

A Study on Online Branding and Social Media Marketing at BrookFields

Ramanabarath k

Master of business administration

Rathinam technical campus

Aysha R

Master of business administration

Rathinam technical campus

Abstract

Online branding and social media marketing have become essential tools for retail businesses to improve customer engagement, brand visibility, and business performance. Shopping malls increasingly utilize digital platforms such as Instagram, Facebook, YouTube, online advertisements, and influencer marketing to attract customers and enhance shopping experiences. This study examines the role of online branding and social media marketing strategies at BrookFields Mall in influencing customer perceptions, shopping behaviour, and brand loyalty. Primary data were collected through structured questionnaires from customers visiting BrookFields Mall. The study employed percentage analysis, Garrett Ranking Technique, and comparative analysis for interpretation. The findings reveal that social media platforms significantly influence customer awareness, promotional effectiveness, customer engagement, and purchase decisions. The study concludes that effective online branding and digital marketing strategies positively contribute to customer satisfaction, competitive advantage, and overall business performance.

Keywords: Online Branding, Social Media Marketing, Customer Engagement, Digital Marketing, Shopping Mall, Brand Loyalty, BrookFields Mall

1. Introduction

Digital marketing and online branding have transformed the retail industry by changing the way businesses communicate with customers. Social media platforms provide organizations with opportunities to engage customers, promote products, and strengthen brand identity. Shopping malls increasingly adopt online branding strategies to improve visibility, customer interaction, and competitive advantage.

BrookFields Mall is one of the major shopping destinations in Coimbatore, offering shopping, dining, entertainment, and lifestyle services. The mall utilizes social media platforms and digital marketing strategies to attract customers and enhance customer experiences. Online branding activities such as promotional campaigns, digital advertisements, influencer collaborations, and online customer engagement play an important role in improving customer satisfaction and loyalty.

The study focuses on analysing the effectiveness of online branding and social media marketing strategies at BrookFields Mall and their influence on customer behaviour and business performance.

2. Objectives of the Study

1. To analyse online branding strategies adopted by BrookFields Mall.
2. To examine the role of social media marketing in customer engagement.
3. To study customer perceptions regarding digital promotions and branding activities.
4. To identify factors influencing customer attraction towards BrookFields Mall.
5. To evaluate the impact of social media marketing on customer satisfaction and loyalty.

3. Research Methodology

The study adopts a descriptive research design. Both primary and secondary data were used for analysis. Primary data were collected from customers through structured questionnaires, while secondary data were collected from journals, books, websites, and digital marketing reports.

The statistical tools used include:

- Percentage Analysis
- Garrett Ranking Technique
- Comparative Analysis
- Charts and Graphical Representation

The study focused on customers visiting BrookFields Mall in Coimbatore.

4. Online Branding and Social Media Marketing

Online branding refers to the process of promoting a brand using digital platforms and online communication channels. Social media marketing enables businesses to interact directly with customers, improve brand awareness, and promote products and services effectively.

BrookFields Mall utilizes various digital marketing strategies including:

- Social media promotions
- Online advertisements
- Influencer marketing
- Customer engagement campaigns
- Digital payment and online shopping services
- Promotional offers and discounts

The study reveals that customers actively follow the mall's social media pages for updates regarding offers, events, and new product launches.

5. Data Analysis and Interpretation

The study indicates that social media marketing significantly influences customer awareness and shopping behaviour. Most respondents belong to younger age groups who actively use social media platforms for shopping-related information and entertainment.

Customers expressed satisfaction regarding:

- Product variety
- Promotional offers
- Online engagement
- Digital payment methods
- Customer service
- Shopping convenience

The study identified the major factors influencing customer visits:

1. Promotional activities
2. Brand reputation
3. Entertainment facilities
4. Product availability
5. Social media influence

The findings also reveal that digital marketing activities improve customer interaction, brand loyalty, and shopping frequency.

6. Findings of the Study

1. Social media marketing positively influences customer awareness and shopping decisions.
2. Customers actively engage with BrookFields Mall through digital platforms.
3. Promotional campaigns and discounts significantly increase customer visits.

4. Younger consumers are highly influenced by online branding activities.
5. Digital payment systems improve customer convenience and satisfaction.
6. Customers prefer malls with strong online presence and digital engagement.
7. Social media platforms strengthen customer loyalty and brand visibility.
8. Online branding contributes positively to competitive advantage and business performance.

7. Suggestions

1. BrookFields Mall should strengthen its digital marketing campaigns through personalized promotions.
2. More focus should be given to influencer marketing and customer engagement activities.
3. The mall should improve online customer support services.
4. Digital loyalty programs and reward systems should be enhanced.
5. The management should continuously monitor customer feedback on social media platforms.
6. AI-based marketing strategies can be introduced to improve customer targeting and personalization.

8. Conclusion

Online branding and social media marketing play a vital role in improving customer engagement, brand awareness, and business performance in the retail sector. The study concludes that BrookFields Mall effectively utilizes digital marketing strategies to enhance customer satisfaction and strengthen brand loyalty.

Social media platforms significantly influence customer behaviour, shopping preferences, and purchase decisions. Customers increasingly prefer retail businesses that provide digital convenience, interactive communication, and attractive promotional activities.

The study highlights the importance of adopting innovative digital marketing strategies for maintaining competitive advantage and achieving long-term business growth in the retail industry.

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