INFLUENCE OF SOCIAL MEDIA ON BRAND IMAGE: A LITERATURE REVIEW

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Abstract

In present scenario people prefer using social media rather than watching television. It includes posting live videos, stories and pictures. Brand image can also be monitored through likes, comments, and shares on social media. Following and engaging with followers, customers, and influencers also becomes an integral part in building strong brand image. Social media is a place in current world where we find people spending their most of the time. Specially youth follow the trend on social networking sites and then adopts it. The paper is based on recent literature. The various articles, research reports, newspapers, magazines, websites, and information's on the internet have been studied in depth. The paper reviews the influence of social media on brand image and the current scenarios going on around the world. The paper offers views on the significance of social media in enhancing, improving, and promoting brand image. Social media has provided a platform and empowered individuals to base their judgements about a product. It enables new users to form brand image about products on the basis of the information provided on social media. The findings suggest that the marketers should focus on brand image that can create emotional attachment with the product and social media can play an important role in creating that connect. Social media is a place where consumers express their trust and commitment for the brand and this is evident through likes and comments for a product. The brand image is also reflected in the content created by consumers on social media so it becomes an important aspect for the marketers.

Keywords: Social Media, Social Media Marketing, Brand Image

1.INTRODUCTION

 Phillip Kotler defined, Brand image as "set of beliefs, ideas and impressions that a person holds about a brand". Brand image is perception held about a brand in the memory of the consumers. It differs from person to person and is based one's experience, word of mouth, emotions, and interpretation of the consumer. Brand image becomes a significant factor in selecting a brand and dropping the other competing brands.

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

The extent of influence of social media on our lives cannot be ignored. Our purchase decision gets affected by the content available on it and mostly it is based on it. Brand image is the creation of image in the minds of the customers which is nowadays based on the information received on these sites specially by the younger generation. In today's world buyers always consult social media before going to buy a product as they get reviews from there. Social media has become a significant part of the lives specially of the millennials. There is not a single day in which they do not visit a social networking site. Brands get a platform to reach millions in easiest way. People create perception on the basis of brands portrayal on social media. Youth form a huge part of the market who often look for entertainment and information on social media platforms.

Social media influencers play a great role in building strong brand image and social media activities also create an emotional connect with the product (Nurhandayani, Syarief, & Najib, 2019). People have become resistant to traditional form of advertisement and ignore mass advertisement (Hoffman, Khanfar, Harrington, & Kize, 2016).

The advancement in technology increases the challenges of the marketers to adapt to new methods of marketing but social media is effectively and efficiently used by the marketers. Covid-19 brought lot of changes in each individual and the orientation towards digital media increased during these times. Social media became an opportunity for all the marketers to reach their customers easily in a convenient way.

2. LITERATURE REVIEW

2.1. Influence of Social Media on Brand Image

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

Social media influencer has positive influence on brand image which was found through SEM (Hermanda, Sumarwan, & Tinaprilla, 2019). The results of the study concluded that social media advertisement awareness has an indirect impact on brand image and brand image further has an impact on brand attitude and loyalty (Dulek & Saydan, 2019). According to the study's findings, social media marketing significantly affected both brand trust and image (Sanny, Arina, Maulidya, & Pertiwi, 2020). Further, the intention to buy male skincare products was significantly influenced by brand image and trust. The social media promotional content has more impact on hedonic and functional brand images in comparison with social media advertising content (Raji, Rashid, & Ishak, 2019). The study that was conducted on consumers of automotive brand also suggest that the consumers respond positively to emotional content than rational elements.

The findings of the study suggest that there is a positive significant influence of social media marketing on brand image (Heskiano, Yanuar, & Hilmy, 2020). In this way, social media readily promotes businesses by pushing the boundaries of time and geography in contacts with potential customers. With the advancement in technology as well as advanced users there is a need for advanced and interactive marketing programs to make better use of

digital media (Godey, et al., 2016). These studies suggest that if a brand receives many positive e WOMs for a product then it makes a good contribution in creating trust and positive brand image among the consumers (Farzin & Fattahi, 2018). If the consumers are satisfied with the product, they would recommend the product through social media through private messages (Sasmita & Suki, 2015). They can easily recognize a brand from other brands on social media. A systematic literature survey method and an inductive research approach was applied that indicated marketers need to adopt social media for developing marketing strategies. The post of social media has the power to go viral which in turn helps to reach to target market (Nyagadza, 2022).

2.2. Effect of Covid-19 on Social Media Marketing

The outcomes demonstrated that customers in America are using social media more frequently as a tool for product identification, information gathering, product evaluation, and product purchases post covid (Mason, Narcum, & Mason, 2021). The factors that ominously stimulate consumers' purchase intentions on social media during COVID-19 include social influence, responsiveness, e-payment mode, discount, or coupon offer, electronic word of mouth (E-WOM), trust in online store, marketing activities, peer recommendation, and brand loyalty (Eti, AbuHoraira, & Bari, 2021).

CONCLUSION

Marketers are always exposed to challenges of adopting new methods of reaching out to their potential customers. The various studies conducted showed a positive relationship between social media and brand image. Although social media has made the competition more intense among the marketers on the other hand it has brought down the cost and time difference in marketing their products to customers. Social media has replaced the traditional form of advertisement to a huge level. As the youth around the world has made social media as a part of life so it has become an attractive destination for the marketers. In the current scenario, social media has become the bridge between consumers and sellers. The importance of social media was mostly felt during the covid times. Social media is a place where the purchasing decision can immediately be influenced as product reviews, experiences, and usage are shared by consumers.

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