



Role and Impact of Social Media Marketing on Brand Image and Brand Loyalty

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ABSTRACT:

Social media provides businesses with a greater platform for brand promotion and loyalty-building. This study's goal is to create and validate a conceptual model that incorporates the connections between social media marketing components, brand loyalty, and brand trust. Saudi Arabian social media users' data was gathered, and the model was tested using structural equation modeling with SPSS and AMOS. Model evaluation and assessing the model's significance were the two stages of the model testing procedure. The results of the hypothesis tests show a substantial and favorable association between brand trust and brand loyalty and brand communities, entertainment, engagement, and customisation elements. The study's conclusions offer social media marketers a road map for fostering customer loyalty and brand trust.

Keywords: 1)Brand Community 2)Brand Loyalty 3)Brand Trust

Brand Image:

A brand's present perception among consumers is known as its image. It can be characterized as a particular collection of associations held by the target audience. It denotes the current values that the brand upholds. It is a set of opinions people have regarding a particular brand.

Brand Loyalty:

This is the degree of allegiance or commitment that consumers have toward a particular brand. It reflects their tendency to repeatedly choose and purchase products or services from that brand over its competitors.

Introduction:

Customer loyalty to a company's brands is a crucial competitive advantage for many firms, and it has a big impact on their financial performance. Studies have shown that having devoted consumers can have a significant positive impact on a business's bottom line. Customers that feel appreciated are more inclined to make repeat purchases, invest in trying new products, provide helpful criticism, and recommend a company to others. Additionally, "loyalty raises entry obstacles for competing brands," permits the business to raise prices in response to growing costs, and serves as a safety valve during moments of intense price competition. Additionally, brand-loyal customers tend to purchase a product or service for a longer period of time and spend fewer marketing resources, which increases market share (Nezakati et al., 2013). According to Durukan & Bozaci (2011 apud Khan, 2013, p.178), "said that in today's competitive and challenging business environment, loyal customers are essential to the success and continuation of firms." Today's businesses may thank their consumers' loyalty for a large part of their success.

Importance of Brand Image and Brand Loyalty:

- 1) Customer trust : Building client trust begins with a strong brand reputation. People are more likely to make repeat purchases and stick with a company when they trust it.
- 2) Competitive Advantage: A company can gain a competitive edge in the market by building a strong brand image. It improves the brand's customer appeal and helps set it apart from rivals.
- 3) Perceived Value: Consumers may view a brand's goods or services to be of higher value if the brand has a strong reputation, which enables the business to charge more for them.

- 4) **Customer Loyalty:** Strong brand perception encourages customer loyalty. Even when there are more recent or less expensive alternatives, loyal clients are more likely to stick with a brand.
- 5) **Word-of-Mouth Marketing:** Brand advocacy and organic word-of-mouth marketing are both influenced by satisfied customers who have a favorable opinion of a company's products.
- 6) **Employee Engagement:** Talented personnel can be attracted to and kept on board by a great brand image. People like to work for organizations that have a good reputation and share their beliefs.
- 7) **Crisis management:** A corporation may be better able to handle crises if it has a strong brand reputation. Negative incidents can have less of an impact if you have a good reputation.
- 8) **Brand Extension:** Introducing additional goods or services under the same brand can be made simpler by a strong brand image. Customers are more eager to test out novel products from a well-known company.
- 9) **Investor Confidence:** A strong brand reputation can inspire confidence in stakeholders and investors, which is important for securing funding and sustaining stock prices.
- 10) **Long-Term Sustainability:** Positively perceived brands are frequently more robust and have a better chance of long-term success because they are better able to adjust to shifting consumer preferences and market conditions.

Objective of Brand Image and Brand Loyalty:

- 1) **Brand Recognition :** To make sure that the target audience can quickly and easily recognize and identify the brand in a sea of rivals.
- 2) **Credibility :** Establishing the brand's credibility will help to boost consumer loyalty and confidence in the product.
- 3) **Differentiation:** To distinguish a brand from rivals by emphasizing special traits, characteristics, or values that make it stand out in the marketplace.
- 4) **Emotional Connection:** To forge an emotional connection with customers that will make the brand more memorable and relatable.
- 5) **Consistency :** Maintaining a clear and coherent message for customers through maintaining a consistent brand image across all touchpoints.
- 6) **Market Positioning :** Market positioning is the process of giving the brand a specific place within the market, for as being positioned as a high-end luxury brand, a cost-effective option, or an environmentally responsible option.
- 7) **Customer Loyalty:** To create customer loyalty and promote advocacy, repeat business, and recommendations.
- 8) **Product Expansion:** To make it possible for profitable product or service line extensions to be made under the same brand name while utilizing current brand equity.
- 9) **Market Share:** To grow market share through both acquiring new clients and keeping current ones, ultimately promoting development and profitability.
- 10) **Crisis management:** Maintaining a positive brand image will act as a cushion during times of crisis, enabling the brand to recover more quickly and limit reputational harm.

Literature Review:

Review of literature shows the previous studies carried out by the researcher in this field. The utilization of social media is one of the most important marketing communication tactics utilized to establish brands today. Due to its unique traits and advantages, social media has attracted the attention of marketers and been included into the marketing plans of many businesses. Companies can develop meaningful connections with their clients in this digital space, which may increase the latter's emotional investment in the companies' products and services. The scientific literature suggests that using social media marketing communication tactics can increase consumer loyalty. Companies' efforts to spread information about their brands through social media are mostly raising brand recognition through the messaging they create. In addition, the purpose of brand image outlining in consumers' minds through social media marketing communication. In this setting, businesses can increase brand loyalty by fostering an atmosphere where customers feel comfortable forming emotional bonds with the products they buy.

There is a theory that supports behavioral brand loyalty strategy holds that consumer loyalty is a Millennials' propensity to make repeat purchases of a product or service is a well-established behavioral concept. To be brand loyal means to "resolve to repeatedly purchase and patronize a chosen product or service in the future, despite the presence of situational pressures and marketing efforts that could trigger switching behavior."

Methods:

Population : The study's unit of analysis is people who have purchased clothing. In the past year, product brands have been active on social media. Cross-sectional data, or data gathered across time via a questionnaire, is the type of data used in this study. A Google form was used to conduct the survey, and it was sent directly to bulk of the responses.

Samples : Purposive sampling was utilized in this work as a non-probabilistic sampling strategy. Purposive sampling, according to Sekaran and Bougie (2016), is sampling that is restricted to respondents who meet specific criteria and can supply the information required. People who had purchased fashion product brands online or through social media within the previous year were considered to be respondents who fit the criteria for this poll. The statement in (Heir et al., 2019) is cited by the authors to estimate the minimal sample size for this investigation.

A decent number in the Structural Equation Model (SEM) test, which runs from 200 to 400 samples, is the number of sample responders in this case (5 to 10) the number of indicators employed in the number of samples utilized. The number of respondents used in this study ranges from 190 to 380 because there are 38 indicators. In order to avoid data loss, the researchers are aiming for a total of 244 respondents, which is higher than the 200 respondents required by (Hair et al., 2019) for the SEM approach. However, 211 responders needed to be processed because they met the amended analysis unit criteria.

Data Collection: Primary data were used in this study. That is, information gathered by researchers directly from respondents to address the formulation of the problem and the study objectives using a questionnaire in the form of a Google form.

Measures : Four variables were used in this study: social media marketing activities (10 things), community engagement (20 items), brand engagement (3 items), and brand loyalty (5 items), which were taken from Fetais et al. (2022), Emini and Zeqiri (2021), and Morkunas (2022). The appendix contains descriptions of each item utilized for the variable. A five-point Likert scale with a range of 1 (strongly disagree) to 5 (strongly agree) is used to measure the indicators of the variables evaluated. 4

Conclusion:

It may be inferred from the findings of the study and discussion that has been described that social media marketing initiatives do not have a favorable impact on brand loyalty. This indicates that characteristics involved in social media marketing campaigns do not directly affect how loyal consumers are to the brands they find on social media. The use of social media for marketing has a favorable impact on neighborhood engagement. This indicates that characteristics included in social media marketing operations have a direct impact on the community's (customers') involvement in building a community based on the businesses they engage with on social media. Brand loyalty is positively affected by community involvement.

Finding:

Managerial Implications: Company managers may utilize social media marketing to promote brands and sell their products more effectively because it is more cost-effective and convenient for them to reach consumers. This will increase brand loyalty for the company. efficiently and effectively. Companies can hold community forums, develop brand community programs, and have these brand communities engage in activities that encourage participation in promoting the company brand to other potential customers and disseminating information about brand names in order to increase brand loyalty. In order for individuals (customers) who join the community to be devoted and devoted to the brand used, they use it to others by presenting a favorable impression of the product brand.

Company managers can improve brand participation by using appealing logos and taglines, being active on social media, developing attractive and educational websites, and attending events. By doing this, all businesses will be able to attract clients more readily and boost sales.

Limitation: First, only social media marketing activities, community involvement, brand engagement, and brand loyalty factors are covered in this study. On the basis of age limits, this study is also not allocated equally.

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