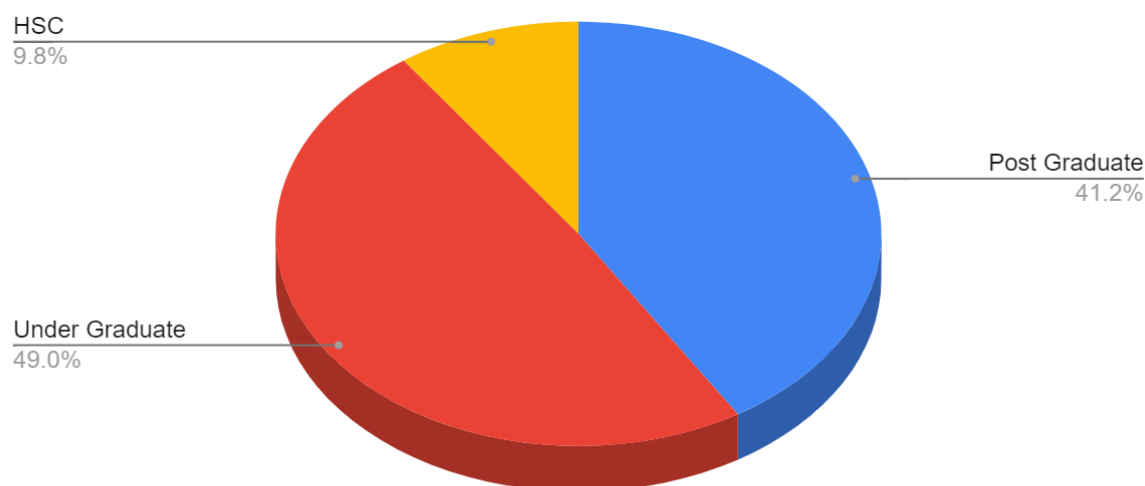
INFERENCE

Majority 72.5% of the respondents belong to the age group of 18-24 category.

4.1.3 Table indicating the qualification of respondents

S.no	Qualification	No of respondents	Percentage analysis
1.	HSC	5	9.8%
2.	Under graduate	25	49%
3.	Post graduate	21	41.2%
4.	PHD	0	0%
Total		51	100%

Qualification



Interpretation

From the above table it is interpreted that the number of respondents HSC are 9.8%, Under graduate of respondents are 49%, and Post graduate of respondents 41.2%, PHD of respondents are 0%.

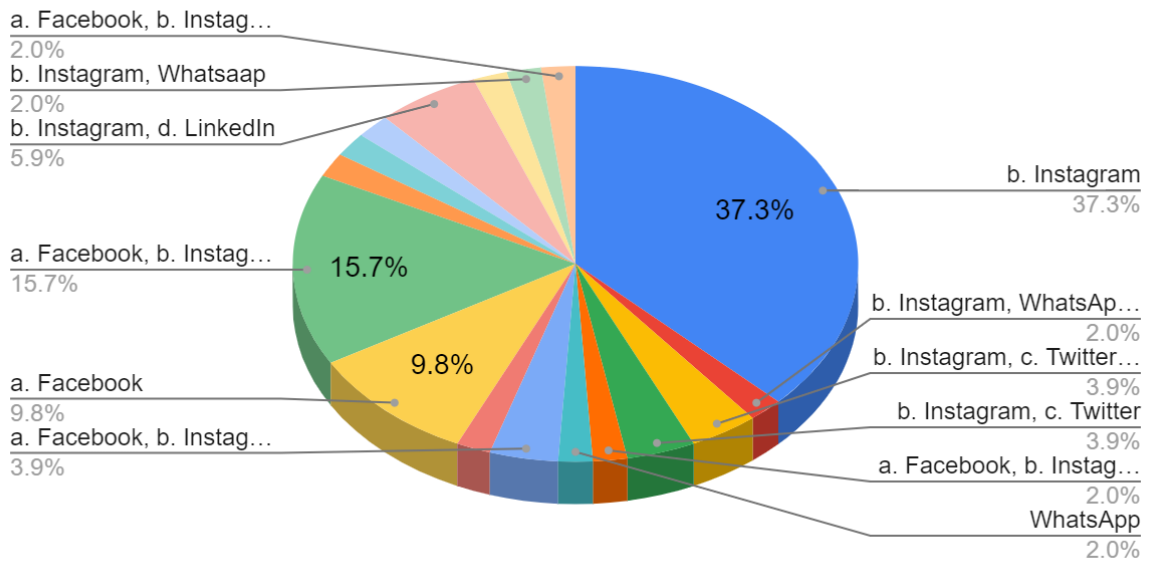
INFERENCE

Majority 49 % of the respondents belongs to Under Graduate qualification.

4.1.4 Table indicating the social media platforms actively used for personal purpose

<i>Which social media platforms do you actively use for personal purpose? (Select all that apply)</i>	No of Respondents	Percentage analysis
a. Facebook	5	9.80%
a. Facebook, b. Instagram	8	15.69%
a. Facebook, b. Instagram, c. Twitter, d. LinkedIn	2	3.92%
a. Facebook, b. Instagram, c. Twitter, WhatsApp	1	1.96%
a. Facebook, b. Instagram, Whatsapp	1	1.96%
a. Facebook, b. Instagram, WhatsApp	1	1.96%
a. Facebook, Whatsapp	1	1.96%
a. Facebook, WhatsApp	1	1.96%
b. Instagram	19	37.25%
b. Instagram, c. Twitter	2	3.92%
b. Instagram, c. Twitter, d. LinkedIn	2	3.92%
b. Instagram, d. LinkedIn	3	5.88%
b. Instagram, Whatsaap	1	1.96%
b. Instagram, WhatsApp, Telegram	1	1.96%
d. LinkedIn	1	1.96%
Pinterest	1	1.96%
WhatsApp	1	1.96%
Grand Total	51	100.00%

Which social media platforms do you actively use for personal purpose? (Select all that apply)



Interpretation

From the above table it is interpreted that the number of respondents using Facebook are 39.2%, using Instagram are 80.4%, using Twitter are 13.7%, using LinkedIn are 15.7%, using whatsapp are 13.7%, using Telegram are 2% and using Pinterest are 2%

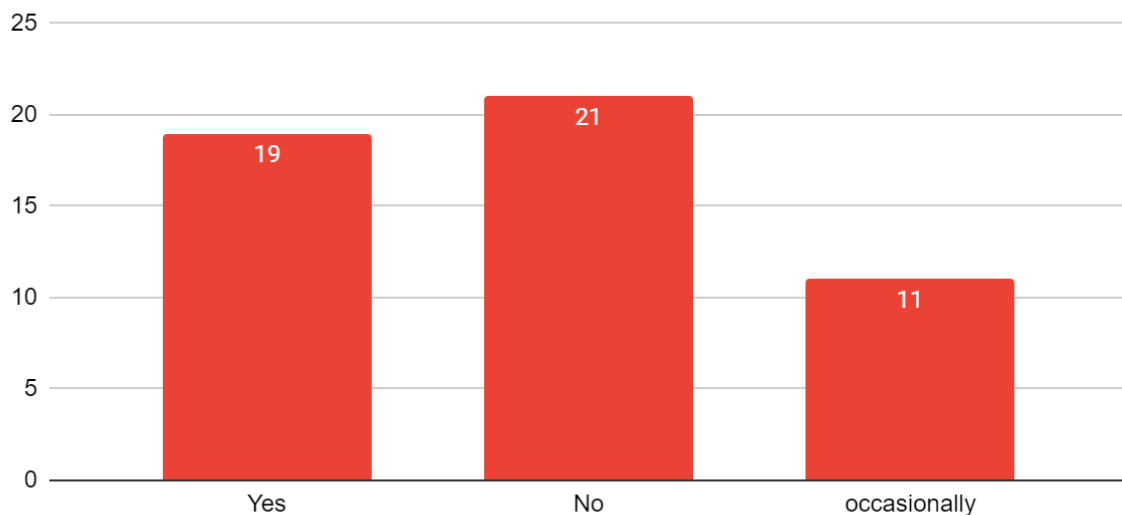
INFERENCE

Majority 80.4 % of the respondents actively use Instagram for personal purpose.

4.1.5 Table indicating people interacting with brands or businesses on social media for their promotional content

S.no	Response	No of Respondents	Percentage Analysis
1.	Yes	19	37.3%
2.	No	21	41.2%
3.	Occasionally	11	21.6%
Total		51	100%

Do you interact with brands or businesses on social media for their promotional content?



Do you interact with brands or businesses on social media for their promotional content?

Interpretation

From the above table it is interpreted that the number of respondents were 37.3% are Yes, 41.2% were No, and 21.6% were May be.

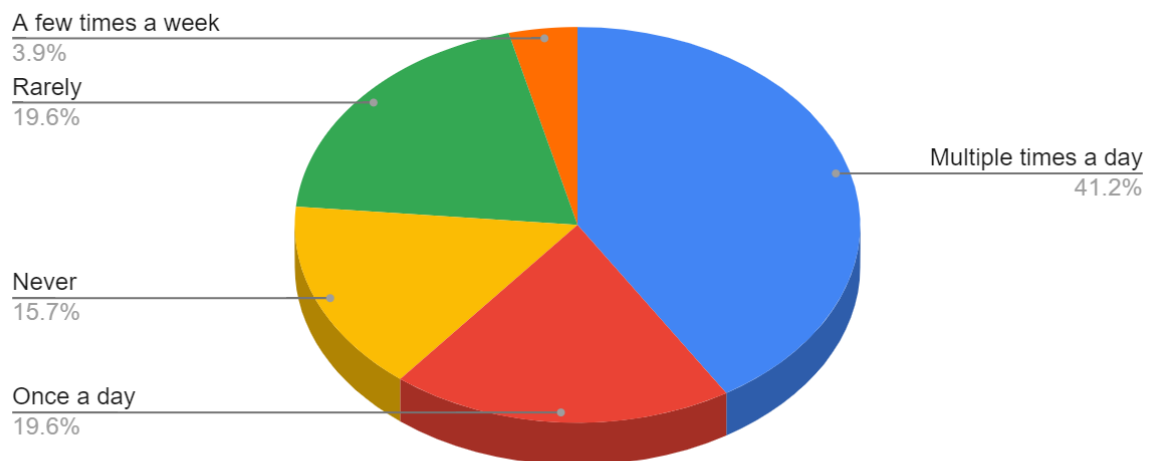
INFERENCE

Majority 41.2% of the respondents does not interact with brands or businesses on social media for their promotional content.

4.1.6 Table indicating how often people come across brand promotion on social media platforms

S.no	Response	No of respondents	Percentage analysis
1.	Multiple times a day	21	41.2%
2.	Once a day	10	19.6%
3.	A few times a week	2	3.9%
4.	Rarely	10	19.6%
5.	Never	8	15.7%
Total		51	100%

How often do you come across brand promotions on social media platforms?



Interpretation

From the above table it is interpreted that the number of respondents came across brand promotion on social media Multiple times a day are 41.2%, Once a day are 19.6%, few times a week are 3.9%, Rarely are 19.6%, and never are 15.7%.

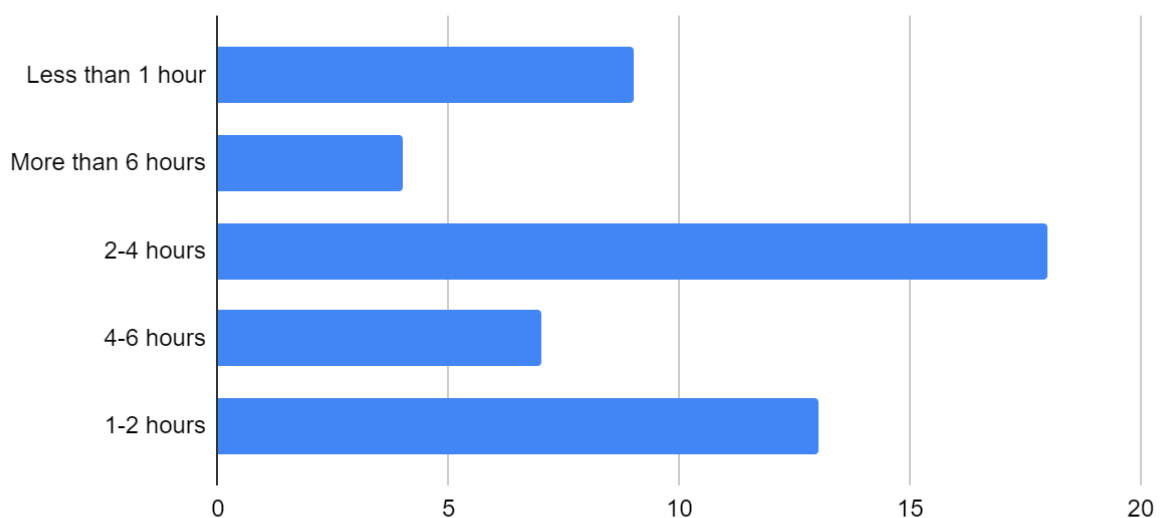
INFERENCE

Majority 41.2 % of the respondents came across brand promotion multiple times a day.

4.1.7 Table indicating on how many hours people spend on social media

S.no	Response	No of respondents	Percentage analysis
1.	Less than 1 hour	9	17.6%
2.	1-2 hours	13	25.5%
3.	2-4 hours	18	35.3%
4.	4-6 hours	7	13.7%
5.	More than 6 hours	4	7.8%
Total		51	100%

How many hours per day, on average, do you spend on social media?



How many hours per day, on average, do you spend on social media?

Interpretation

From the above table it is interpreted that the number hours of respondents spending hours on social media for less than 1 hour are 17.6%, 1-2 hours are 25.5%, 2-4 hours are 35.3%, 4-6 hours are 13.7%, and more than 6 hours are 7.8%.

INFERENCE

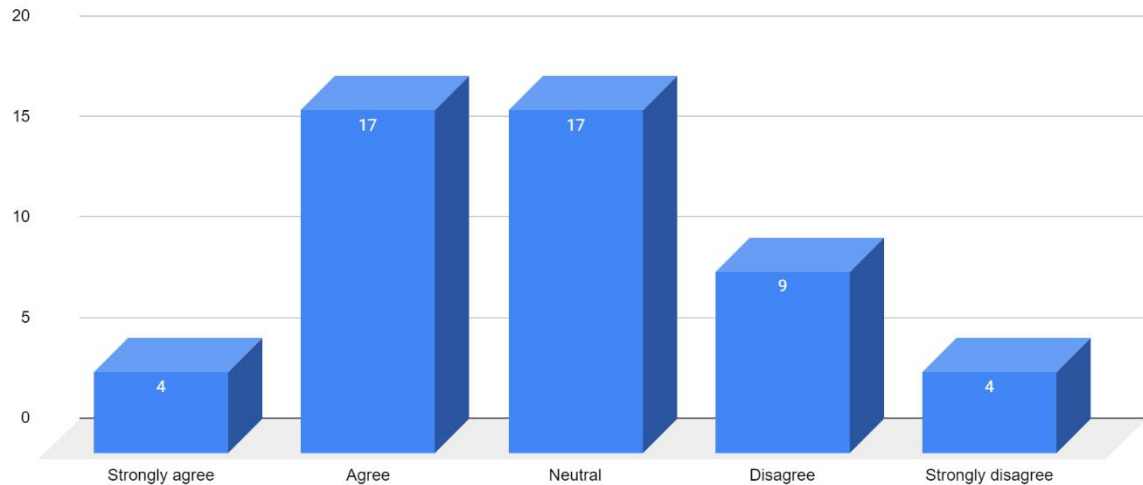
Majority 35.3 % of the respondents spend 2-4 hours per day on social media.

4.1.8 Table

How strongly do you Agree with the statement: "I Frequently follow or engage with brands or businesses on social media for their brand ambassadors."

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	4	7.8	7.8	7.8
	Disagree	9	17.6	17.6	25.5
	Neutral	17	33.3	33.3	58.8
	Agree	17	33.3	33.3	92.2
	Strongly agree	4	7.8	7.8	100.0
	Total	51	100.0	100.0	

How strongly do you agree with the statement: "I frequently follow or engage with brands or businesses on social media for their brand ambassadors."



How strongly do you agree with the statement: "I frequently follow or engage with brands or businesses on social media for their brand ambassadors."

Interpretation

From the above table it is interpreted that the number of respondents Strongly disagree are 7.8%, disagree are 17.6%, Neutral are 33.3%, Agree are 33.3%, and Strongly agree are 7.8%.

INFERENCE

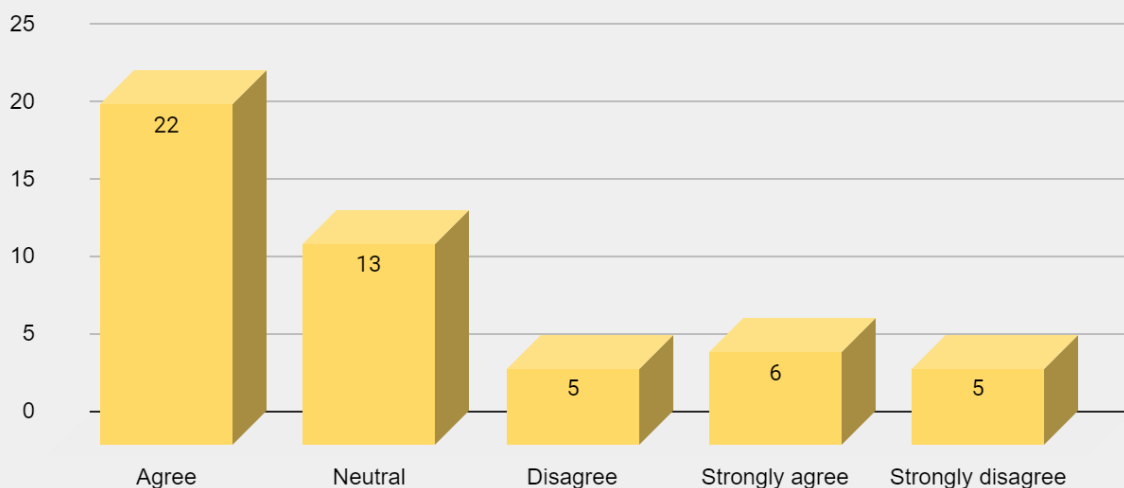
Majority 33.3% and 33.3% of the respondents Neutral and Agree the statement.

4.1.9 Table

How strongly do you Agree with the statement: "I get influenced by brand promotions on social media."

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	5	9.8	9.8	9.8
	Disagree	5	9.8	9.8	19.6
	Neutral	13	25.5	25.5	45.1
	Agree	22	43.1	43.1	88.2
	Strongly agree	6	11.8	11.8	100.0
	Total	51	100.0	100.0	

How strongly do you agree with the statement: "I get influenced by brand promotions on social media."



How strongly do you agree with the statement: "I get influenced by brand promotions on social media."

Interpretation

From the above table it is interpreted that the number of respondents Strongly disagree are 9.8%, disagree are 9.8%, Neutral are 25.5%, Agree are 43.1%, and Strongly agree are 11.8%.

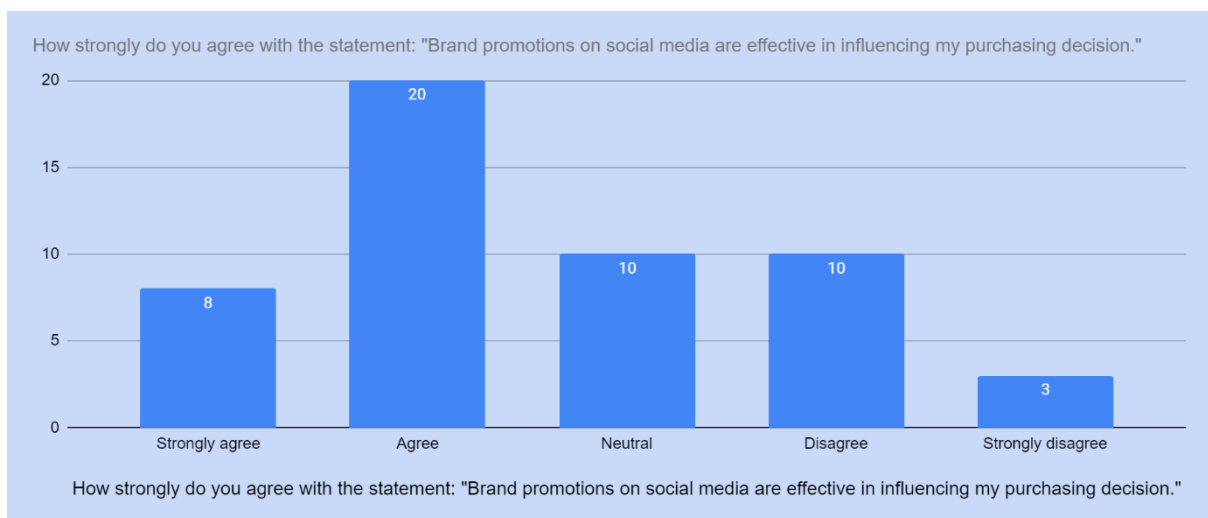
INFERENCE

Majority 43.1% of the respondents Agree the statement.

4.1.10 Table

How strongly do you Agree with the statement: "Brand promotions on social media are effective in influencing my purchasing decision."

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	5.9	5.9	5.9
	Disagree	10	19.6	19.6	25.5
	Neutral	10	19.6	19.6	45.1
	Agree	20	39.2	39.2	84.3
	Strongly agree	8	15.7	15.7	100.0
	Total	51	100.0	100.0	



Interpretation

From the above table it is interpreted that the number of respondents Strongly disagree are 5.9%, disagree are 19.6%, Neutral are 19.6%, Agree are 39.2%, and Strongly agree are 15.7%.

INFERENCE

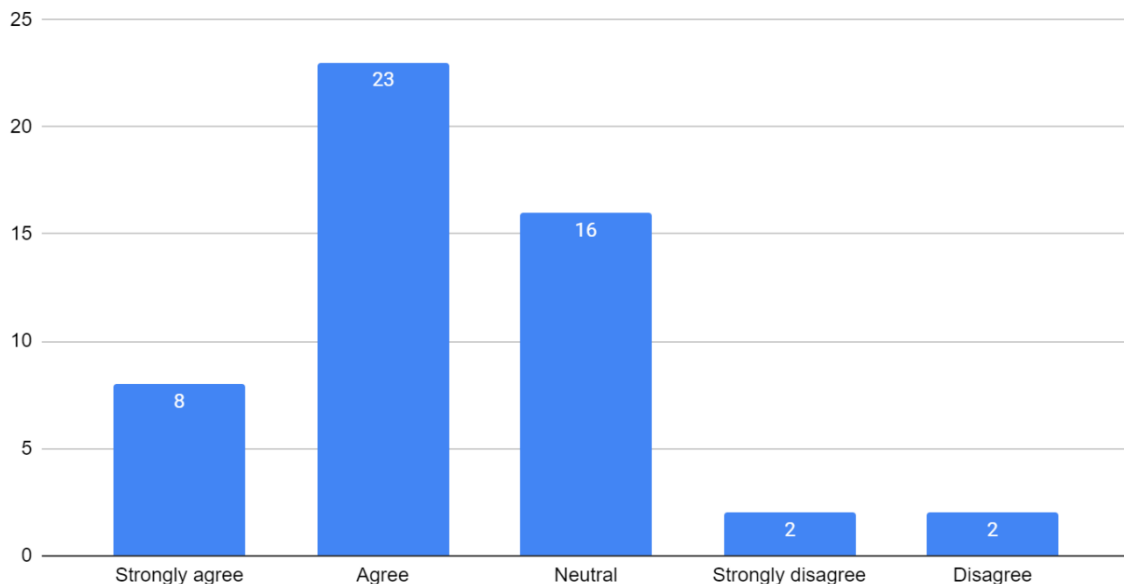
Majority 39.2% of the respondents Agree the statement.

4.1.11 Table

How strongly do you Agree with the statement: "The frequency of brand promotion on social media is appropriate."

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	3.9	3.9	3.9
	Disagree	2	3.9	3.9	7.8
	Neutral	16	31.4	31.4	39.2
	Agree	23	45.1	45.1	84.3
	Strongly agree	8	15.7	15.7	100.0
	Total	51	100.0	100.0	

How strongly do you agree with the statement: "The frequency of brand promotion on social media is appropriate."



How strongly do you agree with the statement: "The frequency of brand promotion on social media is appropriate."

Interpretation

From the above table it is interpreted that the number of respondents Strongly disagree are 3.9%, disagree are 3.9%, Neutral are 31.4%, Agree are 45.1%, and Strongly agree are 15.7%.

INFERENCE

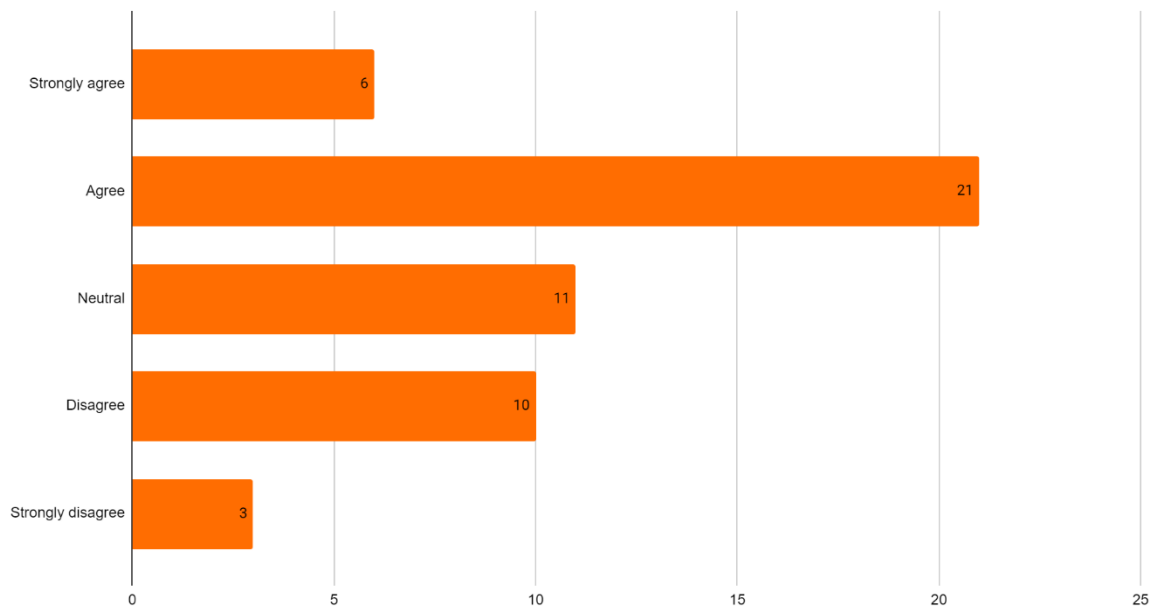
Majority 45.1% of the respondents Agree the statement.

4.1.12 Table

How strongly do you Agree with the statement: "I can recall recent brand promotions on social media that strongly impacted my perception of the brand."

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	5.9	5.9	5.9
	Disagree	10	19.6	19.6	25.5
	Neutral	11	21.6	21.6	47.1
	Agree	21	41.2	41.2	88.2
	Strongly agree	6	11.8	11.8	100.0
	Total	51	100.0	100.0	

How strongly do you agree with the statement: "I can recall recent brand promotions on social media that strongly impacted my perception of the brand."



How strongly do you agree with the statement: "I can recall recent brand promotions on social media that strongly impacted my perception of the brand."

Interpretation

From the above table it is interpreted that the number of respondents Strongly disagree are 5.9%, disagree are 19.6%, Neutral are 21.6%, Agree are 41.2%, and Strongly agree are 11.8%.

INFERENCE

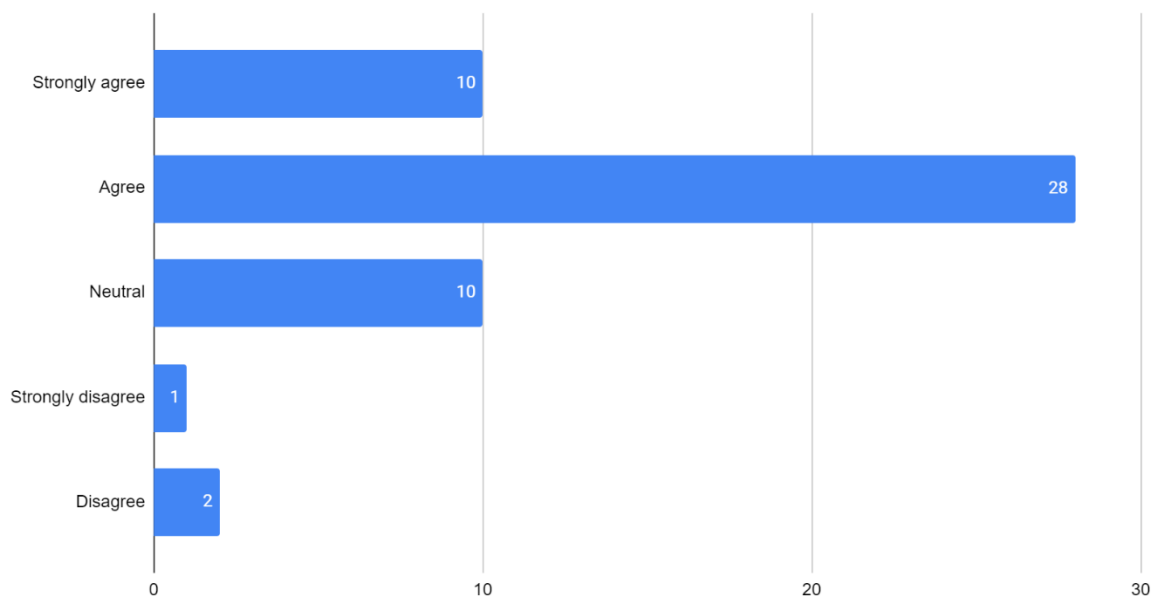
Majority 41.2% of the respondents Agree the statement.

4.1.13 Table

How strongly do you Agree with the statement: "Different social media platforms vary in their effectiveness for brand promotion."

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	2.0	2.0	2.0
	Disagree	2	3.9	3.9	5.9
	Neutral	10	19.6	19.6	25.5
	Agree	28	54.9	54.9	80.4
	Strongly agree	10	19.6	19.6	100.0
	Total	51	100.0	100.0	

How strongly do you agree with the statement: "Different social media platforms vary in their effectiveness for brand promotion."



How strongly do you agree with the statement: "Different social media platforms vary in their effectiveness for brand promotion."

Interpretation

From the above table it is interpreted that the number of respondents Strongly disagree are 2.0%, disagree are 3.9%, Neutral are 19.6%, Agree are 54.9%, and Strongly agree are 19.6%.

INFERENCE

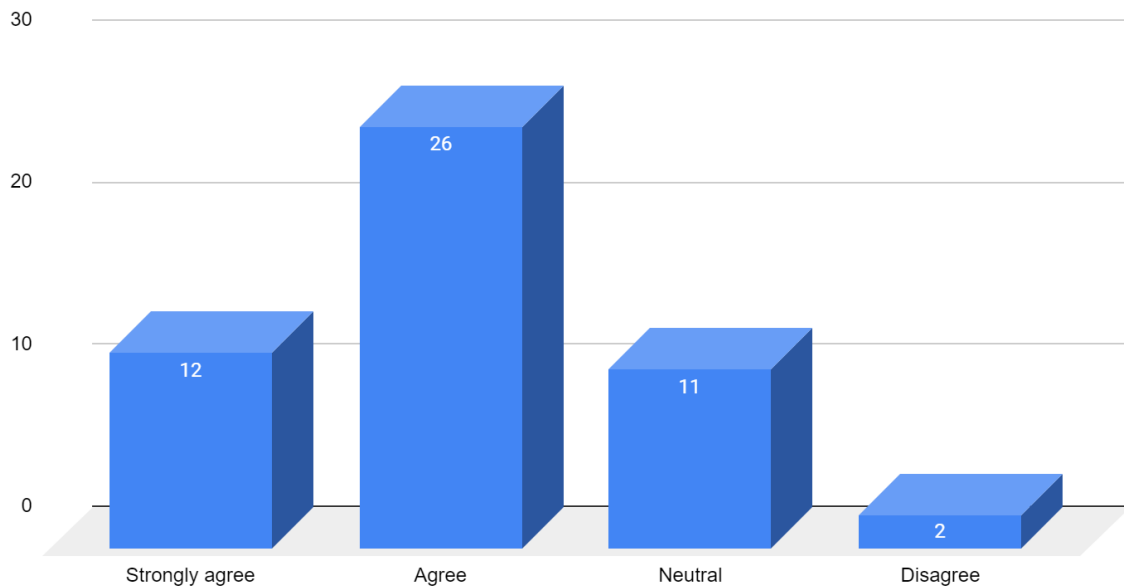
Majority 54.9% of the respondents Agree the statement.

4.1.14 Table

How strongly do you Agree with the statement: "Various types of content on social media are effective for brand promotion."

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	3.9	3.9	3.9
	Neutral	11	21.6	21.6	25.5
	Agree	26	51.0	51.0	76.5
	Strongly agree	12	23.5	23.5	100.0
	Total	51	100.0	100.0	

How strongly do you agree with the statement: "Various types of content on social media are effective for brand promotion."



How strongly do you agree with the statement: "Various types of content on social media are effective for brand promotion."

Interpretation

From the above table it is interpreted that the number of respondents Strongly disagree are 0%, disagree are 3.9%, Neutral are 21.6%, Agree are 51%, and Strongly agree are 23.5%.

INFERENCE

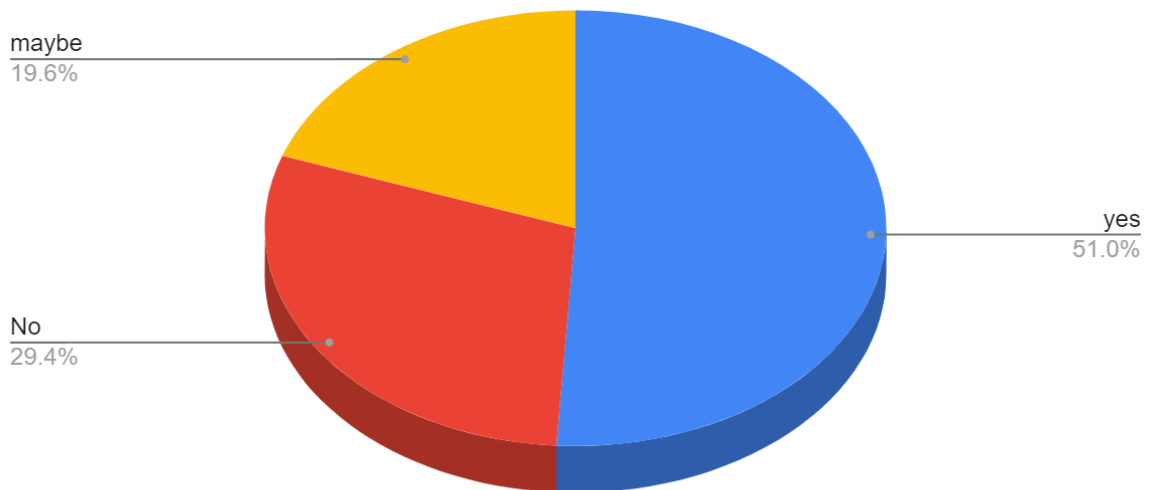
Majority 51% of the respondents Agree the statement.

4.1.15 Table

Do you follow sports and fashion brands on social media?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	26	51.0	51.0	51.0
	No	15	29.4	29.4	80.4
	Maybe	10	19.6	19.6	100.0
	Total	51	100.0	100.0	

Do you follow sports and fashion brands on social media?



Interpretation

From the above table it is interpreted that the number of respondents Yes are 51%, No are 29.4%, and May be are 19.6%.

INFERENCE

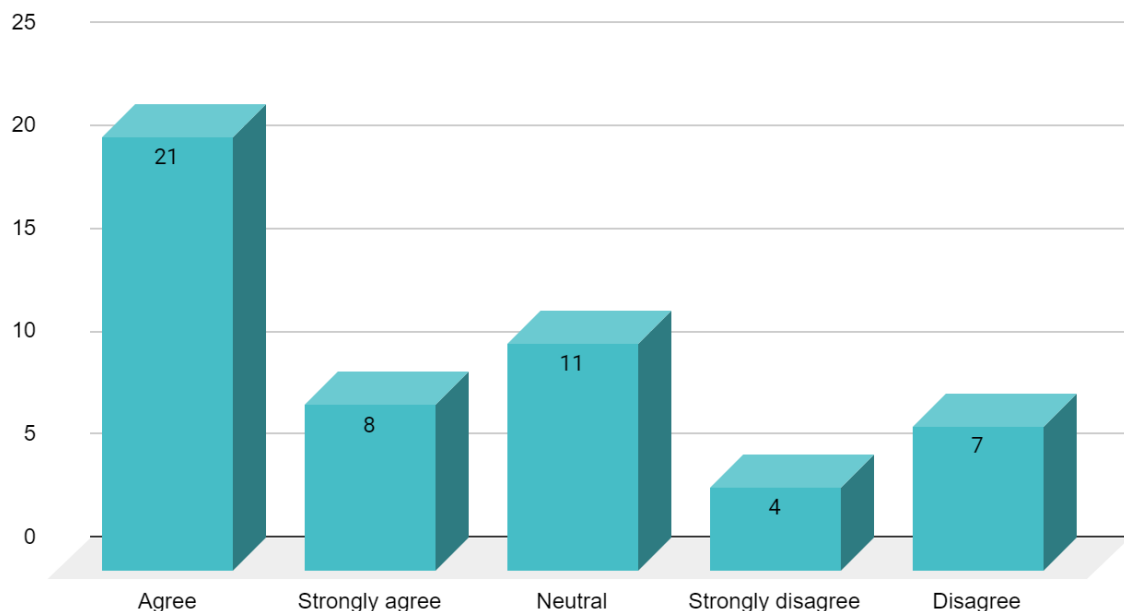
Majority 51% of the respondents answered yes.

4.1.16 Table

How strongly do you Agree with the statement: "Brand promotion by sports person or movie stars on social media significantly impacts my perception of a brand's image or reputation."

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	4	7.8	7.8	7.8
	Disagree	7	13.7	13.7	21.6
	Neutral	11	21.6	21.6	43.1
	Agree	21	41.2	41.2	84.3
	Strongly agree	8	15.7	15.7	100.0
	Total	51	100.0	100.0	

How strongly do you agree with the statement: "Brand promotion by sports person or movie stars on social media significantly impacts my perception of a brand's image or reputation."



Interpretation

From the above table it is interpreted that the number of respondents Strongly disagree are 7.8%, disagree are 13.7%, Neutral are 21.6%, Agree are 41.2%, and Strongly agree are 15.7%.

INFERENCE

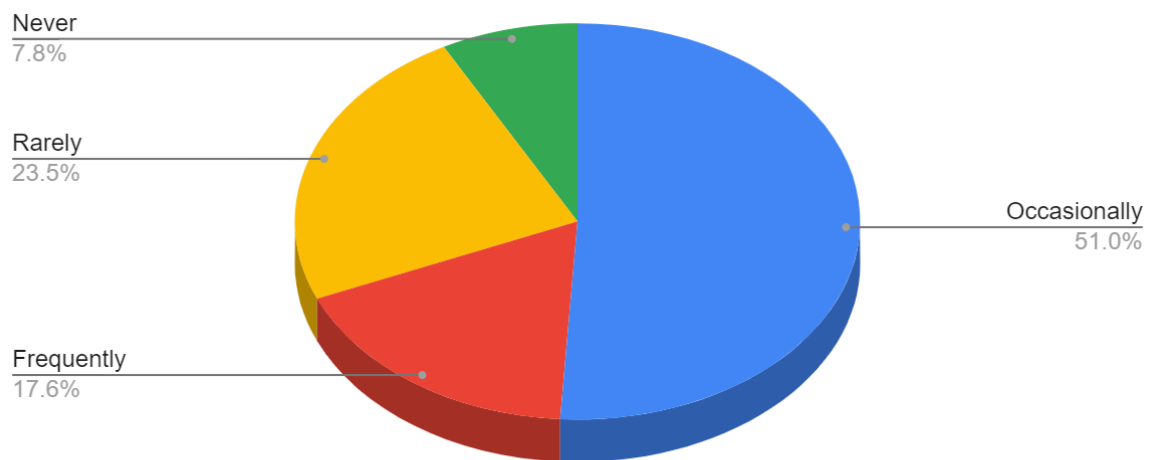
Majority 41.2% of the respondents Agree the statement.

4.1.17 Table

How well do you keep up with the latest trends in sports and fashion on social media?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	9	17.6	17.6	17.6
	Occasionally	26	51.0	51.0	68.6
	Rarely	12	23.5	23.5	92.2
	Never	4	7.8	7.8	100.0
	Total	51	100.0	100.0	

How well do you keep up with the latest trends in sports and fashion on social media?



Interpretation

From the above table it is interpreted that the number of respondents Frequently are 17.6%, Occasional are 51%, Rarely are 23.5%, and Never are 7.8%.

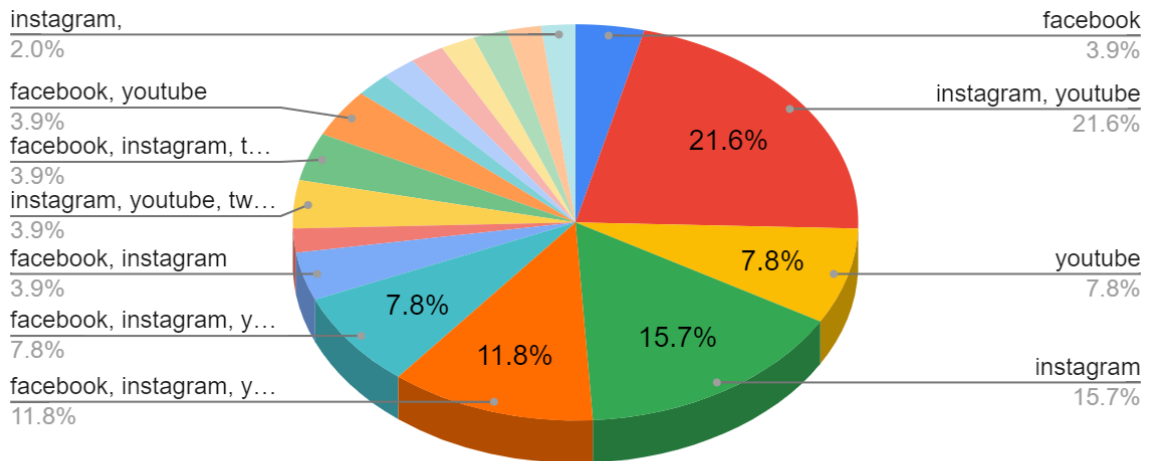
INFERENCE

Majority 51% of the respondents answered occasionally.

4.1.18 Table

<i>Which social media platforms do u think is/are most effective for promoting sports and fashion brands</i>	No of respondents	Percentage analysis
facebook	2	3.92%
facebook, instagram	2	3.92%
facebook, instagram, linkedin	1	1.96%
facebook, instagram, twitter	2	3.92%
facebook, instagram, youtube	6	11.76%
facebook, instagram, youtube, twitter	1	1.96%
facebook, instagram, youtube, twitter, linkedin	4	7.84%
facebook, youtube	2	3.92%
facebook, youtube, twitter	1	1.96%
instagram	8	15.69%
instagram,	1	1.96%
instagram, twitter	1	1.96%
instagram, youtube	11	21.57%
instagram, youtube, twitter	2	3.92%
instagram, youtube, twitter, linkedin	1	1.96%
twitter	1	1.96%
WhatsApp	1	1.96%
youtube	4	7.84%
Grand Total	51	100.00%

Which social media platforms do u think is/are most effective for promoting sports and fashion brands



Interpretation

From the above table it is interpreted that the number of respondents mentioned Facebook are 41.2%, Instagram are 78.4%, Youtube are 62.7% , Twitter are 25.5%, LinkedIn are 11.8%,and whatsapp are 4%.

INFERENCE

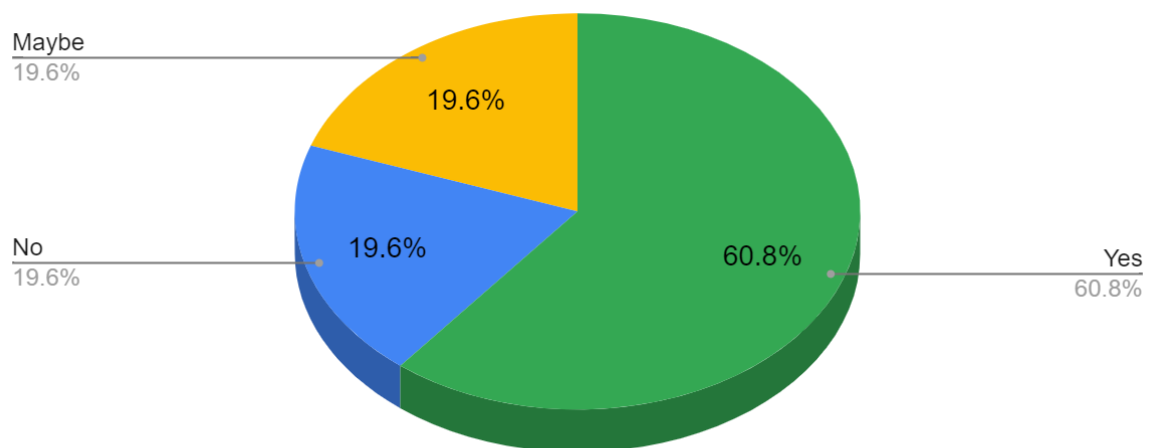
Majority 78.4% of the respondents mentioned Instagram.

4.1.19 Table

Are you aware of the techniques used to promote brands on social media?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	31	60.8	60.8	60.8
	No	10	19.6	19.6	80.4
	Maybe	10	19.6	19.6	100.0
	Total	51	100.0	100.0	

Are you aware of the techniques used to promote brands on social media?



Interpretation

From the above table it is interpreted that the number of respondents Yes are 60.8%, No are 19.6%, and May be are 19.6%.

INFERENCE

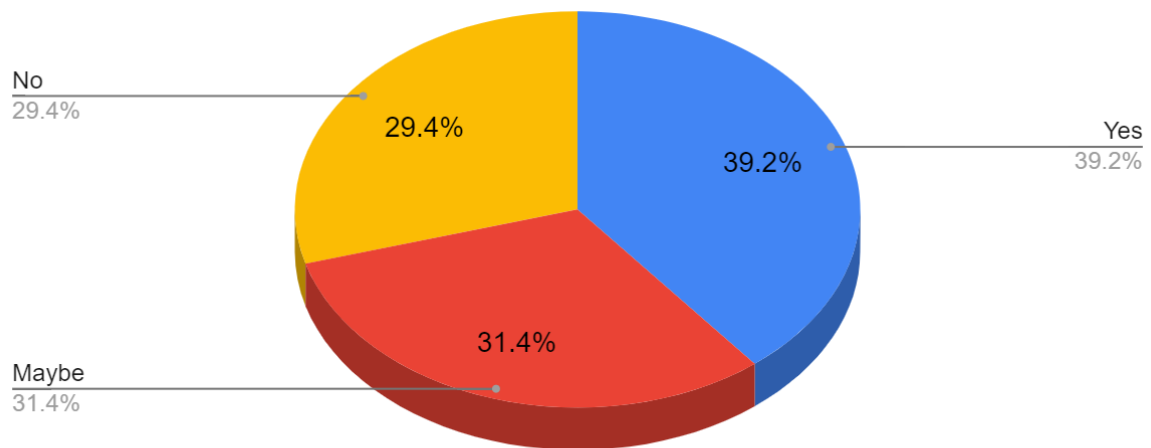
Majority 60.8% of the respondents answered yes.

4.1.20 Table

Will you change your perspective about a brand based on its social media presence or impact?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	20	39.2	39.2	39.2
	No	15	29.4	29.4	68.6
	Maybe	16	31.4	31.4	100.0
	Total	51	100.0	100.0	

Will you change your perspective about a brand based on its social media presence or impact?



Interpretation

From the above table it is interpreted that the number of respondents Yes are 39.2%, No are 29.4%, and May be are 31.4%.

INFERENCE

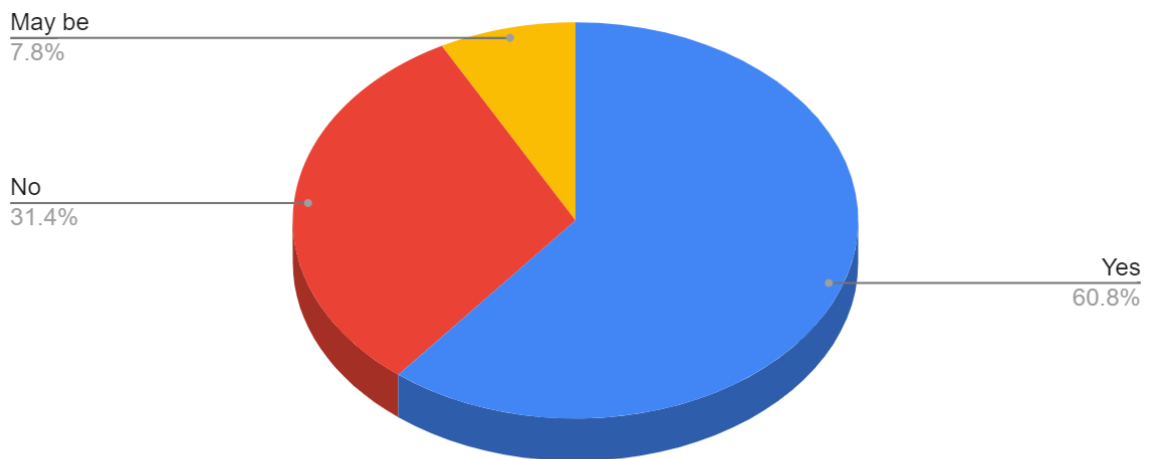
Majority 39.2% of the respondents answered yes.

4.1.21 Table

Do you think the information about sports and fashion on social media to be reliable

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	31	60.8	60.8	60.8
	No	16	31.4	31.4	92.2
	Maybe	4	7.8	7.8	100.0
	Total	51	100.0	100.0	

Do you think the information about sports and fashion on social media to be reliable



Interpretation

From the above table it is interpreted that the number of respondents Yes are 60.8%, No are 31.4%, and May be are 7.8%.

INFERENCE

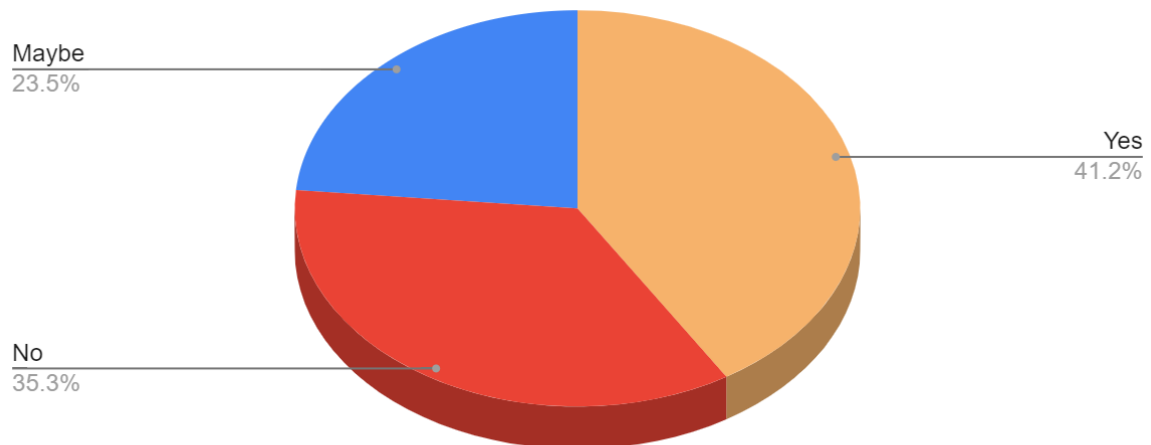
Majority 60.8% of the respondents answered yes.

4.1.22 Table

Do your favorite celebrities on social media influence your brand perspective on purchasing?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	21	41.2	41.2	41.2
	No	18	35.3	35.3	76.5
	Maybe	12	23.5	23.5	100.0
	Total	51	100.0	100.0	

Do your favorite celebrities on social media influence your brand perspective on purchasing?



Interpretation

From the above table it is interpreted that the number of respondents Yes are 41.2%, No are 35.3%, and May be are 23.5%.

INFERENCE

Majority 41.2% of the respondents answered yes.

4.2 HYPOTHESIS TESTING:

HYPOTHESIS - 1

- H0: There is no significant relationship between the social media platforms and brand image
- H1: There is significant relationship between the social media platforms and brand image

ANOVA

brand_image

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.384	2	1.192	.873	.424
Within Groups	65.538	48	1.365		
Total	67.922	50			

INTERPRETATION

The p value is 0.424 which is greater than the significance value (0.05) hence null hypothesis(H0) is accepted. And H1 is rejected.

INFERENCE

Therefore, there is no significant difference between the social media platforms and brand image

Correlations

		socialmedia	brandimage
socialmedia	Pearson Correlation	1	-.257
	Sig. (2-tailed)		.068
	N	51	51
brandimage	Pearson Correlation	-.257	1
	Sig. (2-tailed)	.068	
	N	51	51

INTERPRETATION

The p value is -.257 which is less than the significance value (0.05) hence alternative hypothesis (H1) is accepted. Therefore, there is a significant relationship between the social media platforms and brand image

HYPOTHESIS - 2

- H0: There is no significant relationship between the brand perspective and the social media impact.
- H1: There is significant relationship between the brand perspective and the social media impact.

ANOVA

brand_perspective					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.213	2	3.106	2.705	.077
Within Groups	55.121	48	1.148		
Total	61.333	50			

INTERPRETATION

The p value is .077 which is greater than the significance value (0.05) hence null hypothesis(H0) is accepted. And H1 is rejected.

INFERENCE

Therefore, there is no significant relationship between the brand perspective and the social media impact.

Correlations

		socialmedia_i mpact	brand_perspec tive
socialmedia_impact	Pearson Correlation	1	-.228
	Sig. (2-tailed)		.108
	N	51	51
brand_perspective	Pearson Correlation	-.228	1
	Sig. (2-tailed)	.108	
	N	51	51

INTERPRETATION

The p value is .108 which is greater than the significance value (0.05) hence alternative hypothesis (H1) is rejected. Therefore, there is no significant relationship between the brand perspective and the social media impact.

HYPOTHESIS – 3

- H0 : There is no significant relationship between the engagement with favourite celebrities on social media and the influence on individual's brand perspectives and purchasing decisions.
- H1 : There is a significant relationship between the engagement with favourite celebrities on social media and the influence on individual's brand perspectives and purchasing decisions.

ANOVA

brand_perspective

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	15.315	2	7.658	7.180	.002
Within Groups	51.194	48	1.067		
Total	66.510	50			

INTERPRETATION

The p value is .002 which is lesser than the significance value (0.05) hence null hypothesis(H1) is accepted. And H0 is rejected.

INFERENCE

Therefore, there is a significant relationship between the engagement with favourite celebrities on social media and the influence on individual's brand perspectives and purchasing decisions.

Correlations

		Celebrities_impact	brand_perspective
Celebrities_impact	Pearson Correlation	1	.063
	Sig. (2-tailed)		.660
	N	51	51
brand_perspective	Pearson Correlation	.063	1
	Sig. (2-tailed)	.660	
	N	51	51

INTERPRETATION

The p value is 0.63 which is greater than the significance value (0.05) hence alternative hypothesis (H_0) is accepted. Therefore, there is no significant relationship between the engagement with favourite celebrities on social media and the influence on individual's brand perspectives and purchasing decisions.

Chapter 5: FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

- Majority 64.7% of the respondents are male.
- Majority 72.5% of the respondents belong to the age group of 18-24 category.
- Majority 49 % of the respondents belongs to Under Graduate qualification.
- Majority 80.4 % of the respondents actively use Instagram for personal purpose.
- Majority 41.2% of the respondents does not interact with brands or businesses on social media for their promotional content.
- Majority 41.2 % of the respondents came across brand promotion multiple times a day.
- Majority 35.3 % of the respondents spend 2-4 hours per day on social media.
- Majority 33.3% and 33.3% of the respondents Neutral and Agree the statement.
- Majority 43.1% of the respondents Agree the statement.
- Majority 39.2% of the respondents Agree the statement.
- Majority 45.1% of the respondents Agree the statement.
- Majority 41.2% of the respondents Agree the statement.
- Majority 54.9% of the respondents Agree the statement.
- Majority 51% of the respondents Agree the statement.
- Majority 51% of the respondents answered yes.
- Majority 41.2% of the respondents Agree the statement.
- Majority 51% of the respondents answered occasionally.
- Majority 78.4% of the respondents mentioned Instagram.
- Majority 60.8% of the respondents answered yes.
- Majority 39.2% of the respondents answered yes.
- Majority 60.8% of the respondents answered yes.
- Majority 41.2% of the respondents answered yes.

- By using ANOVA for finding the relationship between the social media platforms and brand image that the p value is 0.424 which is greater than the significant level (0.05). Hence , H0 is accepted and H1 gets rejected.
- By using ANOVA for finding the relationship between the brand perspective and the social media impact that the p value is 0.77 which is greater than the significant level (0.05). Hence , H0 is accepted and H1 gets rejected.
- By using ANOVA for finding the relationship between the engagement with favourite celebrities on social media and the influence on individual's brand perspectives and purchasing decisions that the p value is .002 which is lesser than the significant level (0.05). Hence , H1 is accepted and H0 gets rejected.
- By using Correlation for finding the relationship between the social media platforms and brand image , we found that there is a Negative correlation underlies between both the factors with value of 0.01 level of significance and also found that strong relationship (-.257) found between each variable.
- By using Correlation for finding the relationship between the brand perspective and the social media impact, we found that there is a Negative correlation underlies between both the factors with value of 0.01 level of significance and also found that strong relationship (-.228) found between each variable.
- By using Correlation for finding the relationship between the engagement with favourite celebrities on social media and the influence on individual's brand perspectives and purchasing decisions, we found that there is a positive correlation underlies between both the factors with value of 0.01 level of significance and also found that strong relationship (.063) found between each variable.

5.2 SUGGESTIONS

- Design a comprehensive dashboard for social media monitoring, capturing mentions, sentiments, and engagement related to sports and fashion brands.
- Apply real-time data analysis to detect emerging trends, understand customer opinions, and identify potential public relations crises.
- Integrate machine learning algorithms to conduct sentiment analysis, offering valuable insights into public perception.
- Construct a tool utilizing social media analytics to identify and assess potential influencers for sports and fashion brands.
- Deploy algorithms to evaluate an influencer's reach, engagement rates, and audience demographics effectively.
- Offer recommendations for the most impactful influencers tailored to specific campaign objectives.

- Create a monitoring tool to analyze the social media activities of competitors within the sports and fashion industries.
- Compare key performance metrics such as follower growth, engagement rates, and content effectiveness to provide actionable insights for adjusting brand strategies based on competitor performance.

5.3 CONCLUSION

As a conclusion, harnessing social media analytics for steering sports and fashion brands has been incredibly beneficial. Brand mentions, understanding sentiments, and measure of engagement were part of this project. This real-time data analysis allowed us to spot trends, grasp customer sentiments, and avert potential issues.

Then questionnaire was prepared and a survey was taken to accurately gauge public feelings about the brands, providing insights not only into current sentiments but also predicting future ones. This exploration of the dynamic landscape of social media analytics in the context of brand management for sports and fashion brands has been a journey filled with revelations and insights. To recap, this project was driven by the following key objectives:

1. Evaluate the Influence of Social Media Engagement:

To assess how the degree of engagement on social media platforms impacts the overall perception of a brand.

2. Investigate the Role of Social media impact on brand management:

To explore whether the impact of social media can both predict and shape the perception of that brand.

3. Explore the Influence of Influencers:

To gain insights into how social media influencers affect consumers' perceptions of brands and their choices when it comes to purchasing.

Throughout this project, we meticulously examined the nuances of social media data, delving into sentiment analysis, natural language processing, statistical analysis, and machine learning to extract valuable insights. We scrutinized the significance of social media content personalization and user-generated content in fostering brand engagement. The results of this data analysis efforts have illuminated the path toward effective brand management through data-driven strategies.

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These are the references taken and used to complete this project on Leverage social media analytics for effective brand management for sports and fashion brand.

ANNEXURE – QUESTIONNAIRE
LEVERAGE OF SOCIAL MEDIA ANALYTICS FOR EFFECTIVE BRAND
MANAGEMENT FOR SPORTS AND FASHION BRANDS

Email

1. Name

2. Gender:

- a. Male b. Female c. Prefer not to say
- e. Other (please specify)

3. Age Groups

- a. Under 18 b. 18-24 c. 25-34 d. 35-44 e. 45 or over

4. Qualification

- a. HSC b. Under Graduate c. Post Graduate d. PHD

5. City, State:

6. Country:

7. Which social media platforms do you actively use for personal purposes? (Select all that apply)

- a. Facebook b. Instagram c. Twitter d. LinkedIn e. TikTok
- f. Snapchat g. Pinterest h. Other (please specify)

8. Do you interact with brands or businesses on social media for their promotional content?

- a. Yes b. No c. Occasionally

9. How often do you come across brand promotions on social media platforms?

- a. Multiple times a day b. Once a day c. A few times a week d. Rarely
e. Never

10. How many hours per day, on average, do you spend on social media platforms?

- a. Less than 1 hour b. 1-2 hours c. 2-4 hours d. 4-6 hours
e. More than 6 hours

S.No	Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
11.	How strongly do you agree with the statement: "I frequently follow or engage with brands or businesses on social media for their brand promotion."	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
12.	How strongly do you agree with the statement: "I get influenced by the brand promotions on social media platforms."	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
13.	How strongly do you agree with the statement: "Brand promotions on social media are effective in influencing my purchasing decisions."	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
14.	How strongly do you agree with the	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

	statement: "The frequency of brand promotion on social media is appropriate."					
15.	How strongly do you agree with the statement: "I can recall recent brand promotions on social media that strongly impacted my perception of the brand."	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
16.	How strongly do you agree with the statement: "Different social media platforms vary in their effectiveness for brand promotion."	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
17.	How strongly do you agree with the statement: "Various types of content on social media are effective for brand promotion."	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

18.	Do you follow sports and fashion brands on social media?	Yes	No	Maybe		
19.	How strongly do you agree with the statement: "Brand promotion by sports person or movie stars on social media significantly impacts my perception of a brand's image or reputation."	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

S.No	Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
20.	How well do you keep up with the latest trends in sports and fashion on social media?	Frequently	Occasionally	Rarely	Never		
21.	Which social media platforms do u think is/are most effective for promoting sports and fashion brands	facebook	instagram	youtube	twitter	linkedin	Other
22.	Are you aware of the techniques used to promote	Yes	No	Maybe			

	brands on social media?			
23.	Will you change your perspective about a brand based on its social media presence or impact?	Yes	No	Maybe
24.	Do you think the information about sports and fashion on social media to be reliable	Yes	No	Maybe
25.	Do your favorite celebrities on social media influence your brand perspective on purchasing ?	Yes	No	Maybe

ANNEXURE II – RESEARCH ARTICLE

LEVERAGING SOCIAL MEDIA ANALYTICS FOR EFFECTIVE BRAND MANAGEMENT FOR SPORTS AND FASHION BRANDS

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ABSTRACT

In an era where digital communication and online presence hold sway, sports and fashion brands are increasingly acknowledging the pivotal role of social media in shaping and controlling their brand identity. This project seeks to investigate the strategic integration of social media analytics to elevate brand management practices within the dynamic realms of the sports and fashion industries.

The study will conduct a thorough examination of various social media platforms, encompassing platforms such as Instagram, Twitter, and Facebook, to gain insights into consumer sentiment, engagement trends, and emerging patterns associated with sports and fashion brands. Through the utilization of analytics tools and methodologies, the project aims to derive valuable insights that can guide decision-making processes for brand managers to investigate and analyze consumer interactions with sports and fashion brands on social media platforms to identify patterns, preferences, and sentiments. To evaluate the impact of influencer collaborations on brand perception and audience engagement, considering the unique dynamics of the sports and fashion industries.

INTRODUCTION

In the contemporary digital landscape, the realm of brand management is being significantly reshaped. Social media, once confined to personal communications, has emerged as a potent tool for businesses to engage with their audiences and manage their brand image. The opening section of this document offers an overview of the transformative role of social media in brand management.

Social media platforms, such as Facebook, Twitter, Instagram, and LinkedIn, have ushered in a new era of brand-consumer interaction. In a world where consumers

turn to social media not only for entertainment but also for information, recommendations, and engagement, companies find themselves operating within a unique environment where the perceptions of their brands can be shaped and reshaped in real-time.

OBJECTIVES OF THE PROJECT

1. Evaluate the Influence of Social Media Engagement:

To assess how the degree of engagement on social media platforms impacts the overall perception of a brand.

2. Investigate the Role of Social media impact on brand management:

To explore whether the impact of social media can both predict and shape the perception of that brand.

3. Examine the Significance of Content Types:

To scrutinize the significance of different types of content (such as text, images, videos) shared on social media in terms of their impact on user engagement and the visibility of the brand.

SCOPE OF THE STUDY

This project is centered on the application of social media analytics in the context of brand management. It encompasses the technical aspects of data collection, data analysis, and information systems relevant to social media. Although a range of social media platforms will be discussed, this primary focus will be on widely used platforms such as Facebook, Twitter, and Instagram.

SIGNIFICANCE OF THE STUDY

The significance of this project is its potential to contribute to understanding how social media analytics can be harnessed for effective brand management. In a competitive business landscape where brand reputation is a valuable asset, the insights gleaned from this study can empower companies to make informed decisions, thereby enhancing their brand image and customer engagement.

REVIEW OF LITERATURE

Branding in the Age of Social Media

By Douglas Holt (March 2016)

In an age dominated by platforms like Facebook and YouTube, establishing and nurturing a brand has become an intricate challenge. It's a far cry from the optimistic outlook of a decade ago when most companies anticipated a new era of branding. Back then, they invested heavily in creative agencies and technology experts to infuse their brands into the digital landscape. Terms like viral, buzz, memes, stickiness, and form factor became the common language of branding. However, despite the immense enthusiasm and effort, these initiatives have yielded minimal results.

Brand strategies in social media

Georgios Tsimonis, Sergios Dimitriadis (29 April 2014)

This paper serves a dual purpose. Firstly, it delves into the reasons behind why companies establish brand pages on social media platforms, how they leverage these pages, the policies and strategies they implement, and the anticipated outcomes. Secondly, it explores how users, from the perspective of these companies, stand to benefit from such brand pages.

Are social media replacing traditional media in terms of brand equity creation?

Manfred Bruhn, Verena Schoenmueller, Daniela B. Schäfer

(3 August 2012)

This paper has a clear objective: to explore the relative influence of brand communication on brand equity through social media in comparison to traditional media. It does so by examining various industries and seeks to accomplish three main goals, to assess whether both communication methods have an impact on consumer-based brand equity, to compare the magnitude of the effects of these two communication methods, and to distinguish between the effects of brand communication created by the firm and content generated by users on social media.

Consumer engagement in online brand communities: a social media perspective

Laurence Dessart, Cleopatra Veloutsou, Anna Morgan-Thomas (16 March 2015)

In terms of involvement with the brand and other members of the online brand communities, this article seeks to define the definition, conceptual limits, and aspects of consumer engagement in this context. Additionally, it investigates the connections between consumer involvement and other ideas, offering potential causes of engagement.

Branding in pictures: using Instagram as a brand management tool in professional team sport organizations

Christos Anagnostopoulos, Petros Parganas, Simon Chadwick & Alex Fenton (2018)

Instagram has grown in popularity as a means for sharing visual material by sports organizations. In order to better understand how professional team sports organizations utilize Instagram for branding, this study will look at how followers respond to the companies' Instagram

Social media brand perceptions of millennials

Guida Helal, Wilson Ozuem, Geoff Lancaster (1 November 2018)

The contemporary societal landscape has undergone a revolution due to the technology-driven communication approach of the millennial generation. Social media has evolved into a central platform for day-to-day interactions and the cultivation of brand-customer relationships that contribute to the enhancement of one's social identity. The aim of this paper is to explore how these dynamics impact business communications.

Social media brand building strategies in B2B companies

Timothy Cawsey, Jennifer Rowley (5 September 2016)

The goal of this article is to offer a distinctive overview of business-to-business (B2B) enterprises' usage of social media for brand building and their involvement with it. This study adds to the body of knowledge already available about social media use in business-to-consumer (B2C) settings.

RESEARCH DESIGN

In this study mixed-method research design is used that integrates both qualitative and quantitative research approaches to achieve this research objective. This design provides a comprehensive view of the complex relationship between social media analytics and brand management.

Primary Data: Primary data refers to information that is collected firsthand, directly from original sources. This type of data is specific to the researcher's particular study or investigation and is gathered through methods such as surveys, interviews, observations, experiments, and direct interactions with individuals or entities. Researchers collect primary data to address their specific research questions and objectives.

Secondary Data: Secondary data refers to information that has been previously collected and is available for use in a different context or for a different purpose than

its original intent. This data is obtained from existing sources, such as books, articles, reports, databases, and other pre-existing records.

HYPOTHESIS:

HYPOTHESIS - 1

- H0: There is no significant relationship between the social media platforms and brand management
- H1: There is significant relationship between the social media platforms and brand management

HYPOTHESIS - 2

- H0: There is no significant relationship between the brand perspective and the social media impact.
- H1: There is significant relationship between the brand perspective and the social media impact.

HYPOTHESIS – 3

- H0: There is no significant relationship between the engagement with favourite celebrities on social media and the influence on individual's brand perspectives and purchasing decisions.
- H1: There is a significant relationship between the engagement with favourite celebrities on social media and the influence on individual's brand perspectives and purchasing decisions.

PERCENTAGE ANALYSIS

It is used in data analysis as it helps in finding information on discrete categories and collating statistical data.

1

S.no	Age	No of Respondents	Percentage analysis
1	Under 18	0	0%
2	18-24	37	72.5%
3	25-34	5	9.8%
4	35-44	6	11.8%
5	45 or over	3	5.9%
Total		51	100%

2

S.no	Response	No of Respondents	Percentage Analysis
1.	Yes	19	37.3%
2.	No	21	41.2%
3.	Occasionally	11	21.6%
Total		51	100%

3

S.no	Response	No of respondents	Percentage analysis
1.	Multiple times a day	21	41.2%
2.	Once a day	10	19.6%
3.	A few times a week	2	3.9%
4.	Rarely	10	19.6%
5.	Never	8	15.7%
Total		51	100%

4

S.no	Response	No of respondents	Percentage analysis
1.	Less than 1 hour	9	17.6%
2.	1-2 hours	13	25.5%
3.	2-4 hours	18	35.3%
4.	4-6 hours	7	13.7%
5.	More than 6 hours	4	7.8%
Total		51	100%

INTERPRETATION

¹ From the above table it is interpreted that the number of respondents Under 18 ages of respondents are 0%, between 18-24 age of respondents are 72.5%, between 25-34 ages of respondents are 9.8%, between 35-44 ages of respondents are 11.8%, and 45 or above ages of respondents are 5.9%.

² From the above table it is interpreted that the number of respondents were 37.3% are Yes, 41.2% were No, and 21.6% were May be.

³ From the above table it is interpreted that the number of respondents came across brand promotion on social media Multiple times a day are 41.2%, Once a day are 19.6%, few times a week are 3.9%, Rarely are 19.6%, and never are 15.7%.

⁴ From the above table it is interpreted that the number hours of respondents spending hours on social media for less than 1 hour are 17.6%, 1-2 hours are 25.5%, 2-4 hours are 35.3%, 4-6 hours are 13.7%, and more than 6 hours are 7.8%.

INFERENCE

¹ Majority 72.5% of the respondents belong to the age group of 18-24 category.

² Majority 41.2% of the respondents does not interact with brands or businesses on social media for their promotional content.

³ Majority 41.2 % of the respondents came across brand promotion multiple times a day.

⁴ Majority 35.3 % of the respondents spend 2-4 hours per day on social media.

CORRELATION

		Social media	Brand image
Social media	Pearson Correlation	1	-.257
	Sig. (2-tailed)		.068
	N	51	51
Brand image	Pearson Correlation	-.257	1
	Sig. (2-tailed)	.068	
	N	51	51

INTERPRETATION

The p value is -.257 which is less than the significance value (0.05) hence alternative hypothesis (H1) is accepted. Therefore, there is a significant relationship between the social media platforms and brand image.

ANOVA

Brand perspective	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.213	2	3.106	2.705	0.77
Within Groups	55.121	48	1.148		
Total	61.333	50			

INTERPRETATION

The p value is .077 which is greater than the significance value (0.05) hence null hypothesis(H0) is accepted. And H1 is rejected.

CORRELATION

		Celebrities impact	Brand perspective
Celebrities impact	Pearson Correlation	1	.063
	Sig. (2-tailed)		.660
	N	51	51
Brand perspective	Pearson Correlation	.063	1
	Sig. (2-tailed)	.660	
	N	51	51

INTERPRETATION

The p value is 0.63 which is greater than the significance value (0.05) hence alternative hypothesis (H0) is accepted. Therefore, there is no significant relationship between the engagement with favourite celebrities on social media and the influence on individual's brand perspectives and purchasing decisions.

FINDINGS

- Majority 64.7% of the respondents are male.
- Majority 72.5% of the respondents belong to the age group of 18-24 category.
- Majority 49 % of the respondents belongs to Under Graduate qualification.
- Majority 80.4 % of the respondents actively use Instagram for personal purpose.
- Majority 41.2% of the respondents does not interact with brands or businesses on social media for their promotional content.
- Majority 41.2 % of the respondents came across brand promotion multiple times a day.
- Majority 35.3 % of the respondents spend 2-4 hours per day on social media.
- Majority 33.3% and 33.3% of the respondents Neutral and Agree the statement.
- Majority 43.1% of the respondents Agree the statement.
- Majority 39.2% of the respondents Agree the statement.
- Majority 45.1% of the respondents Agree the statement.
- Majority 41.2% of the respondents Agree the statement.

- Majority 54.9% of the respondents Agree the statement.
- Majority 51% of the respondents Agree the statement.
- Majority 51% of the respondents answered yes.
- Majority 41.2% of the respondents Agree the statement.
- Majority 51% of the respondents answered occasionally.
- Majority 78.4% of the respondents mentioned Instagram.
- Majority 60.8% of the respondents answered yes.
- Majority 39.2% of the respondents answered yes.
- Majority 60.8% of the respondents answered yes.
- Majority 41.2% of the respondents answered yes.
- By using ANOVA for finding the relationship between the social media platforms and brand image that the p value is 0.424 which is greater than the significant level (0.05). Hence, H0 is accepted and H1 gets rejected.
- By using ANOVA for finding the relationship between the brand perspective and the social media impact that the p value is 0.77 which is greater than the significant level (0.05). Hence, H0 is accepted and H1 gets rejected.
- By using ANOVA for finding the relationship between the engagement with favourite celebrities on social media and the influence on individual's brand perspectives and purchasing decisions that the p value is .002 which is lesser than the significant level (0.05). Hence, H1 is accepted and H0 gets rejected.
- By using Correlation for finding the relationship between the social media platforms and brand image, we found that there is a Negative correlation underlies between both the factors with value of 0.01 level of significance and also found that strong relationship (-.257) found between each variable.
- By using Correlation for finding the relationship between the brand perspective and the social media impact, we found that there is a Negative correlation underlies between both the factors with value of 0.01 level of significance and also found that strong relationship (-.228) found between each variable.
- By using Correlation for finding the relationship between the engagement with favourite celebrities on social media and the influence on individual's brand perspectives and purchasing decisions, we found that there is a positive correlation underlies between both the factors with value of 0.01 level of significance and also found that strong relationship (.063) found between each variable.

SUGGESTIONS

- Design a comprehensive dashboard for social media monitoring, capturing mentions, sentiments, and engagement related to sports and fashion brands.
- Apply real-time data analysis to detect emerging trends, understand customer opinions, and identify potential public relations crises.

- Integrate machine learning algorithms to conduct sentiment analysis, offering valuable insights into public perception.
- Construct a tool utilizing social media analytics to identify and assess potential influencers for sports and fashion brands.
- Deploy algorithms to evaluate an influencer's reach, engagement rates, and audience demographics effectively.
- Offer recommendations for the most impactful influencers tailored to specific campaign objectives.
- Create a monitoring tool to analyze the social media activities of competitors within the sports and fashion industries.
- Compare key performance metrics such as follower growth, engagement rates, and content effectiveness to provide actionable insights for adjusting brand strategies based on competitor performance.

CONCLUSION

As a conclusion, harnessing social media analytics for steering sports and fashion brands has been incredibly beneficial. Brand mentions, understanding sentiments, and measure of engagement were part of this project. This real-time data analysis allowed us to spot trends, grasp customer sentiments, and avert potential issues.

Then questionnaire was prepared and a survey was taken to accurately gauge public feelings about the brands, providing insights not only into current sentiments but also predicting future ones. This exploration of the dynamic landscape of social media analytics in the context of brand management for sports and fashion brands has been a journey filled with revelations and insights. To recap, this project was driven by the following key objectives:

1. Evaluate the Influence of Social Media Engagement:

To assess how the degree of engagement on social media platforms impacts the overall perception of a brand.

2. Investigate the Role of Social media impact on brand management:

To explore whether the impact of social media can both predict and shape the perception of that brand.

3. Explore the Influence of Influencers:

To gain insights into how social media influencers affect consumers' perceptions of brands and their choices when it comes to purchasing.

Throughout this project, we meticulously examined the nuances of social media data, delving into sentiment analysis, natural language processing, statistical analysis, and machine learning to extract valuable insights. We scrutinized the significance of social media content personalization and user-generated content in fostering brand engagement. The results of this data analysis efforts have illuminated the path toward effective brand management through data-driven strategies.

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