A Study On Impact Of Brand Visibility On Social Media And Consumer Purchase Intention

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ABSTRACT

The digital way is where marketing is headed in the future. To effectively reach their target audiences and establish a brand, marketers aim to use digital platform. The stewards of a brand in this digital age are not marketers, but those who are interconnected across digital channels.

Because consumers have a greater affinity for digital content than other media, brands aim to expand their presence online. Customers are avid information searchers, and the only channel fortwo-way contact between brands and consumers is digital media. The purpose of the study is to find out the significance of various factors that influence the brandpreference and brand awareness of consumers in the digital age. It is also to gain insights on howbrands are adapting to new techniques of brand building in the digital age with an aim at finding out different brand building digital strategies that brands are using across the globe and their influence on consumer preference, personality, purchase and loyalty. The study concludes that there is significant relationship between brand personality and purchase intention, gender and brand loyalty and brand visibility on social media and purchase decision.

Keywords: *brand visibility, social media, consumer purchase intention, digital branding*

INTRODUCTION

The purpose of the study is to find out the significance of various factors that influence the brandpreference and brand awareness of consumers in the digital age. It is also to gain insights on howbrands are adapting to new techniques of brand building in the digital age.

The idea was to understand various brand building techniques being adopted across the globe by global brands and to study the influence of digital brand building techniques in contemporary times. A study is also undertaken to understand the various factors that influence brand recall andawareness of a consumer.

Digitalization is not just for engagement; brands can use it to attract new customers or keep their current ones. Brand recall among target audiences is impacted more by digital media.The result of the evolution of branding and marketing has expanded the focus of companies from products to consumers. The ultimate goal of companies is to create happy customers. The activities conducted by companies in the process of marketing starting from choosing a brand name, to a logo, followed by the recall, loyalty and awareness companies want to create is all surrounding their target customers. Professor Kevin Keller's model of Brand Equity is focused on: A happy

customer is a profitable customer. The model talks about creating brand equity which is customercentric. The basic premise of the model highlights that the power companies hold in order to create a brand resides in the perception of customers, i.e power in the minds of the customers creates awareness, recall, recognition and eventually profit. Keller states that in order to capitalize this power branding should focus on feelings, the emotional aspect of customers and create sustainable relationships, for this marketers should aim at fostering right feelings, emotions, thoughts, attitudes and perceptions. To create a successful and strong brand brand strategists should understand the elements of effective brands namely:

- Brand Positioning,

- Brand Loyalty,

- Brand Personality, and

- Brand Logo

The Brand Valuation Model developed by Keller and Lehmann offers a thorough framework for comprehending and calculating the economic worth of a brand. The process of brand valuation isintricate and varied, and it needs careful evaluation of a number of variables, such as market conditions, the competitive environment, and consumer behavior.

Examining brand knowledge is one way the concept can be used in digital branding. Consumers today have been exposed to a wide variety of companies and have readily available data about brands due to the digital revolution. Therefore, having an effective online presence and actively managing their online reputation are crucial for digital brands. Therefore, the application of this approach can be used to assess the significance of brand knowledge components such as awareness of the brand, perception of the brand, and brand personality.

Analyzing brand response is another approach to use the concept for digital branding. Brand response can take many different forms in the digital arena, including participation in social media, online reviews, and purchasing patterns. The approach can be used by digital brands to assess the success of their digital advertising initiatives

and to pinpoint places where they can enhance consumer engagement. The approach can also be used to determine the monetary worth of an online brand. A projected cash flow evaluation, which predicts the potential cash flows attributable to the brand, can be used to accomplish this. This can include earnings from online sales, e-commerce profits, and other online revenue sources in the context of the internet.

In general, the approach and model offer a helpful framework for assessing the monetary value of digital brands and for locating opportunities for firms to strengthen their online presence and level of consumer involvement. Monitoring and analyzing the online visibility of a company across a variety of digital platforms and channels is included in the brand tracking and auditing process that takes place on digital platforms. This covers many websites, forums, blogs,and review sites as well as social networking platforms. Brand tracking and auditing is done with the intention of determining howsuccessful a brand's digital advertising efforts are, determining how consumers feel about the brand, locating any potential problems or opportunities, and enhancing the overall reputation of the company.

The Components of Brand Building in the Digital Age
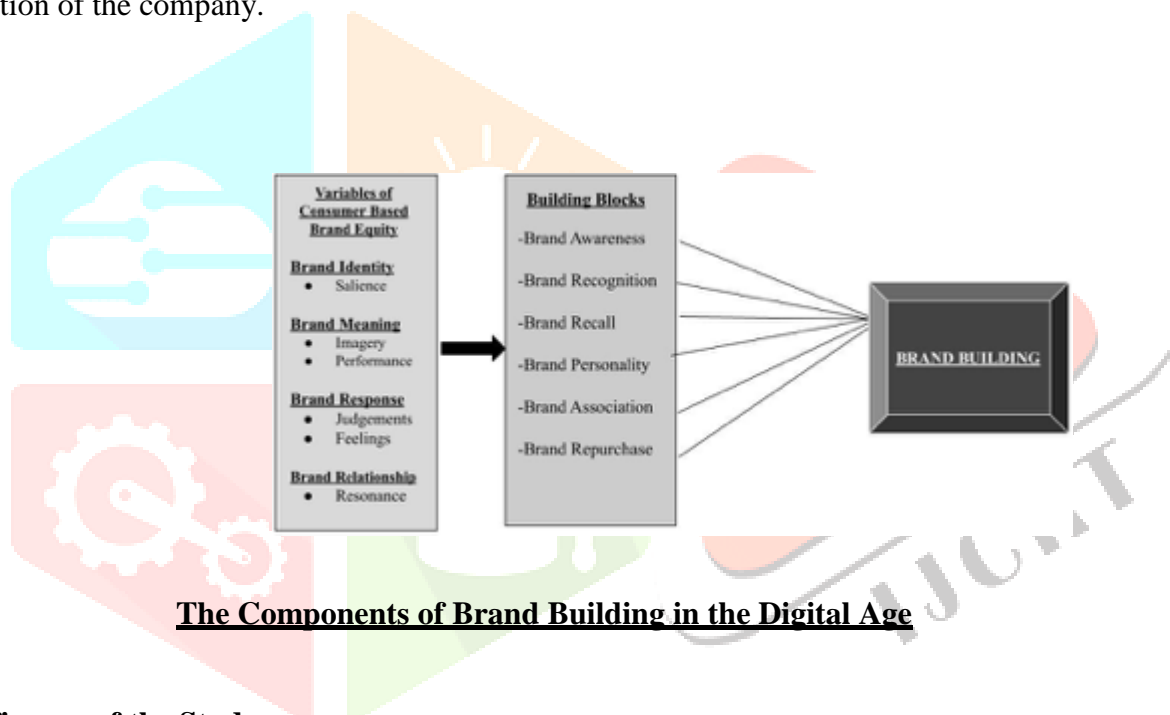
Significance of the Study: -

With increased emphasis on digitization, more and more people are consuming digital content ona daily basis, on their mobile phones, tablets, laptops and more. Companies are thus recognizing the important role that digital strategies can bring to their company. These days people carry theirmobile phones wherever they go, global brands can capitalize this opportunity to engage with their target customers for building brands. Thus, creating a great user experience and building customer loyalty.

This study aims at finding out different brand building digital strategies that brands are using across the globe and their influence on consumer preference, personality, purchase and loyalty.

REVIEW OF LITERATURE

Building Brand Equity

K. L. Keller. (1993). defining, monitoring, and maintaining brand equity based on customer relationships. In the Journal of Markeing CBBE model, an outline for understanding how customers perceive and react to brands, is introduced by Keller in this study. Brand significance,brand mental imagery,performance of the brand,and brand judgements, feelings, andresonance make up the model's four main building blocks. According to Keller, developing a strong brand image and concentrating on all of these elements is necessary to increase brand equity.The significance of evaluating and managing brand equity based on consumers is also covered in the paper. Brand tracking studies are used to track a brand's success through time. Keller stresses the importance of a thorough strategy for brand management that considers both internal and external elements that affect brand equity.The study Creating Customer-BasedBranding on the Internet the Impact of Brand Involvement and Experience, focuses on the contribution of company engagement and experience to CBBE in the digital era by Jisu H and Eunice K. The writers begin by talking about how the digital era has affected brand management and consumer behavior. They contend that while digital channels have given businesses new

ways to interact with consumers and foster brand loyalty, they have also increased the difficultiesassociated with maintaining a consistent brand and reputation.The authors then go over the material that has already been written about CBBE and brand interaction. They emphasize a number of important ideas, including the value of co-creation, customer interaction, and emotional connection in creating great brand equity. They also talk about how digital platforms, including social media, can improve customer loyalty and experience.

Digital Branding

The present state of the field's research is summarized in William Billon's description of the paper that was published and titled as Review on digital Branding in 2020. The author in the Journal of Brand Management Begins by explaining digital branding and laying out its key components. The research pertaining to different digital branding methods is then explored. This includes both more current, digitally focused frameworks and established branding ideas.The main issues and challenges encountered by digital brand managers are also covered in the paper, including the need to integrate traditional and digital marketing strategies, the significance of preserving the brand's personality across different platforms,and the requirement to adjust to the rapidly changing digital environment. The author also highlights the impact of consumer activity on digital branding, emphasizing particularly the growing importance of user generated content and social networking sites in shaping brand views.

Branding on Social Media Networks

Jaffrey Graham has examined the marketing and advertising sector of the Internet. The cost and efficacy of advertising across multiple mediums are calculated after reviewing research from dozens of companies. Online branding is effective, the Internet is at least as successful atgenerating product interest for established companies as television, magazines, and newspapers are for promoting recall. Social media advertising: Consumer behavior in response to social ads. An adaptation of Nielsen (2017). Social media has altered not only how individuals communicate online but also how other media are consumed. News, entertainment, and products for consumption are filtered, discussed, distributed, and validated through the usage of online social connections. Retailers should not really underestimate the strength of socialization as a means of driving sales, writes Andy Mallinson in his essay How Social Media Participation Will Impact the Commercial Space published in, 2018 issue of the digital marketing magazine. This was demonstrated by Desired Shoes, who most recently collaborated with us to create and incorporate a "social catalog" onto their website. The social catalog featured photographs of actual goods that clients had just purchased. Users of the website were then taken to a website to buy the identical shoe shown in the picture after hovering beyond a post, or else they may browse other shoes from a certain designer. The effect of digital advertising on brand loyalty and consumer behavior is the subject of a study paper published in 2017 by the team of Dr. Dwivedi. According to the report, brand loyalty and customer behavior are significantly impacted by digital marketing. Perceived value, trust, contentment, and involvement are a few of the crucial elements that the writers identified as having an impact on brand loyalty.
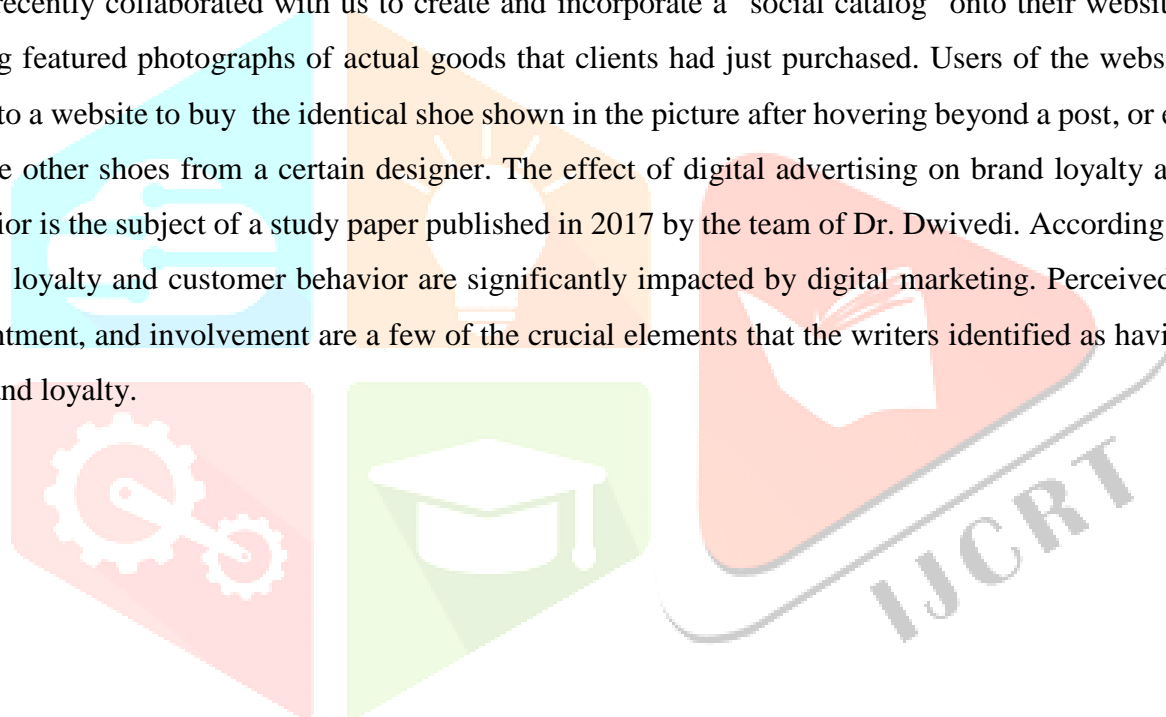
Brand Awareness and Brand Recall in the Digital Age

A Review of the Literature Concerning Brand Consciousness, with an Eye Towards Possible Future Research Directions by Chen R. and Li in 2021, is a thorough review of the collection of earlier studies on awareness of the brand which looks at the condition of the subject at the present day. The authors look at the status of the industry at the contemporary time. This study aims to uncover gaps in previous research and additionally provide perspectives on the idea, measurements,and implication of brand awareness. In addition, the study will recommend areas for future research that need to be focused on.The authors began by putting an emphasis on the idea of awareness of a brand, which may be defined as the ability of customers to identify a brand when presented with the name of the brand, its insignia, or any other identifying information. They then move on to discuss the various techniques of assessment that have been used previously in order to determine the extent of the audience's familiarity with the brand. Tests of memory, both assisted and unassisted, recognition of your brand, and retention of a brand are included in these methodologies.

RESEARCH METHODOLOGY

Objectives:

What a researcher hopes to accomplish by means of a research study is outlined in research objectives, which are precise goals or statements. The objective of the study, the researchproblem, and the goals of the study are all clearly and succinctly described in the research objectives

1. To understand the relationship between brand purchase and consumer personality.

2. To analyze the relationship between brand awareness and brand repurchase.

3. To analyze if gender has an impact on brand loyalty.

4. To analyze if the visibility of a brand on a social media platform is associated with theirpurchase decision.

Research Design:

The broad approach or strategy employed to address their research issue or hypothesis is researchdesign. It describes the techniques and steps that will be taken to gather and examine the data necessary to test the study hypothesis. The research design used in the research analysis is descriptive research design as this study aims at describing the influence of brand perception andawareness on consumer behavior in the digital age

Instruments Used:

The data was collected using the survey method that is by getting questionnaires filled by variouspeople.

For data collection: -

The method used for collection of the data was the Questionnaire method, which is a research strategy used for collecting information from an entire population or a group of people using questionnaires. To collect the responses from respondents, an organized set of questions has beenused in this process.

Data analysis: -

SPSS has been used for analysis, as it is a software which is used for descriptive and inferential statistical tests. SPSS was used for analyzing the data and data management. Z Test and Correlation- Regression has been used to interpret the data.

Data Collection:

This study is research based on a survey method. Relevant data for the study was collected using a questionnaire that was designed to effectively fulfill the objectives of the research which have been stated above.

Method of Data Collection:

Primary data collection as well secondary data collection techniques were used for the study.

Secondary data: The secondary data include research papers, data from websites, articles and brand building case studies.

Primary Data: Relevant data was collected by a structured questionnaire with close endedquestions.

Scales Used:

The scale which has been mainly used in this research is the nominal scale, a nominal scale, is used in statistics and research to group or classify data into different groups or categories. The categories are not ordered, and the various groups are usually identified by labels made up of words or numbers.

Sampling Design:

The sampling design used in the research is descriptive research design. The same has been used as this research aims at describing the influence of brand perception and awareness on consumer behavior in the digital age.

Sample Size

The sample size for the survey was 207 respondents who filled up an online questionnaire through Google Docs.

DATA ANALYSIS

Reliability Analysis

A statistical metric known as Cronbach's alpha evaluates the internal consistency or reliability of an array of items or a scale. Higher numbers indicate stronger internal consistency; the range is 0to 1. A test of statistical hypothesis should be done to ascertain the significance of Cronbach's alpha coefficient. Cronbach's coefficient equaling 0 indicates that there is no internal uniformity among the items, which is the null hypothesis. The other possibility (H1) is that the items are internally consistent to some extent if the Cronbach's alpha value is higher than 0, which is greater than 0. For the study to find out the relationship between brands and consumers, a reliability analysis was performed. The Cronbach alpha value was 0.820 which is greater than

0.7 and therefore, the data in this research is reliable.

Demographic Profile

According to the survey, the majority of respondents are aged between 21-30 years which constitutes 74.4% of total respondents.

Geographical Location

According to the survey conducted it can be seen that 89.9% of respondents are from Asia. 6.3 % are from North America and 3.9% are from Europe.

Occupation

According to the survey conducted, the highest number of respondents 54.6% of respondents are students. 24.6% respondents are salaried and 18.4% respondents are self-employed.

Gender

According to the survey it can be seen that 57.0% respondents are male, 41.5% are female and 0.5% belong to the binary category

Hypothesis Analysis

Hypothesis 1:

H0: There is no significant relationship between purchase and brand personalityH1: There is a significant relationship between purchase and brand personality In order to test the above hypothesis Correlation test statistics was calculated as:

Since the Pearson correlation coefficient between purchase and brand personality is 0.689 there for, we can say that there is positive correlation between purchase and brand personality. So, the alternative hypothesis is accepted. Therefore, we can say that there is a significant relationship between purchase and brand personality.

Hypothesis 2:

H0: There is no significant relationship between the first time a brand comes to a consumer's mind and the purchase decision

H1: There is a significant relationship between the first time a brand comes to a consumer's mind and the purchase decision

In order to test the above hypothesis Correlation coefficient test statistics was calculated as:

The Pearson correlation coefficient between purchase and the first time a brand comes to a consumers mind is 0.43 therefore, we can say that there is a very weak correlation between purchase and the first time a brand comes to a consumers mind.

So the null hypothesis is accepted. Which implies that there is no significant relationship between purchase and the first time a brand comes to a consumers mind.

Hypothesis 3:

H0: There is no significant relationship between gender and brand loyalty in the apparelindustry.

H1: There is a significant relationship between gender and brand loyalty in the apparelindustry.

In order to test the above hypothesis test statistics was calculated as:

The Pearson correlation coefficient between gender and brand loyalty is 0.59 therefore, we can say that there is a moderate correlation between gender and brand loyalty in the apparel - sportswear industry. So, the alternative hypothesis is accepted. Which implies that there is a significant relationship between gender and brand loyalty in the apparel industry.

Hypothesis 4:

H0: There is no significant relationship between gender and brand loyalty in the beverageindustry.

H1: There is a significant relationship between gender and brand loyalty in the beverageindustry.

In order to test the above hypothesis statistics was calculated as:

The Pearson correlation coefficient between gender and brand loyalty in the beverage industry is 0.07 therefore, we can say that there is a weak correlation between gender and brand loyalty in the beverage industry.

So, the null hypothesis is accepted. Which implies that there is a no significant relationship between gender and brand loyalty in the beverage industry.

Hypothesis 5:

H0: There is no significant relationship between brand visibility on social media and consumerpurchase decisions.

H1: There is a significant relationship between brand visibility on social media and consumerpurchase decisions.

In order to test the above hypothesis test statistics was calculated as:

Since the P value of two tailed Z test is 0 which is less than the significant value 0.05 therefore,we will accept the alternative hypothesis and reject the null hypothesis.

Therefore, we can say that there is a significant relationship between brand visibility on socialmedia and consumer purchase decisions.

FINDINGS

The percentage of male (57%) and female (41.5%) respondents was close. However, majorityrespondents are seen to be Male 57%

Apparel Brands - Sportswear (Nike and Adidas)

- According to the data collected, it can be seen that 80.2%, i.e majority respondents think of Nike when they think of sportswear brands. This indicates that Nikes online advertising which focuses on selling emotions, creating a brand via an emotional appeal is working in favor of Nike as a brand.

- As per the research conducted, it can be seen that 87%, i.e majority respondents associateAir Jordan with Nike. This indicates that Nike's strategy with respect to associating Michael Jordan with Nikes Jordan shoes is in alignment with its brand strategy as respondents have accurately associated the brand Nike with the same.

- 78% i.e majority respondents associate the tagline " Impossible is Nothing" withAdidas. This indicates that consumer recall with the brand's tagline is positive. Further, indicating high brand awareness for Adidas.

- The research analysis indicates that 90% i.e majority respondents associate the tagline " Just Do It" with Nike. This indicates that consumer recall with the brand's tagline is positive. Further, indicating high brand awareness for Nike.

- 98.6% i.e majority respondents are aware of the Adidas brand logo. This indicates that consumer recall with the brand's logo is positive. Further, indicating high brand awareness for Adidas.

- According to the research, it can be seen that 98.1% i.e majority respondents are aware ofthe Nike brand logo. This indicates that consumer recall with the brand's logo is positive.Further, indicating high brand awareness for Nike.

- The research indicates that 64.3% i.e majority respondents associate Nike as a brand withtheir personality, indicating a sense of excitement and sense of 'coolness' when theythink or wear Nike. This is in alignment with the first finding which shows that 80.2% i.e majority respondents think of Nike when they think of sportswear brands.

- The analysis showcases that 67.6% i.e majority respondents are most likely to re-purchase Nike. This indicates that the consumers who associate Nike with their own personality are most likely to repurchase the brand.

- In the research conducted it can be seen that 75.8% i.e. majority of respondents view Nike's advertising on Instagram. Indicating that Nikes instagram campaign strategy with respect to hashtag campaigns helps in building a strong brand image. Further, this also indicates that Nike's online branding strategy of creating an engaged community mixed withemotions has helped Nike as a brand to add value to its consumers.

Beverage Industry - Soft Drinks (Pepsi and Coca Cola)

- In the beverage industry it can be seen that 87.9%, i.e majority respondents think of CocaCola when they think of soft drinks. This indicates that Coca Cola as a brand is more popular compared to Pepsi as a brand.

- As per the research analysis, 75.4% i.e majority respondents associate the tagline " Open Happiness" with Coca Cola. This indicates that consumer recall with the brand's tagline is positive. Further, indicating high brand awareness for Coca Cola.

- Brand recall as per the research analysis is 76.3% i.e majority respondents associate the tagline " Dil Mange More" with Pepsi. This indicates that consumer recall with the brand's tagline is positive. Further, indicating high brand awareness for Pepsi.

- The research analysis indicates that 56% i.e majority respondents associate the Fizz with Coca Cola. This indicates a high consumer association with Coca Cola as a brand with itsFizz. This finding also indicates the reason why majority respondents think of Coca Cola when they think of soft drinks.

- With respect to brand awareness the research indicates, 89.9% i.e majority respondents are aware of Coca Cola's brand logo. This indicates that consumer recall with the brand'slogo is positive. Further, indicating high brand awareness and recall for Coca Cola.

- With respect to the recall factor the research conducted highlights that 93.2% i.e majority respondents are aware of Pepsi's brand logo. This indicates that consumer recall with thebrand's logo is positive. Further, indicating that brand awareness and recall with respect to the logo and celebrity endorsement for Pepsi is high.

- The repurchase behavior seen in the beverage industry in the softdrinks segment indicatesthat 70.5% i.e majority respondents are most likely to re-purchase Coca Cola.This indicates that the consumers who associate Coca Cola with their own personality aremost likely to repurchase the brand.

Findings of Correlation:

- There is a positive correlation between Brand Purchase and Brand Personality.

- There is a weak correlation, or no relationship between the first time a brand comes to aconsumer's mind and the purchase decision.

- There is a moderate correlation or a significant relationship between gender and brandloyalty in the apparel industry - sportswear segment.

- There is a weak correlation or no relationship between gender and brand loyalty in thebeverage industry - soft drinks segment

Findings of Z Test:

- There is a significant or positive relationship between brand visibility on social media and consumer purchase decision.

CONCLUSION

To effectively capitalize their online target audiences and establish brand value, brands aim to use various social media platforms. The stewards of a brand strategists in this digital age are those who are interconnected across digital channels and wish to interconnect all the media platforms to capitalize digital media to its fullest potential.

Because consumers have a greater affinity towards digital content than other mediums, brands aim to significantly expand their presence online. Customers are avid information searchers, and for brands to maintain a consistent brand image in the competitive market the best medium becomes social media. These platforms not only help in capturing a broad and organic reach, by allowing brands to tap and test untapped audiences but also provide a two-way contact between brands and consumers which help in engagement and association of consumers with brand personality.

LIMITATIONS

- The data collected is from a small sample size of 207 respondents, therefore someamount of exploration is yet to be done to arrive at the expected and projected figures.
- In many cases secondary data sources had discrepancy while quoting the same figures, insuch cases average figures have been assumed to be correct.
- Most of the respondents were students, therefore, the study cannot be generalized for those who are self-employed, homemakers or salaried.
- Most of the people that responded to the survey belonged to India, so the study cannot be generalized to the entire population of India and or the other countries.

RECOMMENDATIONS
- It is important for startups and big companies to acclimatize and embrace the digital space.
- It becomes important for companies and startups to be well versed with the current social media trends.
- Companies should hold certification courses for their employees in Digital Marketing andInfluencer marketing to expand their brands in the digital space..
- It is important to conduct a market, audience, and social platform survey before promoting a product or service on a digital platform via an influencer for a brand as both have different sets of loyal audiences.

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