FACTORS INFLUENCING BRAND AWARNESS AND BRAND IMAGE ON SOCIAL MEDIA PLATFORM

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Abstract*: The many facets of what influences the growth of brand awareness and brand image on social media platforms are examined in this study. Social media has emerged as a crucial platform for customer engagement and brand promotion in today's digital world. For marketers looking to build and maintain a strong online presence, it is imperative that they comprehend the intricacies of brand perception in this setting. Based on an extensive analysis of existing literature and practical investigations, this abstract identifies the primary determinants of brand recognition and image on social media. Elements such as brand attributes, pricing strategy, EWOM & Promotional activities creates Brand Awareness & Being Reliable in proving products and services , brands reputation result into Brand Image on social Media.*

Key words: *Brand Awareness, Brand Image, Social Media Platforms, Target Audience, Online Presence*

Introduction:

The way brands interact with their target audience has changed as a result of social media platforms' growing popularity and power. The success of a firm in the digital age is now heavily dependent on social media brand image and recognition. This piece examines the several elements that affect brand Awareness and image on social media sites. Businesses may create successful plans to improve their online visibility, interact with consumers, set themselves apart from rivals by having a thorough awareness of these elements and build a favorable brand image by being aware of these variables. In addition, this piece will explore effective brand awareness and image campaigns, talk about the difficulties and

Restrictions that brands have when using social media, and point out upcoming developments that will influence how brand awareness and image are portrayed on these platforms.

Importance of the study:

➢ Customer Perception: Social media brand awareness has a direct bearing on how customers view and identify a brand. Analyzing these variables aids in determining the target audience's level of brand recognition and recall.

➢ Brand Image: A brand's image is greatly influenced by social media & by recognizing the elements that impact brand perception, companies can control and improve how consumers view their brand.

➢ Competitive Advantage: A company can differentiate itself in a crowded market by having a strong social media presence. Through comprehending the elements that impact brand recognition and perception, an organization can set itself apart from rivals.

➢ Customer Engagement: Customer interactions with a brand online are influenced by the same factors that affect brand awareness and image. Businesses can create meaningful engagements with their audience by researching these elements.

➢ Marketing Efficiency: A better understanding of the elements influencing brand perception enables more focused and successful marketing initiatives. On social media, businesses may customize their messaging to appeal to their target demographic.

➢ Brand Trust and Loyalty: Consumer loyalty and trust are fostered by a strong brand image and high level of awareness. Customers that are involved and satisfied with a brand are more inclined to stick with it.

Scope of the study:

➢ The Study concentrates on determining the critical elements that influence brand recognition and image on social media, comprehend the effects of social media marketing and not any other concept of marketing will be studied.

➢ The respondents vary a lot as Google forms are circulated through various groups, online platforms.

➢ The time period for the study is approximately 45days to complete the research work.

➢ Geographical location can have an impact on the variables affecting brand recognition and perception is not defined clearly as data is collected through online platforms.

Review of literature:

➢ 1. Maia Seturi (2017) BRAND AWARENESS AND SUCCESS IN THE MARKET, Emphasizes that having a unique and well-chosen name or mark is not enough. The research focuses on how successful brands are in the current market environment. While descriptive research focuses on characterizing a phenomenon's features or the relationship between variables, exploratory research aims to learn more about the subject matter. Successful Georgian brands in the Tbilisi consumer market were identified through marketing research, according to the abstract. Finally, it states that the study will provide information about customer perceptions of Georgian brands and may perhaps point to elements that have contributed to their success.

➢ 2. PROF. (DR.) ANKUR KUMAR RASTOGI & GARGI PARASHAR (2018) A Study of Brand Awareness and Customer Satisfaction, shows that, in a competitive market when "me too brands"

are the norm, raising brand awareness is the main goal of advertising. The impact of advertising on customer behavior is discussed, along with how the phrase "jo dikhta hai wohi bikta hai" came about. The research may examine the ways in which advertising functions as a conduit for communication and actively shapes people's behavior by appealing to their emotions or their intellect. It suggests that advertising goes beyond merely disseminating information and involves moving people to act or believe in particular ways. Along with product or brand, pricing, distribution methods, and personal selling, it functions as part of the marketing mix.

- 3. Kristina Roˇckute, Inga Minelgaite, Ligita Zailskaite-Jakšt and Robertas Damaševiˇcius (2018) Brand Awareness in the Context of Mistrust, Research on the contextual prerequisites required to raise brand awareness is scarce, the abstract points out, particularly in service industries like employment agencies. In order to improve awareness, the study intends to disseminate research findings, with a particular emphasis on the employment sector. Studies the factors that lead to increased brand awareness and examines the impact of perceived customer trust. Its case study nature suggests that the technique will entail data gathering, analysis, and interpretation unique to the Lithuanian employment agency. It means that the study looks at the relationship between perceived customer trust and brand awareness as well as the prerequisites for raising brand awareness in recruitment agencies. Regarding the difficulties that emigration presents for businesses and their primary internal functions—marketing, strategic planning, and human resource management—the study is considered relevant. The results may influence long-term socially sustainable development methods, according to the implication.

- 4. 1) Wasib B Latif, 2) Md. Aminul Islam, and 3) Idris Mohd Noor (2014) Building Brand Awareness in the Modern Marketing Environment: It highlights how businesses view having a strong brand as a source of competitive advantage that enhances credibility and reputation in general. In order to pinpoint important elements and suggest a framework for increasing brand awareness, the process most frequently entails a review and synthesis of pertinent research. The article suggests a framework for increasing brand awareness and outlines the actions that should be taken in that order: brand positioning, sponsorship, event marketing, sports marketing, advertising, and integrated marketing communications. Suggests that these actions are crucial in raising consumer awareness of brands and highlights the significance of organizational processes in doing so.

- 5. Rong Huang (2011) How Brand Awareness Relates to Market Outcome, Brand Equity, and the Marketing Mix: Specifically with regard to consumer-packaged goods, the study's goal is to ascertain how brand equity, consumer experiences, market outcomes, and brand awareness interact. Customer survey responses will probably be gathered, and this information will be combined with actual market data for research purposes. Experiences and Awareness of Brand Usage Understanding and Appreciating Brand Awareness Mixtures of Marketing In the consumer-packaged products area, research highlights the role that consumer experiences have in increasing brand awareness, the correlation between brand awareness and brand equity, and the significance of distribution and price promotion.

Objectives of the study:

The aim of this research is to investigate and evaluate the different elements that influence brand awareness and image on social media networks. The purpose of this study is to offer insightful analysis and useful suggestions to businesses wishing to use social media to enhance their brands.

➤ To determine the main elements influencing brand awareness on the social media.
➤ To examine the elements impacting brand image on social media
➤ To study how Brand Awareness & Image result into successful brands in the Social market

Conceptual Framework:
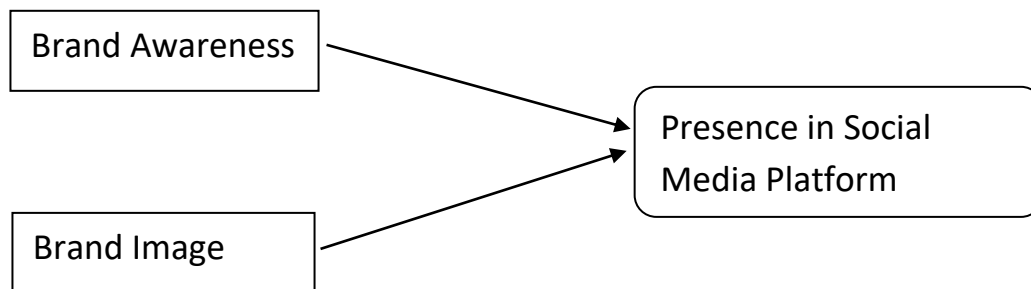
Hypotheses of the study:

H1: There is a relation among the Elements of Brand Awareness & image on Social Media

H2: There is a relation among the Elements of Brand image & image on social Media

H3: Elements of Brand Awareness & Brand Image influence the image on Social Media

Research Methodology

Sampling Plan: The Respondents were chosen through Non Probability sampling techniques, A Convenient sampling method was selected as they are available easily and show willingness to participate. A sample size of 155 was considered based on confidence level, margin of error, and population size.

Data Collection Methods: Data was collected through Primacy as well as Secondary data sources. Primary date was collected from a structured questionnaire distributed to the respondents with 28 questions on brand awareness, Brand Image, Social Media Platforms. Secondary sources include text books, websites and Journal Articles relevant to the topic

Data analysis method: Quantitative technique of Regression analysis was used to explain the relation between the independent variables of Brand Awareness & Brand Image to that of dependent variable of Social Media Platforms. This study attempts to give a thorough understanding of the variables influencing brand awareness and brand image on social media.

Analysis & Results:

Cronbach Alpha

Variables	Numbers of Items	Cronbach Alpha
Brand Awareness	4	.840
Brand Image	5	.781
Social Media	4	.936

(Table -1: Reliability Analysis of Variables)

Cronbach's Alpha coefficients exceeding the 0.7 threshold for all three variables (Brand Awareness, Brand Image, and Social Media) indicate that the instruments employed can be considered reliable. In particular, the high alpha value associated with Social Media indicates a robust internal consistency. This indicates that the items employed to assess this variable are exceptionally correlated and accurately represent the concept of social media as it pertains to the present study. The marginally reduced alpha coefficient for Brand Image, while remaining within the acceptable range, could potentially suggest that participants' perceptions of inquiries pertaining to brand image may vary slightly. This phenomenon may arise from the inherently subjective nature of brand image or the wide range of interpretations that individuals may place on these elements. In general, the findings of this study indicate that the research instrument or survey utilized to assess Brand Awareness, Brand Image, and Social Media is dependable. Nevertheless, in order to obtain a comprehensive comprehension of the efficacy of the measurement, it is crucial to consider additional factors such as construct validity, although Cronbach's Alpha does offer valuable insight into the internal consistency of the items.

Hypothesis Testing Using Regression Analysis

Hypothesis	Regression Weights	Beta Coefficient	R^2	P- Value
H1	Brand Awareness → Social Media	.791	.626	.000
H2	Brand Image → Social Media	.701	.492	.000

(Table -2: Regression Analysis)

Interpretation

H1: Brand Awareness → Social Media: A regression weight of.791 and a Beta coefficient of.626 show a strong positive link between Brand Awareness and Social Media. A p-value of.000, below the.05 threshold, indicates that this link is statistically significant. **H2 - Brand Image → Social Media:** A positive link is supported by a regression weight of.701 and a Beta coefficient of.492. This association is statistically significant again with a p-value of.000.

Discussion & Conclusions:

The high Beta coefficient of H1, which is 0.626, indicates that Brand Awareness has a significant positive influence on Social Media. This implies that when the level of recognition and familiarity with a brand grows, there is a proportional rise in the level of interaction or visibility on social media platforms. Efforts to increase brand recognition are likely to effectively improve a brand's presence on social media.

In the case of H2, the correlation between Brand Image and Social Media is positive, albeit significantly less strong compared to H1, yet still statistically significant. These findings indicate that a favorable brand perception is likely to bolster a brand's visibility on social media platforms. Investing in the establishment

and upkeep of a favorable brand image may lead to a beneficial impact on social media engagement or visibility.

Limitations of the study And Directions for Future Research:

➢ Sample Prejudice: It's possible that the sample doesn't accurately reflect the total population. The results might not transfer well to other social media platforms or demographics.

➢ Bias in Self-Report: In self-reported surveys or interviews, participants could give false or biased information, which could cause a gap between their expressed ideas and their real conduct.

➢ Bias in Social Desirability: Instead than sharing their actual thoughts, respondents could give responses they feel are more desired or socially acceptable.

➢ The Adaptive Character of Social Media: Over time, the relevance of findings may alter due to the quick changes in social media trends and algorithms.

The research further gives the scope with respect to core elements of Branding like Brand Positioning, Proposition and promotional activities impacting the presence of brand in Social media platforms with applying more advanced statistical tools for deducing the relationship among these variables.

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