

Understanding the role of social media in building personal brand

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Abstract

Social media especially for young people have become an essential tool for establishing private, professional and consumer relations. The aim of the paper is to determine the association between gender and Purpose for choosing social media for building personal brand. A survey was conducted among 108 students representative of social media user. Analysis of the gathered empirical data gave grounds for verifying the research hypotheses formulated in the paper and concluding that most of the surveyed representatives of social media users consider social media brand as a valuable source of information about that a brand and as offer. Self-awareness and understanding one's strengths and weaknesses in order to effectively present the self is essential to building a personal brand. Finding includes the significance impact of customer opinion towards referring brand. This chapter includes finding that most of respondents are prefer instagram the most as trust worthy brand content presenter.

1. Introduction

Individual marketing is a term crossing the personalities of increasingly expert and stressing them as well. Everybody appears to know it, yet there's still such countless inquiries encompassing it. Particularly nowadays, when computerized stages are developing at a fast speed and the contest is more grounded than at any other time. Individual marketing is an inexorably well-known act of advertising yourself personally. By making a few moves and utilizing various stages, you assemble your picture as a specialist in a specific region. Doing this, you likewise make yourself more presented to expected customers, crowds, accomplices, or even businesses. Building the familiarity with your own image implies that you're likewise fabricating an attention to what you offer and the nature of your items and administrations.

To do individual marketing admirably, you need to comprehend that YOU ARE A BRAND – and it comprises of all that you do, all that you distribute, and all that you show. That is the reason it's so essential to stick out and be steady across all stages. Web-based media is always showing signs of change and continues to develop among individuals consistently, everyone realizes how to twofold tap, how to like and share something they need to spread mindfulness about or simply overall to spread information. Brands saw the online media wave when it started happening and exploited it to help market themselves among shoppers. Web-based media applications and destinations like twitter, Facebook, instagram, snapchat and YouTube are a couple of the top most utilized web-based media stages used to either convey or share experiences. Nowadays even hardly any online media applications discharge that have high watcher potential yet make due for a very brief time frame as a pattern one model for the current occasions is tiktok.

Promoting and online media got connected on one another because of a ton of supporting angles, presently marks comprehend the worth of components, for example, influencers and spreading brand personality and mindfulness. As indicated by a 2020, web-based media clients have passed the 3.8 billion imprint. Great, when you consider there are 4.5 billion web clients worldwide.80% of purchasers are bound to assess arrangements from the brands they follow on friendly channels.

The normal individual today went through 118 minutes out of each day via web-based media (every day time burned through 2020). Youngsters invested much more energy averaging an astonishing nine hours every day (2020). These gives plentiful freedom to individuals to share their own accounts, transfer pictures, remark on tweets and "like" post that they read. Now and again, youthful grown-ups don't understand the potential long haul sway the negative data can have on their future professions and appeared to be astonished to learn than human asset offices do utilize web-based media to survey possible competitors. It is occupant upon instructors to show understudies individual marking.

2. Literature Review

BikashbaruaAndSayakazaman (2019)have considered Job of online media on brand mindfulness in private colleges of Bangladesh. The target of this examination was to consider was however the utilization of online media instruments, organizations are getting the chance to offer their items and brand advancement. The examination depended on essential information. The examining strategy utilized by the examination was comfort inspecting technique were 476 respondents were thought about from Bangladesh. significant finding of this examination study was, the finding uncover that generally favoured web-based media by the understudies to convey about their college is Facebook as 45.5% of the understudies referenced it as most preferred media followed by Facebook other media are you - cylinder and Instagram.

BulutDulekAndRehaSaydan (2019)have contemplated the effect of web-based media ad mindfulness on brand mindfulness, brand picture, brand mentality and brand dependability: An examination on college understudies. The target of this exploration was to consider the organizations that know about this reality steer towards different exercises to draw in the consideration of purchasers, increment their own degrees of mindfulness and gain most extreme exertion from the chances offered by web-based media. The exploration dependent on essential information.the testing technique utilized by the exploration was non-benefit comfort strategy were 390 respondents were mulled over from Van Yuzuncuyil college. significant finding of this examination study was to increment in the mindfulness towards a brand definitively impacts the picture of a brand.

Hayan Dib (2015) has considered Determinants of brand picture in online media. The goal of this exploration was to contemplate was plan the primary model for brand picture building utilizing in web-based media, and to investigate how an organization can hold onto the snapshot of utilizing web-based media organizations to make brand picture. The exploration depended on essential information. the examining technique utilized by the examination was poll strategy were 373 gotten. significant finding of this examination study was the exploration demonstrate that value mindfulness has huge constructive outcome on brand mindfulness and brand picture.

Tina Vukasovic (2013) has considered structure fruitful brand by utilizing informal communication media. the goal of this exploration was to break down successful correspondence system through long range interpersonal communication media. The examination depended on essential information. The inspecting

strategy utilized by the examination was poll technique were 500 online respondents. the information investigation strategy utilized by the exploration was non-likelihood inspecting method. significant finding of this examination study would assist sponsors with understanding the compelling correspondence technique to convey their image among the clients.

Alexandra Vitela (2019) has considered Age z and the utilization of web-based media for individual marking. the goal of this examination was to recognize the most significant segments or factors for individual marking via online media among gen z people. The examination depended on essential information. The testing technique utilized by the examination was poll strategy were 100 respondents taken by the ages 18 to 24 years. Significant finding of this exploration study was the investigation adds to our comprehension of how gen z people who are toward the start of their vocation use web-based media and systems administration settings to construct an online standing.

3. Research Objective

- To determine the association between gender and Purpose for choosing social media for building personal brand.
- To determine the significant difference between population of grouping variable and sample population.

4. Research Methodology

The problem statement for this study is to Understanding the role of social media in building personal brand. A descriptive research design was adopted to conduct this survey where data was collected via structured questionnaire specifically designed for the purpose of understanding the role of social media. The sample size was 108 from Surat city. The sampling method used was convenience sampling, a type of non-probability sampling. Frequency distribution, Chi-square technique has been used to analyze data.

5. Analysis

Frequency

Frequency is the number of occurrences of a repeating event per unit of time. It is also referred to as temporal frequency, which emphasizes the contrast to spatial frequency and angular frequency.

Factors	Frequency (agree) (%)
prefer social media over blogs	16.7
attention on trends and tips	28.7
liked a page on social media	23.1

purchase branded product	22.2
sharing of brand page	22.2

Above table illustrates the frequency value for various purpose for social media for create personal brand. 16.7% respondents are agree to prefer social media over blogs. 28.7% respondents are agree to attention on trends and trips. 23.1% are agree to liked a page on social media. 22.2% respondents are agree to purchase branded product. 22.2% respondents are agree to sharing of brand page.

Chi-square

The Chi-square test has been used to determine relationship between the primary reason of purpose of using social media in building personal brand and the gender. The objective serves as a base for finding, if there exists a significant association. The statement of hypotheses are as follows

H0: There is no significant association between gender and purpose for social media for building personal brand.

H1: There is significant association between gender and purpose for social media for building personal brand.

Purpose for choosing social media for building personal brand * Gender	Personal chi-square
prefer social media over blogs	.011
attention on trends and tips	.045
liked a page on social media	.112
purchase branded product	.001
sharing of brand page	.084

The above table illustrates the Personal Chi-square value for various purpose for social media for building personal brand the gender is greater than 0.05 which is the threshold value. Thus, the study fails to reject Null Hypothesis (H0). It can be said that there is no significant association between gender and purpose for choosing social media for building personal brand.

Mann-Whitney Test:

The study consists of an independent variable that consist of two categorical, independent groups (i.e, a dichotomous variable); in this study its gender and dependent variable as factors that results in providing purpose for using social media. Man-Whitney test has been used to evaluate whether there exist a different

in distribution of the grouping variable to that the purpose for using social media create brand. The statement of hypothesis is as follows:

H0: There is no significant difference in distribution of grouping variable (gender) towards purpose for usage of social media building personal brand.

H1: There is significant difference in distribution of grouping variable (gender) towards purpose for usage of social media building personal brand.

Factors	Sign. Value Mann-Whitney
prefer social media over blogs	.007
attention on trends and tips	.011
liked a page on social media	.085
purchase branded product	.000
sharing of brand page	.021

The above table illustrates the significant value for various purpose for which social media for building personal brand the gender is greater than 0.05 which is the threshold value. Thus, the study fails to reject Null Hypothesis (H0). It can be said that there is no significant association between gender and purpose for choosing social media for building personal brand.

6. Conclusion

Social media gives a significant influence on a company's product brand awareness in the community. The effect of social media on the brand awareness can be stated to have a strong correlation and influential. This research has concerned itself with the role social media marketing plays in creating brand awareness of fast moving consumer goods. from all of the respondents most of the people are aware of digital

marketing services and some of them are using most of the service. Most of the respondents said that digital marketing is costly but more flexible.

7. Reference

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