International Journal of Research Publication and Reviews

Social Media Platform and Brand Promotion- A Comparative Study of Facebook, LinkedIn And Instagram

*Shreya[1], Dhananjay[2], Animesh[3] **

[1,2,3]*Xime Chennai, Oragadam, Tamil Nadu, India-602105*

A B S T R A C T

If we look at the numbers concisely the staunchest growing industry in the current scenario is social media marketing channels. Due to vast number of consumer markets that social media can reach, an increasing number of businesses are investing in the development and implementation of Social Media marketing strategies. Some experts feel social media provides a distinctive chance for firms to strengthen their client relationships, while others argue the opposite. Branding has been closely seen to be increasing due to the extravagant presence on social media platforms and that is the reason why most of the companies are hunting down for different platforms where customer engagement can be more. Social media platforms not only allow individuals and businesses to interact with one other but also loom forward in building relationship and communities online. The main and plain objective of our study is to do research and analyse the customer engagement on different platforms focusing on B2B and B2B sales in particular and through the information we collect on the basis of that present a comparative study on Facebook Instagram and LinkedIn. Our main focus is to collect the data relevant to only these three platforms. The investigation concentrated on the underlying structure or architecture of these sites, with the assumption that it may set the tone for specific forms of interaction.

Keywords: Social media, Digital Presence, Facebook, Consumer Engagement, Branding, Tradition Marketing

Introduction:

The rapid growth of the social media marketing industry has emerged as a pivotal force in today's business landscape. With the expansive reach that social media platforms offer to diverse consumer markets, businesses are increasingly investing in strategic marketing approaches within this domain.

Social media's influence on customer engagement and brand marketing has become crucial for businesses looking to increase their online visibility. This study compares and contrasts the three well-known social media sites Facebook, LinkedIn, and Instagram in order to assess their effectiveness in fostering customer interaction and brand exposure. This research aims to unravel the intricacies of customer interactions within these platforms by scrutinizing their architectural structures and unique features. The study leverages a survey-based empirical approach, gathering data from 126 respondents through structured questionnaires. Through this data collection, the investigation uncovers patterns in platform usage, frequency, and purposes, providing insights into how individuals engage with each platform.The study taps into existing literature to elucidate the dynamic relationship between social media engagement and brand loyalty. Notable contributions from various scholars shed light on how social media influences brand trust, loyalty, and equity. Furthermore, the analysis distinguishes the diverse purposes served by different social media platforms, ranging from entertainment and news consumption to networking and marketing.As the digital landscape continues to evolve, understanding the nuances of consumer behavior and platform dynamics becomes indispensable for businesses seeking effective strategies. By comparing these key social media platforms, this research equips marketers and enterprises with insights to tailor their promotional efforts for maximum impact, fostering meaningful connections with consumers in the digital realm.

Literature Review:

Michel Laroche, Mohammad Recha Habibi, in 2013, states the reasons for which brand loyalty is affected by social media. The study concisely focuses on building brand loyalty based on social media influences and it focuses on brand, product company and others. Also taking in regards the importance of customers relationships, which in turn have positive effects on brand trust, and trust has positive effects on brand loyalty. In the research paper the model used was the survey based empirical study with 441 respondents was conducted which showed a positive effect of social media.

K. Coursaris, Wietske Van Osch in the year - Based on their examination of the posts' content, the researchers created a typology with three categories: (1) instructive posts, (2) promotional posts, and (3) engagement posts. Informative entries provide details on the company, its goods and services, and related subjects. Promotional postings urged visitors to make purchases or advertised goods or services. Asking questions or inviting users to share their experiences were only two examples of engagement posts that were meant to encourage user connection and engagement. And also, the study gave a lot

of insights on brand communication on different social media apps. The study offers a helpful typology for categorizing and examining Facebook-based marketing communications as a conclusion. Moreover, it emphasizes the significance of social media as a key component of business and marketing strategies and the necessity of customizing communication to the distinctive characteristics of each platform.

Nisha Anupama Jayasuriya published in the **year 2017**, was another article titled ") The Impact of Social Media Marketing on Brand Equity: A Study of Fashion-Wear Retail in Sri Lanka authored by so this research paper mostly focuses on the impact of social media marketing particularly emphasized in the context of Facebook marketing on brand equity. The technique of advertising websites, goods, and services using online social networks is known as social media marketing. The most well-known and frequently utilized social network is Facebook, which 92% of businesses use as a marketing tool globally. Using the Facebook platform to connect with users, engage with them, and spread brand recognition is known as Facebook marketing. Yet, due to the fact that customers use Facebook for a variety of reasons and that marketers use the network for diverse purposes, managing Facebook marketing requires vigilance. The section also covers how top Sri Lankan fashion merchants utilize Facebook to create brand assets and how Facebook may influence consumer choice for a particular brand. The chapter, taken as a whole, sheds light on the advantages and difficulties of employing social media marketing, notably Facebook.

Dominik Zeljko article published in **2006**, titled "NEW METHODS OF ONLINE ADVERTISING: SOCIAL MEDIA INFLUENCERS" emphasizes on the fact about social media and its impact on social media marketing and advertising. Anyone may now generate and distribute material on social media without the use of middlemen like conventional media. Moreover, crucial audiences may be directly and specifically communicated with through social networks, and individuals like bloggers and public opinion leaders can have more credibility and impact than traditional media. Businesses utilize social media for cooperation, communication, advertising, and marketing. Due to the focused promotion based on the regional, demographic, and behavioral data available inside the marketing tools, social media advertising is effective.

Bram Faber in the **year 2021** published The determinants of social media platform for as the means of public agencies to engage the audience is focused on the paper ") Platforms as distinctive realms and the role of policy discretion: a cross-platform assessment of citizen engagement with Dutch municipalities through Twitter, Facebook, LinkedIn, and Instagram" The article also discusses the municipalities engagement level and also the communication style of each platform the level of engagement they create is a crucial factor to judge. Given the multiple platform-related elements that potentially influence engagement behaviors, the research raises the question of whether different platforms can be directly compared in terms of absolute engagement measures. It states that some comparison studies make an effort to address this problem by limiting the quantity of likes, shares, and comments that municipalities' awareness-raising posts created.

Simran Preet Kaur in the year **2017** published 'The new technologies which have penetrated many households' as it describes regarding the new semantic analysis technologies which are used by marketers to build relationships, communities online and also the use of mobile phones which has allowed individuals and business to come more closer by interacting with each other. There is an also a concept of e-word of mouth which is initiated through this technology that how peoples comments and the way they react online positively or negatively affects the brand and companies at large.

Objectives of the Research:

MAIN OBJECTIVE:

1. The main goal of this study is to perform a thorough comparative analysis of the three well-known social media platforms—Facebook, LinkedIn, and Instagram—with an emphasis on how well they promote brands and encourage customer engagement with B2B and B2C product marketing.

OTHER OBJECTIVE:

1. To understand the demographic and their preference of the social media platform that they use.

2. To analyze the purpose of using these platforms for other important activities.

3. Also, to understand the frequency of using the platforms and their preference for purchase of goods.

4. Also aims to contribute to the existing literature by shedding light on the interplay between social media engagement and brand loyalty, exploring the impact of diverse content types on consumer interactions.

5. To understand the connect between brands and business on social media and also for brand promotion.

Data Collection and Methodology:

The Data was collected through a structured questionnaire where we took the sample size of 110 respondents who were asked to fill the questionnaire. The questionnaire was structured in a manner which was created keeping in mind the preferences of the respondents regarding the social media platform used by them. In our analysis we also got to know the number of times a particular individual is using social media and also for what purpose are they using it for.

Also, we got to understand the dynamics with each platform that we selected for our research purpose and the different segments as in for networking, for advertising and for news and information as we know that the social media platform is used for news and information for most of the people. Hence our research is mostly focused on brand promotion and since our research is mostly restricted to LinkedIn, Facebook and Instagram.

Analysis and Findings:

Case 1:

The use of social media platform with the age bracket and the frequency:

So, the data which we found collates the fact that in the age group of (18-24) on a daily basis Instagram and LinkedIn is the most used app by the people whereas on the daily basis people of age bracket 35-55 use it the least. The graphic displays a graph of a person's weekly Facebook usage. The graph demonstrates that 1-2 times per week is the most typical usage, followed by 3-4 times per week and 5-6 times per week. The least frequent usage is daily, followed by never using Facebook.

The graph also demonstrates that usage varies by age group. Facebook usage tends to increase with age, with users between the ages of 18 and 24 being the most frequent users. The least frequent Facebook users are those over the age of 55, who are more likely to be older.
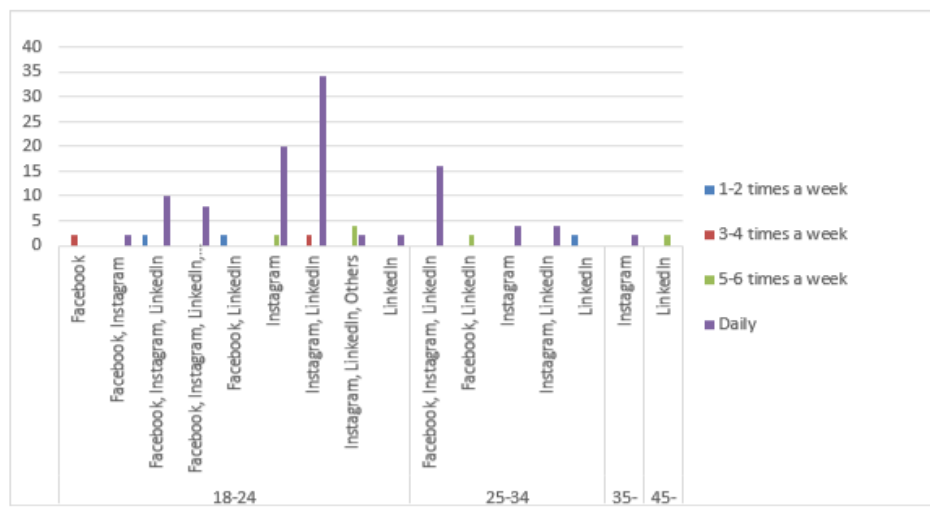

Fig. 1 Frequency of Social Media platforms used.

These variations in usage might have a number of causes. One explanation is that younger individuals are more likely to use Facebook to keep in touch with their loved ones, but elderly people are more likely to utilize alternative communication methods like phone calls or email. Another explanation is that younger individuals have more free time to engage in Facebook activity, whereas older individuals may be preoccupied with other responsibilities like employment or family.

The graph demonstrates that Facebook is a well-liked social networking site that is utilized by users of all ages. Age-related differences in usage do exist, with younger users more likely to use Facebook often.

CASE 2:

Social Media platform for B2C marketing:

The number of social media networks that are most useful for B2C marketing is displayed in the graph you submitted. Following Facebook in terms of effectiveness are Instagram, YouTube, and Twitter.

This is probably due to the fact that Facebook has the greatest user base of all social media sites and has a number of features that make it the best platform for companies to connect with and engage with their target consumers. For instance, Facebook enables companies to set up and maintain company pages, publish content, advertise, and monitor the effectiveness of those efforts.

In particular, younger customers choose Instagram as a social media tool for B2C marketing. Instagram is a visual social media network, making it the perfect place for companies to advertise their goods and services. In addition, Instagram provides a number of tools, including stories and live video, that help businesses connect with their customers.

Another well-liked social media channel for B2C advertising is YouTube. Because YouTube is a video-based platform, it's perfect for companies to produce and distribute interesting video content. Targeted advertisements and analytics are just a couple of the services that YouTube provides to help businesses connect with and engage with their target customers.
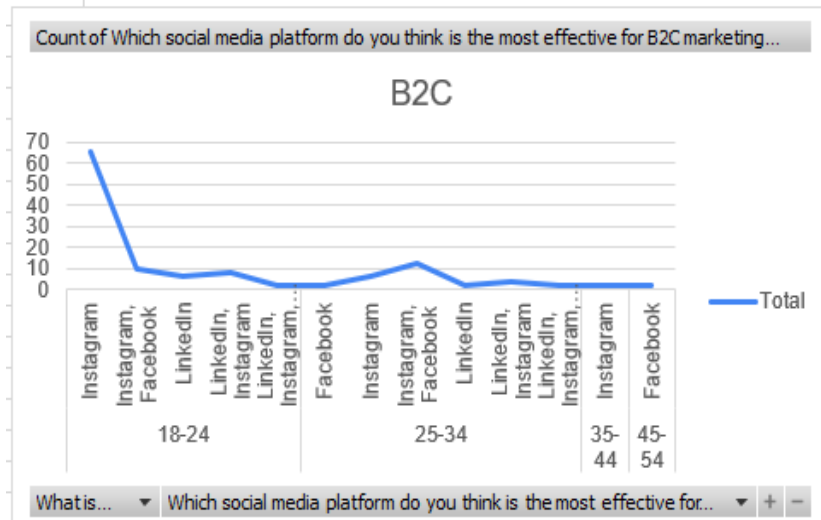
Fig. 2 Social Media Platform for B2C Marketing.

Companies to rapidly and easily communicate news, updates, and promotions with their followers, Twitter is a popular social media tool for B2C marketing. Businesses may interact with their consumers and develop relationships on Twitter as well.

The graph demonstrates that Twitter, Facebook, Instagram, and YouTube are the most successful social media channels for B2C marketing. These platforms include a range of features that make it simple for companies to connect with and engage with their target audiences, advertise their goods and services, and develop bonds with client.

<u>CASE 3:</u>

<u>Social Media platform for B2B Marketing:</u>

The amount of Instagram and Facebook followers for various age groups is displayed in the pie chart you provided. Without further information, it is difficult to conclude with certainty what the data means, however the following analysis is one possibility:

Among older age groups, Facebook is more popular than Instagram. The comparable slices for Instagram are all smaller than the slices for Facebook 25-34, 35-44, and 45-54.
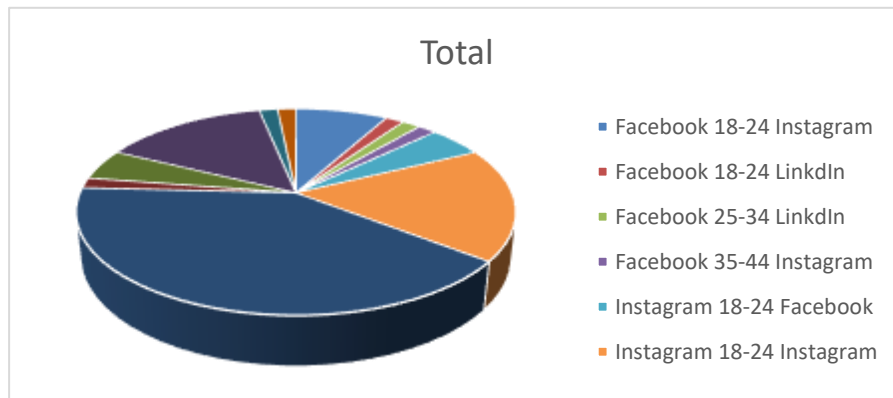

Fig. 3 Most Favoured social media platform for B2B Marketing

In the eyes of younger people, Instagram is more popular than Facebook. Instagram's 18–24 and 25–34 age groups each have slices that are bigger than their respective Facebook segments.

The 18–24 age range is the most popular one on Facebook and Instagram. This is not unexpected given that younger folks are more likely than older ones to utilize social media.

The amount of Instagram and Facebook followers for various age groups is displayed in the pie chart. Without further information, it is difficult to conclude with certainty what the data means, however the following analysis is one possibility:

In general, the pie chart indicates that among older age groups, Facebook is more popular than Instagram, while among younger age groups, Instagram is more popular than Facebook.

CASE 4:

Platform for Visual Branding of Products/Services:
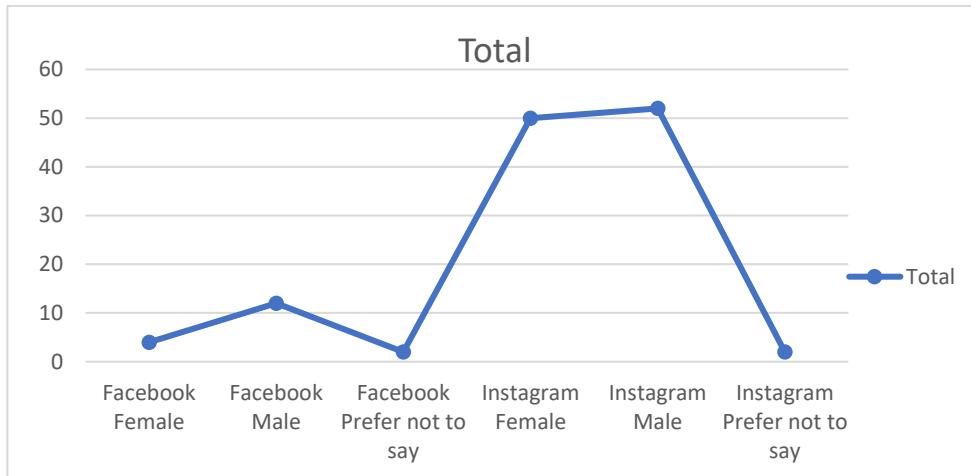

Fig. 4 Platform for visual branding according to gender.

As we can see that if we look at the gender bifurcation then both male and female are into Instagram as a platform for visual branding of products and services and also in terms of Facebook its least preferred by the population.

Women: Compared to males, women are more likely to use Instagram and are more inclined to interact with aesthetically appealing and emotionally stirring content. Focus on employing high-quality pictures and videos that arouse good feelings while producing material for ladies. Additionally, you can use Instagram Stories to show your audience what your company is like behind the scenes and establish a more intimate connection with them.

Men: Men are more likely than women to be interested in instructional and instructive stuff. When developing content for guys, concentrate on utilizing top-notch photos and videos to succinctly and clearly describe your goods or services.
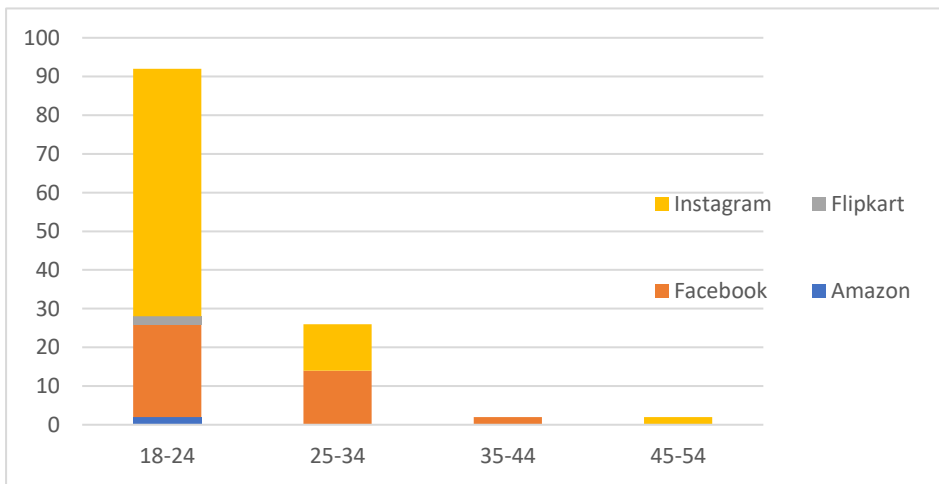

Fig. 5 Platform for branding of generic products.

CASE 5:

Platform for Branding of Generic Products (Furniture, Appliances, Home décor):

The illustration demonstrates the platform's preference for straightforward goods and services. Instagram is preferred by the most individuals (60%) followed by Amazon (50%) for online shopping. The least preferred platforms are Flipkart (30%) and Facebook (40%) respectively.

This shows that Instagram is the most widely used medium for advertising general goods and services that don't need further justification. This may be as a result of Instagram being a visual platform that enables rapid and simple product and service browsing. Users may also see what their friends and family are using and suggesting on Instagram because it's a social media site.

The least favored sites for general goods and services that don't need any explanation are Facebook and Flipkart. This can be as a result of Instagram's superior visual appeal and Facebook's and Flipkart's smaller product and service selections compared to Amazon. Furthermore, Amazon has a better reputation for customer service than Facebook and Flipkart.

Overall, the picture gives the impression that Instagram is the most widely used medium for advertising general goods and services that don't need further description. This is probably because of Instagram's appealing visuals, social features, and variety of goods and services.

CASE 6:

User-Friendly App vs Age Bracket:

The illustration demonstrates the platform's preference for straightforward goods and services. Instagram is preferred by most individuals (60%) followed by Amazon (50%) for online shopping. The least preferred platforms are Flipkart (30%) and Facebook (40%) respectively.

Thus, services that don't need further justification. This may be as a result of Instagram being a visual platform that enables rapid and simple product and service browsing. Users may also see what their friends and family are using and suggesting on Instagram because it's a social media site.
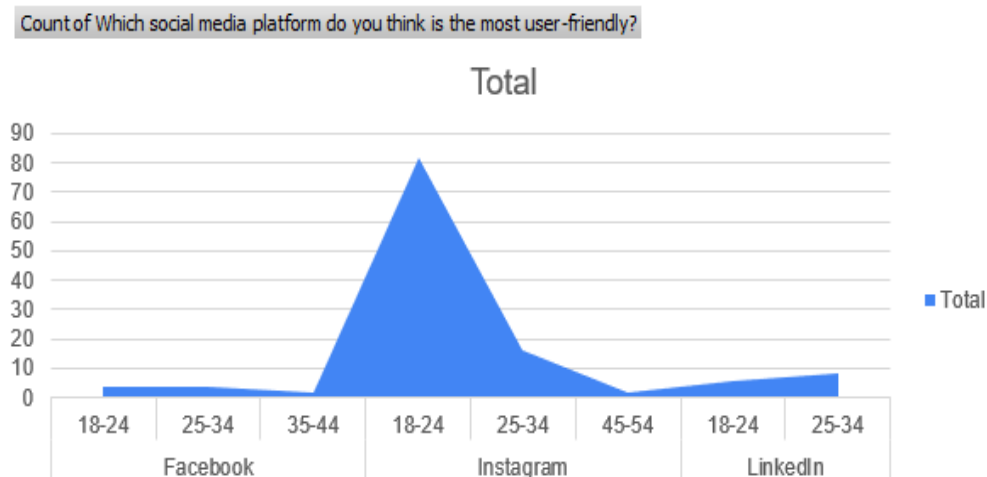

Count of Which social media platform do you think is the most user-friendly?

Fig. 6 Most user-friendly social media.

The least favored sites for general goods and services that don't need any explanation are Facebook and Flipkart. This can be as a result of Instagram's superior visual appeal and Facebook's and Flipkart's smaller product and service selections compared to Amazon. Furthermore, Amazon has a better reputation for customer service than Facebook and Flipkart.

Overall, the picture gives the impression that Instagram is the most widely used medium for advertising general goods and services that don't need further description. This is probably because of Instagram's appealing visuals, social features, and variety of goods and services.

CASE 7:

Social Media Platforms for Shopping B2B / B2C:

There are several significant discrepancies between the two lists. First, LinkedIn is the most trusted app for business-to-business products/services, whereas Amazon is the most trusted app for consumer-to-consumer products/services. This is most likely due to the fact that LinkedIn is a professional social networking site, whereas Amazon is a consumer e-commerce platform.

Second, for both B2B and B2C products/services, Google Search is the second most trusted app. This implies that Google Search is a useful tool for both businesses and consumers looking for information about products and services.

Third, Twitter is the third most trusted app for business-to-business products/services, while YouTube is the third most trusted app for consumer-to-consumer products/services. This argues that companies should use Twitter to exchange news and information with other businesses, but businesses should use YouTube to share videos with customers.
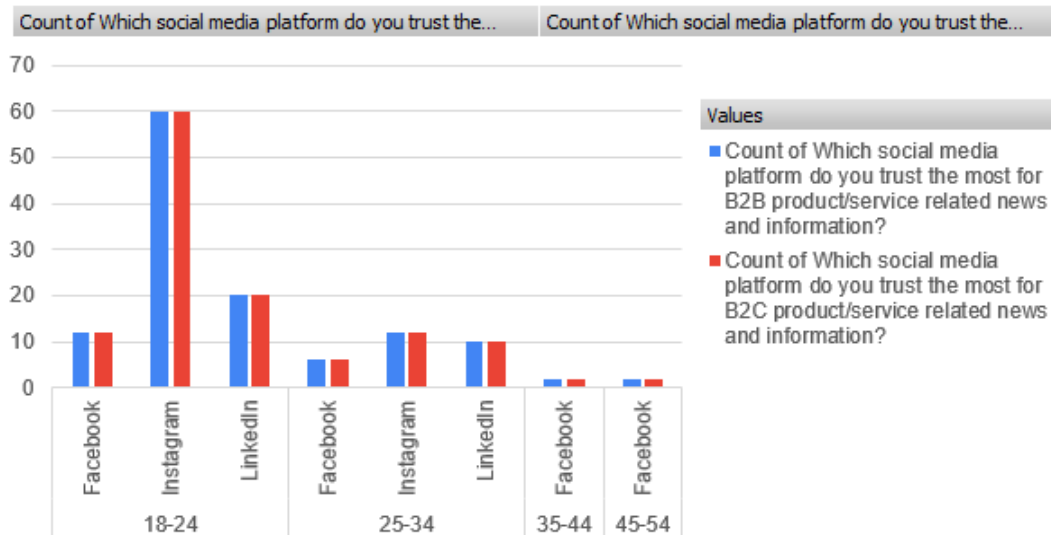
Fig. 7 Platforms for Shopping for B2B/B2C market.

Overall, the image implies that firms should concentrate their efforts on LinkedIn, Google Search, and Twitter in order to reach their target demographic. To reach their target audience, firms should focus on Amazon, Google Search, and YouTube.

Conclusion:

To sum it up, when we delve into the realm of social media usage and preferences across different demographics, we stumble upon some valuable insights that can greatly inform our business-to-business (B2B) and business-to-consumer (B2C) marketing strategies. One key takeaway is the significant impact of gender and age on how people navigate the social media landscape. The younger crowd tends to gravitate toward platforms like Instagram and Twitter, whereas the more mature audience still finds solace in Facebook. Twitter, YouTube, and Instagram, with their interactive and visually appealing features, emerge as potent avenues for B2C marketing. Nonetheless, if we're focusing on B2B networking, LinkedIn stands out as the prime choice due to its strong emphasis on professional connections and interactions. The findings also emphasize how important it is to adapt information to different genders' preferences.

Additionally, the channels used to advertise generic products highlight the popularity of aesthetically pleasing platforms like Instagram, with Amazon surpassing other e-commerce sites—possibly as a result of its stellar customer service reputation. Google Search is a useful tool for both business-to-business and consumer commerce. Essentially, these observations provide insightful advice to companies seeking to maximize their social media tactics, highlighting the necessity of flexibility, uniqueness, and accurate targeting to successfully interact with a wide range of consumers throughout the digital world.

References:

1. Comparing Digital Strategies and Social Media Usage in B2B and B2C Industries David López-López &Giovanni Giusti

2. The art of social selling – Finding and engaging customers on Facebook and LinkedIn and other social networks – Shannon Belew

3. Study On Social Media Use for B2b Marketing And Branding Rahul Bose

4. A Comparative Study of Consumer Brand Engagement and Social Commerce Purchase Intention İbrahim Kırcova, Yılmaz Yaman

5. EFFECTIVENESS OF SOCIAL MEDIA MARKETING: A COMPARATIVE STUDY OF FACEBOOK AND INSTAGRAM Suzanne Thomas, Shivani Verma

6. A Comparative study of the effectiveness of Instagram and Facebook on the buying intention of buyers Md Hayat Rana, Lalit Kumar

7. The integrated use of social media, digital, and traditional communication tools in the B2B sales process of international SMEs - Sara Fraccastoro, Mika Gabrielsson, Ellen Bolman Pullins