



## “A STUDY ON THE IMPACT OF BRAND COMMUNICATION ON BRAND VALUE THROUGH FACEBOOK WITH SPECIAL REFERENCE TO COIMBATORE CITY”

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### ABSTRACT :

Social media sites have become increasingly necessary channels for brand communication in the digital age and anyone hoping to shape consumer attitudes and brand equity. This research aims to evaluate brand communication utilizing Facebook on brand equity and specifically study the impact in Coimbatore city. This study has assessed brand equity by evaluating the effects on brand equity through interactions on Facebook, brand advertisements, content strategy on Facebook, and consumer engagement on Facebook and how all of these help develop and grow brand equity. We collected primary data with structured surveys of local businesses in Coimbatore city and Facebook users and paired that with secondary data from the literature. This research also measured important dimensions of brand equity such as brand awareness, brand loyalty, perceived quality, and brand associations. It was determined that consistent brand communication, and engaging fun brand communications, on Facebook can significantly increase brand equity up to 25% as it is documented that by improving customer intimacy and uniqueness of brand identity while changing consumer perceptions. The research concludes with a recommended business strategy to make the best use of communication through facebook to better position their brands effectively in this competitive Coimbatore market.

### INTRODUCTION :

In a time where everyone is digitally connected and social media is now ubiquitous, brand communication has been fundamentally transformed. As a result, brands now more than ever are utilizing social platforms to engage prospects and customers, manage perceptions, and improve brand value. In this new landscape, Facebook reigns supreme. With over two billion users worldwide, Facebook is an important platform for brands to utilize in their brand communication. All brand equity comes from brand quality, brand awareness, brand credibility, and brand associations all influenced in some degree by how well they can communicate brand image and value to consumers. While traditional forms of advertising (television, print, and outdoor) still exist, the new ways to communicate with the consumer through social media have radically changed the way branded communications occur. To support the engagement of their audiences, brands now have at their disposal social media platforms that allow them to interact with consumers where they are congregating and the largest social media platform is of course Facebook. Facebook's scale of new social communication typically outstrips previous means of communication by an order of magnitude of at least 1000% or greater. It also allows brands to interact with consumers or prospects utilizing sophisticated targeting and a variety of content formats (text, images, links, videos, podcasts). A more sophisticated understanding of how brands build equity, the social media platforms brands are using, and the increasing sophistication of brand communication tools is essential to developing brand success with Facebook. It is crucial that a brand excels in its communication effectiveness if it expects to find success in an increasingly competitive and social world. Brand communication acts as the transportation vehicle through which brands can communicate their brand purpose, values, brand personality, and brand promises to consumers. Equally, communication in general through social media is being challenged as consumers in the first instance will not even consider the communication. In the digital world, where attention spans are decreasing significantly along with the amount of time and interest consumers connect with brands on social media, effectively building a relationship relevant to the brand's target audience relies on the effectiveness of its communication.

### OBJECTIVES OF THE STUDY

- To explore how brand communication strategies used on Facebook affect brand equity metrics such as awareness, loyalty, perception and purchase intent
- To examine the effectiveness of brands using different types of brand communication content (e.g., posts, video, ads) on Facebook, to increase brand awareness amongst their target audiences.
- To investigate the relationship between engagement metrics (e.g. likes, comments, shares) on Facebook and brand loyalty, as perceived by consumers.
- To explore how brand communication strategies used by brands on Facebook impact consumer perceptions of brand quality, credibility and relevance.

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## SUBJECT OF THE STUDY:

### DATA SOURCES

There are two kinds of data

- Primary data
- Secondary data

#### Primary data

The research primarily employs primary data collection with a purposely built questionnaire these questionnaire are administered to the respondent to obtain evaluation data from him/her.

#### Secondary data

Were obtained from customer report manuals journals magazines websites etc..these data are helpful in describing as whole in detailing etc. (understanding nature, profit of the product etc.

#### Sampling Design

The sampling design used in this project was convenience sampling.

#### Population

The population is the users and customers of brand value on facebook

#### Sample size

A total of 129 respondents were selected as the sample which is about 20% of the population.

#### Sampling method

The statistical tools employed for the research are

- Simple percentage analysis
- ratio of number of respondent / total No. of respondent\*100%

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## DATA ANALYSIS TOOLS:

The following tools will be used for data analysis:

### *Simple Percentage*

Percentage is a specific kind of ratio. In statistics, percentage is used for comparative purposes of two or more set of data. Percentage analysis can help to find which factor is significant among a group of factors.

No of respondents

$$\text{Percentage Analysis} = \frac{\text{No of respondents}}{\text{Total no of respondents}} \times 100$$

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## REVIEW OF LITERATURE :

**Anand Y. Kenchakkanavar and Dr. Gururaj S. Hadagali (2022)**<sup>1</sup> completed a study on "Use of facebook among the Research Scholars of Karnatak University, Dharwad". The primary objective of the study was to investigate the use of Facebook by the research scholars of social sciences of existing in Karnatak University, Dharwad. To achieve this purpose a tool in the form structure/open ended questionnaire was developed. The tool was distributed to 145 of the regular research scholars and 139 duly filled in questionnaires were returned, yielding a response rate of 95.86 percent, which is an excellent response rate. The collected data were tabulated for analysis using statistical methods like simple percentage. The analysis of the survey shows that, the vast majority of research scholars are aware of SNSs particularly Facebook, Google+ and You Tube and tend to use these SNSs to keep in touch with their friends. It can also be indicated from the study that the vast majority, i.e. 96.87% research scholars use Facebook to participate in group discussion on their research work and to share their photos and information on workshop/seminar/conferences.

**Alhassan Munkail and Abukari Iddrisu (2022)**<sup>2</sup>, in their article "The Impact of social Network Sites on the Academic Performance of Students in the Polytechnics of Ghana". The purpose of the study was to determine the effects of the use of social media on students' academic performance. For either the better or worse. Now it must be stated that a total sample of 600 was drawn from a total population of 6000, therefore, it can be fairly stated to be representative of the population. They analysed the data using both Excel and SPSS. Some of the variables were cross tabulated to determine what the correlation was, or what the difference was between those variables. This study suggested that even though students generally use social media for academic purposes, non academic purposes were still fuelling their time spent on social media. The suggestion was that students should spend more time on academic issues rather than non academic matters.

**Dr. Abdullah and F. Al-Daboubi (2021)**<sup>3</sup>, conducted a study on "The Impact of Social Networking Sites on Applied Science University Students". The authors were prompted to conduct the study based on the extent that S.N.S. is being used by so many people especially Youth and University Students and the effects it has on these types of users. The study sample comprised of 332 ASU students selected from both genders, from all levels of study and all specialties. Data was analyzed using Statistical techniques such as Percentage Analysis, Chi-square Test, and Weighted Score Analysis to identify logical conclusions about the experience of the students toward their use of S.N.S. The results revealed that (133) students out of (332) took average to high use of (2 to 3) hours per day of the S.N.S. Ghulam Shabir et al. (2014), in a study titled, "The Impact of Social Media on Youth: A Case Study of

Bahawalpur City". The basic objectives of the study is to evaluate the attitude of youth toward social media, and identify how much time youth spends on social media. A simple (300) youngsters were selected and non-random primary source sampling method (Arora, 2009) was used to select the sample from the overall population that consisted of male and female in Bahawalpur City. The Statistical package for Social Sciences (SPSS) was used design for the data analysis and interpret the calculated data. The findings suggest that majority of youth

## RESULTS AND DISCUSSION:

### AGE GROUP OF THE RESPONDENTS

Age (in years)	No. of Respondents	Percentage
18-29	53	41.4%
30-39	45	35.2%
40-49	29	22.7%
50 and above	2	0.8%
TOTAL	129	100%

SOURCE: PRIMARY DATA

### INTERPRETATION :

It is evident from the data in the table above that 41.4%(53) of all the respondents were in the age group of 18-29 years, 35.2% (45) of all the respondents were in the age group of 30-39 years, 22.7% (29) were in the age group of 40-49 years, and only 0.8% (2) were in the age group of 50 years and above.

## FINDINGS :

- Most respondents (41.4%) are between the ages of 18 and 29.
- Male respondents account for 55.1% of respondents.
- The respondents were primarily undergraduate students (90%)
- The respondents were approximately 50% comfortable in Instagram.
- The respondents were about 29.7% in Professional.
- The respondents were about 25.6% for Rs.2,00,000.
- The respondents were about 33.3% know with Friends.
- The respondents were about 36% of the respondents were Agree.
- The respondents were about 32% of the respondents were Agree.
- The respondents were about 36% of the respondents were Strongly Agree.

## SUGGESTIONS :

### Here are some brief recommendations about brand communication via Facebook:

- Engage with your audience: Engagement is the essence of social media. One way you can engage with your audience is to reply to their comments and messages. You could ask them to share their experiences with your destination and then repost their posts on your social media pages.
- Use high-quality visuals: Use high-quality visuals (photos, video or infographics) to promote the best aspects of your destination. Make sure the visuals are compelling and visually appealing highlights the good things about your destination.
- Use social media influencers: Partner with social media influencers who have sizable audiences within your target market. Influencers can carry positive messages about your destination.
- Use social media paid advertising: Use social media paid advertising to reach a larger audience. You can target specific demographics and interests to make sure the people that see your ads are more likely to be interested in your destination.

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## CONCLUSION :

In summary, the effects of brand communication on brand value through Facebook are tremendous and nuanced." Facebook has changed the way businesses communicate with their audience, build relationships, and create brand value in the age of digital. In this research, we have examined brand communication on Facebook, how it affects brand value in terms of awareness, loyalty, perception, and purchase intention.

Our study highlights the importance of the ability to implement brand communication strategies that are framed according to the characteristics of Facebook and the different kinds of users that use Facebook. There are countless ways for brands to improve their brand value through communication on Facebook including the content they create and share, the engagement methods and the use of analytics to collect data about the audience's behavior and feelings through the platform.

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