



THE ROLE OF SOCIAL MEDIA IN BRANDING WITH REFERENCE TO SMARTPHONES

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Abstract: Based on the data which is being collected from the different respondents we have come to know that the social media plays a very important role for branding. We have come to know that how social media have an impact on the brands particularly on different smart phone brands. We have find out how social media can be useful for the brands. The different attributes of the social media which will turn out to be the advantage for the smart phones brands.

Keywords: - social media, branding, brands, smart phones

I. INTRODUCTION

Smart phones have become an important part of our life. Day starts with a smart phone in our hand and the day ends with a smart phone. It has become such an important part of life that we cannot spend a single day without it.

The number of smart phones users has increased immensely over a period of time. And with the increased use of smart phones, the social media has become an important part of life. Today maximum number of people is utilizing their time more on smart phones and especially in the social media.

The craze of smart phones is increasing day by day. Majority interest is being found amongst the children, teenagers and the youth generation. Apart from the purpose of communicating with each other through a phone call, the smart phone has become more of entertainment purpose. It has become a tool for enjoyment, fun, time pass and so on.

With the passage of time, social media has become a better platform of communication with each other. People have found an easy way of connecting socially with each other. Smart phones have been a tool for people to fulfil their requirements.

Social media is helpful to all types of people such as students who are in school, who are in colleges pursuing their diploma, graduation, post graduation and PhD. It has made the life of students more comfortable and easy.

There is a deep relation between the smart phone and the social media. Today we are living in such a trend that more the usage of the smart phones, more the knowledge of the social media and its different applications.

The connectivity between the smart phones and the social media is increasing day by day. More touch with smart phones, more the connection with the social media as the major use of the smart phone goes into the social media.

II. OBJECTIVES

To measure role of social media in creating awareness.

To measure role of social media in performance of brand.

To measure role of social media in creating brand experience.

To measure role of social media in creating credibility of brand.

III. PROBLEM STATEMENT

The dilemma about which social media to be used by a particular brand should be addressed properly.

The negative feedback which is received from the customers should be addressed properly by the company.

The problem of lack of communication should be solved in an optimum manner.

IV. LITERATURE REVIEW

Social Brand Value and the Value enhancing Role of Social Media Relationships for Brands

(2012)

Johann Fueller, Roland Schroll, Severin Dennhardt, Katja Hutter

Due to the social media revolution and the emergence of communities, social networks, and user generated content portals, prevalent branding concepts need to catch up with this reality. Given the importance of social ties, social interactions and social identity in the new media environment, there is a need to account for a relationship measure in marketing and branding. Based on the concept of social capital we introduce the concept of social brand value, defined as the perceived value derived by exchange and interactions with other users of the brand within a community.

Information Diffusion through Social Media Analysing Brand Promotion through Social Network Analysis tools

Mini u., Poulouse Jacob

The usage of Social Media has increased considerably over the last ten years due to the rapid growth of internet usage. Facebook, the de-facto social network has grown since opened to public to become a significant strength especially promotion channels for companies with over 800 million daily active users

A critical review of literature on the importance of social media in branding

This research discusses about social media and its effect on branding and consumers. But what is social media? The term social media can be defined as “Many online tools that allow people with similar interests to share information, learn from others, or network in an open process. The information found on these sites is commonly referred to as ‘user-generated content’, which means anyone is able to post with minimal restrictions or oversight.”(Wilson, 2010)

A study of the impact of social media on consumers

Social media have provided new opportunities to consumers to engage in social interaction on the internet. Consumers use social media, such as online communities, to generate content and to network with other users. The study of social media can also identify the advantages to be gained by business.

V. RESEARCH METHODOLOGY

Sources of Data:

The research is based on primary data which is collected through the self design, structured questionnaires.

Sample Size:

The sample size is chosen 105 in this research.

Sampling Method:

The sample is selected by using non probability convenience sampling method.

Data Collection Method:

The data collection method is Online Questionnaire.

VI. LIMITATIONS

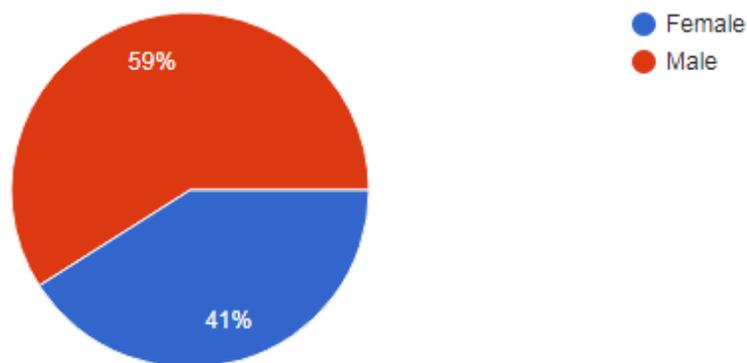
The population of interest is limited to Vadodara, Gujarat, India due to the following reasons:

- (a) Convenience,
- (b) low cost,
- (c) Accessibility and
- (d) COVID-19

VII. DATA ANALYSIS AND INTERPREATION

Gender

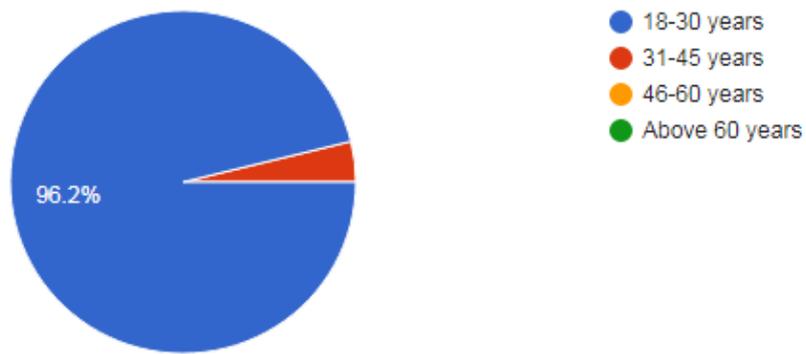
105 responses



Out of total 105 responses, there are 62 males (59 percentage) and 43 females (41 percentage) from which data is being collected.

Age Group-

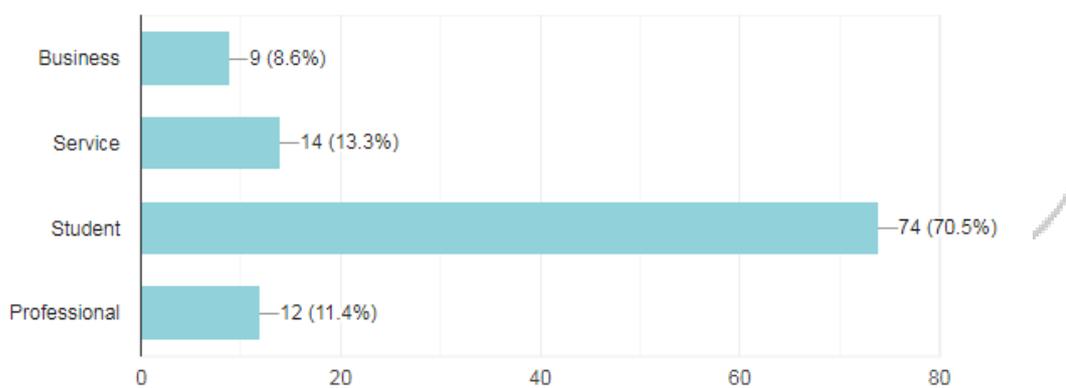
105 responses



It is been observed that maximum number of respondents belonged to the age group of 18-30 years. We can say that people belonging to the age group of 18-30 years uses more of social media and smart phones. The craze of smart phones and using social media is more amongst this age group.

Occupation

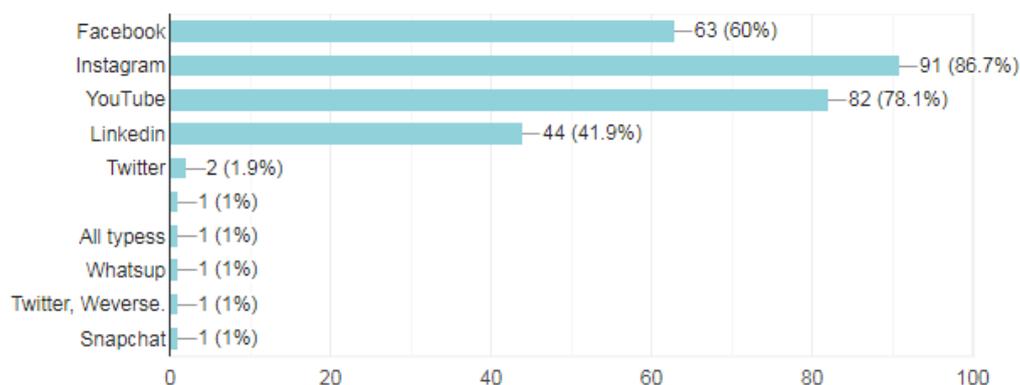
105 responses



Out of total 105 respondents, majority of the respondents belongs to the student (70.5 percentage) followed by service people (13.3 percentage), professional people (11.4 percentage) and business undertaking people (8.6 percentage).

Which social media platform do you use?

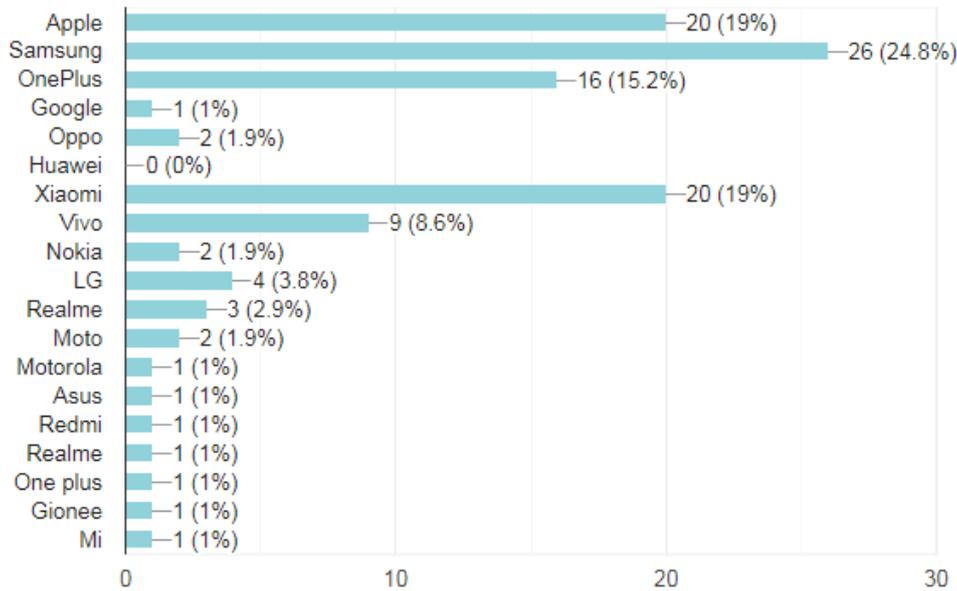
105 responses



From the above table it can be observed that maximum respondents are using Instagram (86.7 percentage) as a social media platform. After Instagram, YouTube (78.1 percentage) comes at second position as a social media platform which is being used by them followed by Face book (60 percentage), LinkedIn (41.9 percentage) and so on.

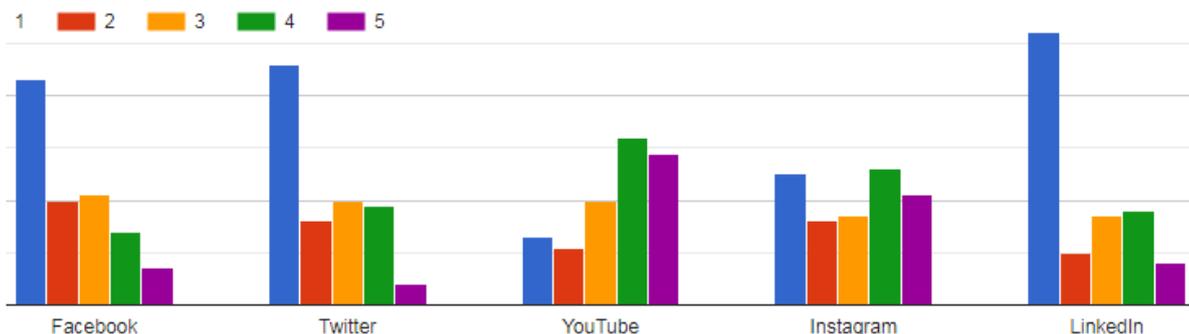
Current smartphone brand you are using

105 responses



Samsung smart phone is being maximum used by the respondents (24.8 percentage). After that Apple smart phone is being more in usage of the respondents (19 percentage). Both Samsung and Apple are considered to be top companies when we talked about smart phones. Also both these companies have maximum number of customers and highest market share.

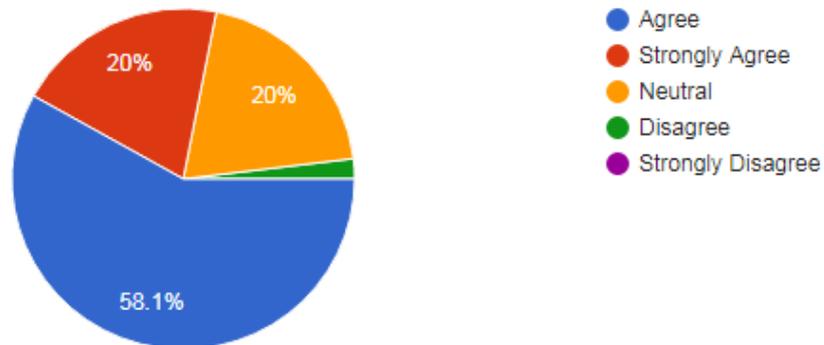
Rank on scale of 1 to 5 for the source of information on social media you use for purchase of smart phone. (1 being least preferred to 5 being most preferred)



From the above graph it can be observed that LinkedIn is more considered by the respondents for the source of information on social media for the purchase of smart phone. Another reason might be that LinkedIn is one of the professional social media platforms.

Social media helps to share valuable information about the brands

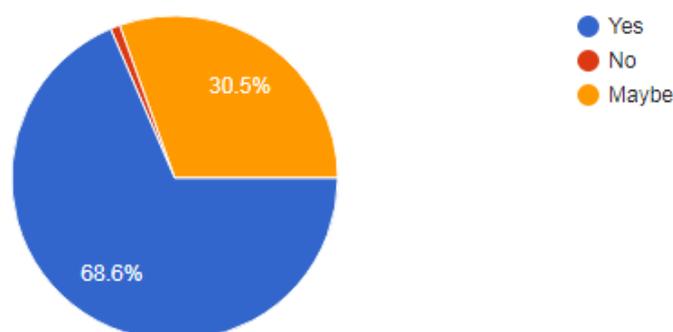
105 responses



More number of respondents (58 percentage) believes that the social media helps to share valuable information about the brands. Also 20 percentage of the respondents strongly agrees that social media helps to share valuable information about the brands. Also other 20 percentage of the respondents believes that they are neutral regarding the social media helps share valuable information about the brands.

When customer observes a brand on social media it will increase customer engagement.

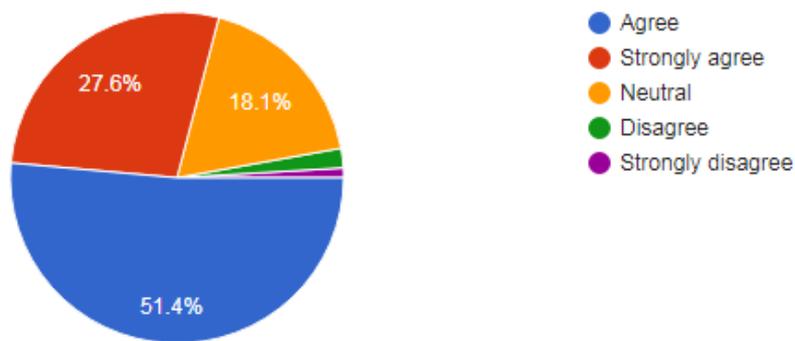
105 responses



Out of the total 105 respondents, 72 respondents (68.6 percentage) gives their response that Yes when customer observes a brand on social media it will increase customer engagement. Another 35 respondents (30.5 percentage) are not sure that when customer observes a brand on social media it will increase customer engagement.

Social Media plays a very essential role in building brand awareness of smartphones.

105 responses

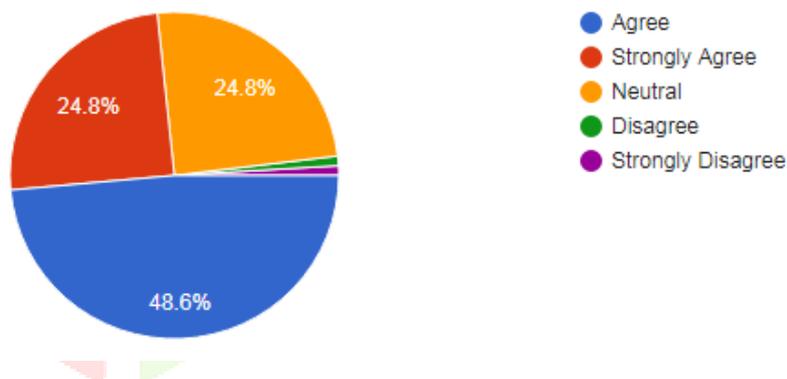


54 respondents (51.4 percentage) agrees that social media plays a very essential role in building brand awareness of smart phones. Another 29 respondents strongly agrees that social media plays a very essential role in building brand awareness of smart phones. 19 respondents (18.1 percentage) are neutral about social media plays a very essential role in building brand awareness of smart phones.



Customer interaction on social media plays a important role in measuring brand performance.

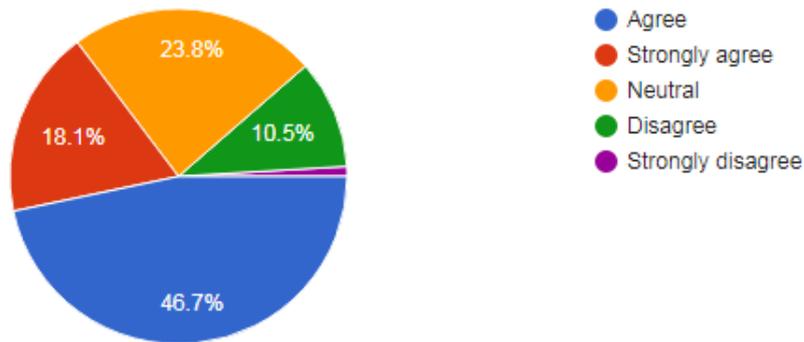
105 responses



48.6 percentage (51 respondents) believes that customer interaction on social media plays a important role in measuring brand performance. We can say that these respondents are more interactive on the social media. About 24.8 percentage (26 respondents) strongly believes that customer interaction on social media plays a important role in measuring brand performance. They are also considered to be the most interactive persons on the social media. Also 24.8 percentage (26 respondents) are neutral about customer interaction on social media plays a important role in measuring brand performance.

Is social media useful to solve the queries of existing as well as new customers of smartphone users?

105 responses

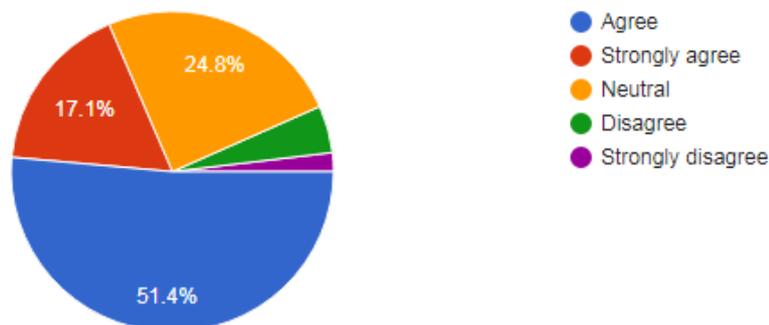


49 respondents (46.7 percentage) agrees that social media useful to solve the queries of existing as well as new customers of smart phone users. It means their queries have been solved with the help of social media. Another 19 respondents strongly agrees that social media useful to solve the queries of existing as well as new customers of smart phone users. It also means that their queries have been solved with the help of social media.

Another 11 respondents (10.5 percentage) who disagrees and 01 respondent (0.9 percentage) who strongly disagrees might have possibility that social media was not useful to them for the purpose of solving queries.

Social media plays an important role in measuring credibility of a brand.

105 responses

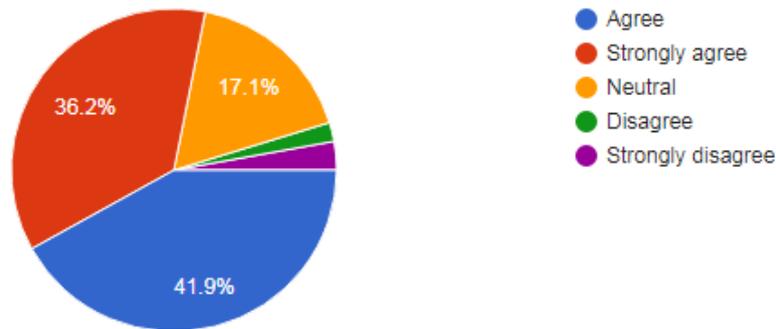


Out of the total 105 respondents, 54 respondents (51.4 percentage) agrees that social media plays a important role in measuring credibility of brand. It means that these respondents were able to measure the credibility of the brand. Another 18 respondents (17.1 percentage) strongly agrees that social media plays a important role in measuring credibility of brand. It also means that these respondents were able to measure the credibility of the brand.

Another 05 respondents (4.8 percentage) who disagrees and 02 respondents (1.9 percentage) who strongly disagrees that social media plays a important role in measuring credibility of brand seems that they were not able to measure the credibility of the brand.

Social media plays an important role,when a brand is newly established.

105 responses

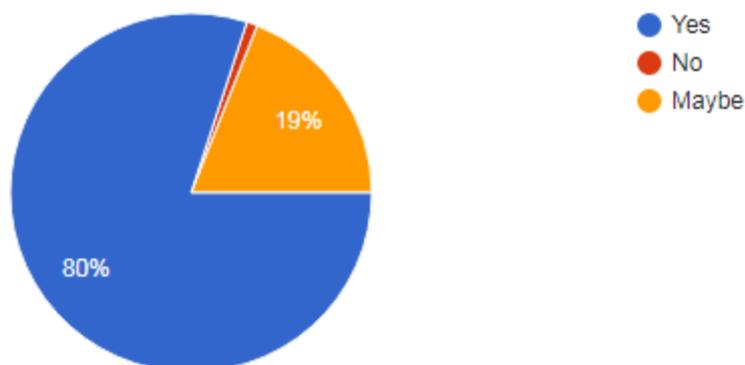


41.9 percentage (44 respondents) agrees that social media plays an important role, when a brand is newly established. It means these respondents could easily notice and observed a newly established brand on the social media. 36.2 percentage (18 respondents) strongly agrees that social media plays an important role, when a brand is newly established. It also means these respondents could easily notice and observed a newly established brand on the social media.

Another 02 respondents (1.9 percentage) who disagrees and 03 respondents who strongly disagrees seems that these respondents could not notice and observed a newly established brand on the social media.

A brand is easily noticed through the help of social media

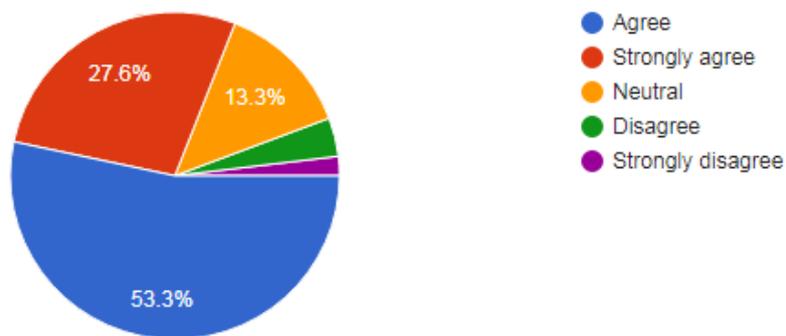
105 responses



84 respondents (80 percentage) responded yes that a brand is easily noticed through the help of social media. 20 respondents (19 percentage) were not sure about that a brand is easily noticed through the help of social media.

A brand can increase their followers through the help of social media.

105 responses

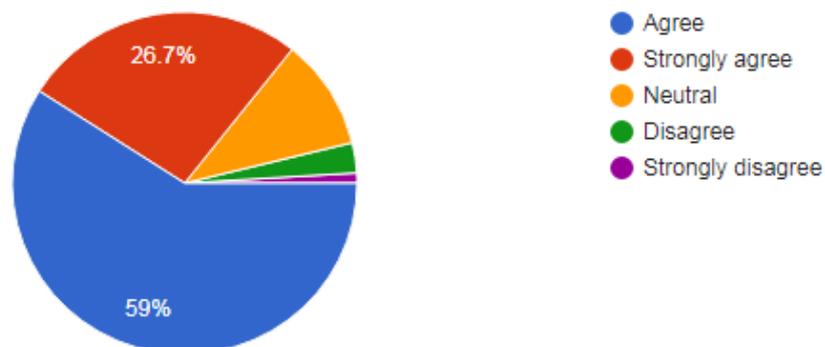


56 respondents (53.3 percentage) agrees that a brand can increase their followers through the help of social media. 29 respondents (27.6 percentage) strongly agrees that a brand can increase their followers through the help of social media. It means that the brand these respondents are using have more numbers of its followers on the social media.

04 respondents (3.8 percentage) disagrees that a brand can increase their followers through the help of social media and 02 respondents (1.9 percentage) strongly disagrees that a brand can increase their followers through the help of social media. It means that the brand these respondents are using have less numbers of its followers on the social media.

A brand can be updated with the help of social media

105 responses

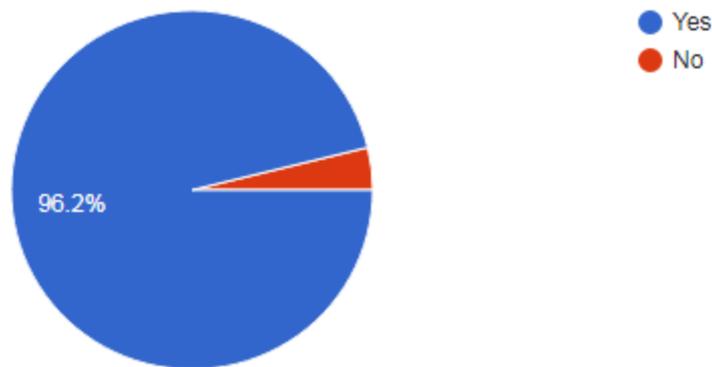


59 percentage (62 respondents) agrees that a brand can be updated with the help of social media and 26.7 percentage (28 respondents) strongly agrees that a brand can be updated with the help of social media. It means that the brands that they are using have been updated with the help of social media.

2.9 percentage (03 respondents) disagrees that a brand can be updated with the help of social media and 1.1 percentage (01 respondent) strongly disagrees that a brand can be updated with the help of social media. It means that the brands that they are using have not been updated with the help of social media.

Social media is an amazing tool when it comes to branding.

105 responses



96.2 percentage (101 respondents) says yes that social media is an amazing tool when it comes to branding and 3.8 percentage (04 respondents) says no that social media is an amazing tool when it comes to branding.

VIII. FINDINGS

- The data is being collected in the form of questionnaire.
- The data is received from a total of 105 respondents.
- In the data collection, maximum data is received from the male respondents.
- The maximum respondents in the data collection belong to the age category of 18-30 years.
- The reason that maximum numbers of the respondents are youths in the data collection method because the usage of social media amongst them is more.
- The majority of the respondents in the data collection are students.
- The social media that are being used by majority of the respondents are Instagram, YouTube, Face Book and LinkedIn.
- Samsung is the smart phone which is being used by majority of the respondents followed by Xiaomi, Apple and One plus.
- The different factors of brands are taken into the consideration on which further data is being collected.
- Research is being undertaken to find out various role which is being played by social media towards the brands.
- The research was undertaken to find out how social media is helpful in some of aspects of brands such as its awareness, performance, experience and credibility.
- On the basis of our research, we could find out the different opinions about the social media from our respondents.
- The opinions in the questionnaire were being asked to the respondents with the help of Likert Scale and Dichotomous questions.
- Majority of the respondents agreed about the opinions that was being asked in the questionnaire.
- From the research we have reached to the respondents to know about their opinions about the smart phones brands.
- Different perceptions of the respondents were known from the data which was being collected from them.

IX. CONCLUSION

Our topic is “ROLE OF SOCIAL MEDIA IN BRANDING WITH REFERENCE TO SMARTPHONES” and based on our topic we have reached out to various conclusions. We have tried to find out that how social media is helpful to different brands of the smart phones. How social media is effective and efficient for the purpose of branding. From this research we have come to find out the contribution made by the social media towards the branding.

The relationship between the social media and branding was being found out in the research work. The ways by which the social media can influence the brands of smart phones was being found out.

In the research work it was being found out that how a particular brand can take the help of social media in the various aspects such as to create awareness, to build brand experience and so on.

The focus was done about need of the social media and how the social media is helpful. The different ways by which a particular brand can generate lead was being known. How a brand can build community was being given emphasis. The effective ways by which a brand can increase their followers was being focussed.

Any particular social media on which any particular brand has highest the number of the followers, that brand will always choose that social media as its first priority.

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