



Effect of Social Media Marketing Activity of Amul on Brand Awareness, Brand Image and Brand Loyalty

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ABSTRACT

The aim of study is to identify the effects of social media marketing of Amul on brand awareness, brand image and brand loyalty of consumer. The result of the study showed that maximum number of users are using social media. In this survey data has been collected from remote area. It is been observed that most of the respondents have that social media marketing creating brand image in customer mind, along with this most of the respondents agree that social media marketing helps them to create brand loyalty to customers and social media marketing also helps from brand awareness. This study helps to understand customer to change their buying decision in dairy products.

Keywords: social media marketing, brand image, brand loyalty, brand awareness

1. Introduction

Social media is online environments where people with common interest come together to share their thoughts, comments and idea. In today's competitive market Brand use this platform for run campaign, product advertisements and brand building. These practices which express social media marketing activities include action that encourage consumers to choose product and brand and that target market marketing messages to other consumers online. Thanks for social media marketing activities such as creating their own personal brand profile and introducing service, product information and special offers in simple, cheap, and continuous way

Brand awareness refers to the level of consumer recognition, acceptance, and recall of brand in any case. according to brand awareness customers have a idea about the brand or product of specific brand. Brand awareness consists of four level: brand recognition, brand recall, top of the mind brand, and dominant brand. Being a brand that comes to mind first refers to becoming that most aware of brand in product category.

Brand image is position in the customer mind. Brand image contain information and idea that consumer has about different product of the brand and feature of the product. Marketing communication, consumption experience, and societal consequences all contribute to mental image that consumers have of a brand. The impact of these elements on customers minds has an impact on their attitudes toward brand and trust, as well as the impact of brand messaging on their mind.

Brand loyalty consumers predisposition to choose one brand's product over another is known as brand loyalty. Consumer behaviour patterns show that consumers who have built a trusting relationship with a firm will continue to buy product from that company. Loyalty is incredibly valuable to organisation since it leads to customer recommendation, repeat purchases, and higher revenues

2. Review Papers

[1] Mesut (march 2012) The aim of this study is to identify the effect of social media marketing on brand loyalty of the consumers, given that the concept is receiving increasing attention from marketing academia and practitioners. The results of the study showed that brand loyalty of the customers is positively affected when the brand (1) offers advantageous campaigns, (2) offers relevant content, (3) offers popular contents, (4) appears on various platforms and offers applications on social media; were used by using SPSS 17.0 version. Customers prefer to share music, technological-related, and funny contents on social media platforms. Based on our results, this study can be considered as a pioneer in this new area of marketing, and propose several tactics for the practitioners.[2] Bruno schivinski Researchers and brand managers have limited understanding of the effects social media communication has on how consumers perceive brands. The results of the empirical studies showed that user generated social media communication had a positive influence on both brand equity and brand attitude, whereas firm-created social media communication affected only brand attitude. Both brand equity and brand attitude were shown to have a positive influence on purchase intention. In addition, we assessed measurement invariance using a multi-group structural mode ling equation. The findings revealed that the proposed measurement model was invariant across the researched industries. However, structural path differences were detected across the models. [3] Constanza bianchia (2015) The study investigates Chilean marketing managers' perspectives on social media platforms, the benefits or barriers to their firm's marketing practices and the impact they have on the immediate marketing environment based on in-depth interviews. Applying Okazaki and Taylor's (2013) social media framework the findings provide an understanding of social media's role for Chilean firms in customer engagement, brand image enhancement, return on investment, and meeting consumer needs through time and place. Additional themes emerged on the use of social media through Smartphones and their value for future marketing activities.

3. Research Methodology

Descriptive research design was used in this research which clearly indicates that the study is all about a certain characteristics of individual towards effect of social media marketing of Amul on brand awareness, brand image, and brand loyalty. Convenience sampling technique was used for data collection. Response was taken from 100 sample size over Vadodara city. Questions were circulated over the targeted sample and response was taken for data analysis. Here are the questions and responses received for that.

1. Have you ever seen an advertisement of Amul on social media platform?

Table 1: Have you ever seen an advertisement of Amul on social media platform?

	Yes	No	Maybe
Number (out of 100)	76	12	12
Percentage	93%	7%	12%

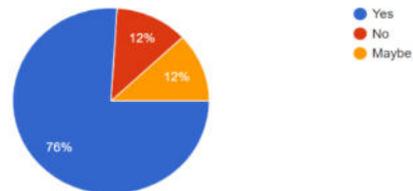


Fig. 1 - Have you ever seen an advertisement of Amul on social media platform?

2. Do you think social media marketing helps to create brand image of Amul?

Table 2: Do you think social media marketing helps to create brand image of Amul?

	Yes	No	Maybe
Number (out of 100)	74	5	21
Percentage	74%	5%	21%

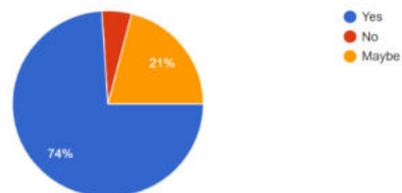


Fig. 2 - Do you think social media marketing helps to create brand image of Amul?

3. Do you think social media marketing helps to create brand Awareness of Amul?

Table 3: Do you think social media marketing helps to create brand Awareness of Amul?

	Yes	No	Maybe
Number (out of 100)	69	12	19
Percentage	69%	12%	19%

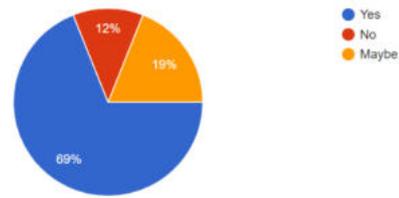


Fig. 3 - Do you think social media marketing helps to create Brand Awareness of Amul

4. Do you think social media marketing helps to create brand Loyalty of Amul?

Table 4: Do you think social media marketing helps to create brand Loyalty of Amul?

	Yes	No	Maybe
Number (out of 100)	65	11	24
Percentage	65%	11%	24%

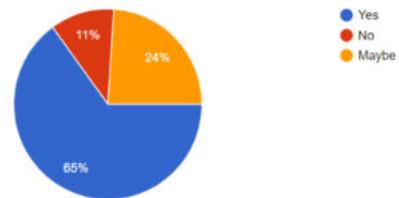


Fig. 4-Do you think social media marketing helps To create brand Loyalty of Amul?

5. Does Social media marketing affect your purchase decision of Dairy products?

Table 5: Does Social media marketing affect your purchase decision of Dairy products?

	Yes	No	Maybe
Number (out of 100)	51	22	27
Percentage	51%	22%	27%

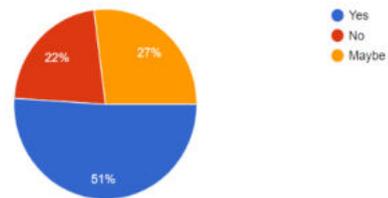


Fig. 5-Does Social media marketing affect your purchase Decision of Dairy products?

6. How likely are you to buy Dairy product recommended online?

Table 6: How likely are you to buy Dairy product recommended online?

	Number	Percentage
Very likely	32	32%
Somewhat likely	40	40%
Quite Unlikely	16	16%
Very Unlikely	12	12%

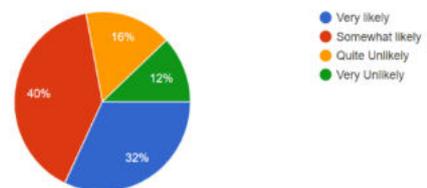


Fig. 6-How likely are you to buy Dairy product Recommended online?

7. Does brand image promote you to buy particular Dairy product?

Table 7: Does brand image promote you to buy particular Dairy product?

	Yes	No	Maybe
Number (out of 100)	70	14	16
Percentage	70%	14%	16%

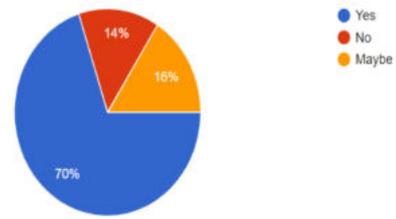


Fig. 7-Does brand image promote you to buy particular

Dairy product?

8. Does brand awareness promote you to buy Dairy products?

Table 8: Dose brand awareness promote you to buy dairy product?

	Yes	No	Maybe
Number (out of 100)	64	11	25
Percentage	64%	11%	25%

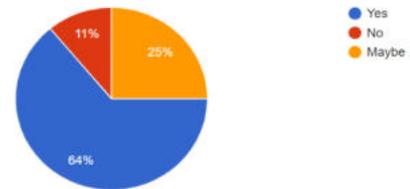


Fig. 8–Dose brand awareness promote you to buy dairy product

9. Does brand awareness create brand loyalty?

Table 9: Does brand awareness create brand loyalty?

	Yes	No	Maybe
Number (out of 100)	63	16	21
Percentage	63%	16%	21%

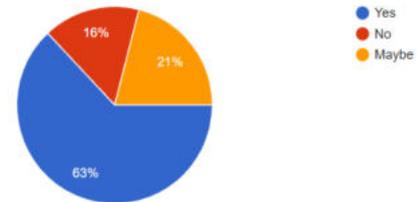


Fig. 9–Dose brand awareness create brand loyalty

10. Does social media marketing are trust worthy regarding Dairy products?

Table 10:Does social media marketing are trust worthy regarding dairy product?

	Yes	No	Maybe
Number (out of 100)	52	15	33
Percentage	52%	15%	33%

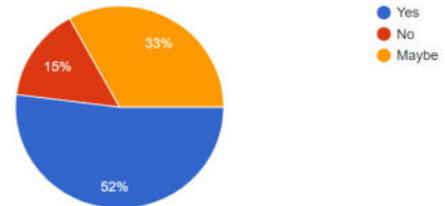


Fig. 10–Does social media marketing are trust worthy regrading dairy product

4. Results and Conclusion

Results:

- Here the majority of people has seen Amul advertisement in social media platforms.
- Majority of the people thinks that social media marketing create brand image of Amul.
- Here the majorly respondents agree that social media marketing helps to create brand awareness of Amul.
- Majority of people thinks that social media marketing create brand loyalty of Amul.
- In this survey half of the people says that social media marketing affect purchase decision of dairy product.
- From the findings it has been researched that majority of people likes to buy dairy product recommended online.
- Majority of respondents have said that brand image promote to buy particular dairy product.
- Majority of respondents have said that brand awareness promote to buy dairy product.
- Here the majority of people says that brand awareness create brand loyalty towards customer.
- Most of the respondents says that social media marketing is trust worthy regarding dairy product.

Conclusion:

- It is seen that most of the people are active on social media platforms and they like to prefer dairy product brand which are recommended online.
- Social media marketing helps to take decision of purchasing of dairy product.
- Social media platforms also helps the brands to create brand awareness, brand image, and brand loyalty
- Brand awareness helps to create brand loyalty in customers mind.

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