

Need of Marketing for the Promotion of Brands

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Abstract – The brand image of an item exceptionally relies upon the quality degree of that item. In the event that the nature of the made item is terrible, at that point it is practically difficult to make a decent picture of that item in the market as there is such a great amount of rivalry in the market that purchasers have various decisions to get the required branded items. Henceforth, it is said that it is a lot simpler to fabricate a brand picture of an item if its quality is much better than different results of same class.

Social media has become a significant device nowadays so as to keep up the brand picture of an item as a slanting example in regards to a specific item is set-up by the assembling organization with the assistance of social systems administration destinations likes Twitter and Instagram and so forth. The present paper features the expanding effect of social media on the advancement of branded products.

Keywords: Social, Media, Brand Image, Consumer

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INTRODUCTION

Global brands like LG, Samsung, Sony, Reebok and Adidas and so on have a magnificent picture among the customers as the nature of these brands is seen as at more elevated level and thus, these brands are a lot of mainstream among the purchasers.

Additionally, the pattern of buying worldwide brands is abundantly observed among the customers living in the urban communities or privileged families as the expense of these branded items will in general be higher and it is very hard for the individuals of white collar class families to manage the cost of these brands.

Be that as it may, a great deal of marketing procedures are embraced by these worldwide organizations to advance their brands. Among these systems, utilizing social media is regular nowadays to advance the branded items.

The greatest favorable position of utilizing social systems administration locales for the advancement of the branded items is that it covers a tremendous scope of shoppers from working class families to the high society families as in India, the quantity of people utilizing social media is expanding with the expansion in the web clients.

As indicated by a report, an expansion in the deals of the branded items is seen from most recent couple of years which show the expanding inclination of the customers to buy the branded items knowing the way that the nature of these items is seen as extreme.

With the assistance of the social media, it is simpler to transfer the media documents in regards to the audit of the branded items so an ever increasing number of shoppers can know about the nature of the items. In the wake of buying the items, a few shoppers likewise notice their own encounters with respect to the use of the bought product(s) by remarking through social media where a typical client can peruse these surveys and make his/her psyche in regards to the buying of a specific brand.

Clearly in the event that the nature of the item is higher, at that point a positive reaction is seen from the buyers and positive audits help a ton in the brand advancement of an item. Henceforth, the extent of social media is wide in building the brand picture of an item as great audits are posted by the buyers if the nature of the item will in general be higher than different items.

Then again, the brand picture of an item can be harmed if the nature of a specific brand will in general reduction as the posts with respect to the awful nature of an item gets viral on the social media stage subsequent to discovering fall in the nature of a specific item. Henceforth, nowadays, social media stage has become a basic instrument in building and harming the brand picture of an item. Therefore, assembling and retail organizations are paying more considerations towards the nature of the items.

EFFECT OF SOCIAL MEDIA ON BRAND IMAGE OF A PRODUCT

In the current research work, 600 consumers were selected to get their responses regarding the impact of social media on their buying behavior. All the respondents were chosen from four cities of Delhi-NCR i.e. Noida, Gurgaon, Faridabad and Ghaziabad. From each of these four cities, 150 respondents were selected randomly and the ratio of male and female consumers was kept 50%.

Table 1: Mean Scores, S.D and t- ratio of Feedback on whether social media is effective tool to promote branded products

Level of Participation	Subjects	Feedback	Mean	S.D.	M.D.	S.E.	t-ratio
Noida	N=75 (Males)	34	24.71	2.11	2.61	0.691	3.78*
	N=75 (Females)	30	22.10	2.26			
Gurgaon	N=75 (Males)	40	25.67	2.37	2.31	0.732	3.16*
	N=75 (Females)	35	23.36	2.26			
Faridabad	N=75 (Males)	60	27.36	2.69	2.43	0.818	2.96*
	N=75 (Females)	50	24.93	2.48			
Ghaziabad	N=75 (Males)	25	27.96	2.93	2.52	0.952	2.26*
	N=75 (Females)	50	25.10	2.64			

*Significant at 0.05 level of confidence

In the case of Noida, the mean scores of feedback of male respondents on whether social media is effective tool to promote branded products is 24.71, S.D. 2.11, the mean scores of feedback of female respondents on whether social media is effective tool to promote branded products is 22.10, S.D. 2.26, the 't' ratio 3.78 was found significant at 0.05 level of confidence.

In the case of Gurgaon, the mean scores of feedback of male respondents on whether social media is effective tool to promote branded products is 25.67, S.D. 2.37, the mean scores of feedback of female respondents on whether social media is effective tool to promote branded products is 23.36, S.D. 2.26, the 't' ratio 3.16 was found significant at 0.05 level of confidence.

In Faridabad, the mean scores of feedback of male respondents on whether social media is effective tool to promote branded products is 27.36, S.D. 2.69, the mean scores of feedback of female respondents on whether social media is effective tool to promote branded products is 24.93, S.D. 2.48, the 't' ratio 2.96 was again found significant at 0.05 level of confidence.

In Ghaziabad, the mean scores of feedback of male respondents on whether social media is effective tool to promote branded products is 27.96, S.D. 2.93, the mean scores of feedback of female respondents on whether social media is effective tool to promote branded products is 25.10, S.D. 2.64, the 't' ratio 2.26 was again found significant at 0.05 level of confidence.

Table 2: Mean Scores, S.D and t- ratio of Feedback on whether the quality of branded products is relatively high

Level of Participation	Subjects	Feedback	Mean	S.D.	M.D.	S.E.	t-ratio
Noida	N=75 (Males)	350	36.13	3.10	3.11	1.090	2.95*
	N=75 (Females)	40	39.24	3.76			
Gurgaon	N=75 (Males)	60	31.56	2.77	3.05	0.898	3.40*
	N=75 (Females)	10	34.61	2.91			
Faridabad	N=75 (Males)	40	23.45	1.96	0.94	0.646	1.45*
	N=75 (Females)	30	24.39	2.12			
Ghaziabad	N=75 (Males)	40	15.18	0.67	0.53	0.451	0.94*
	N=75 (Females)	20	12.12	1.57			

*Significant at 0.05 level of confidence

In the case of Noida, the mean scores of feedback of male respondents on whether the quality of branded products is relatively high is 36.13, S.D. 3.10, the mean scores of feedback of female respondents on whether the quality of branded products is relatively high is 39.24, S.D. 3.76, the 't' ratio 2.95 was found significant at 0.05 level of confidence.

In the case of Gurgaon, the mean scores of feedback of male respondents on whether the quality of branded products is relatively high is 31.56, S.D. 2.77, the mean scores of feedback of female respondents on whether the quality of branded products is relatively high is 34.61, S.D. 2.91, the 't' ratio 3.40 was found significant at 0.05 level of confidence.

In Faridabad, the mean scores of feedback of male respondents on whether the quality of branded products is relatively high is 23.45, S.D. 1.96, the mean scores of feedback of female respondents on whether the quality of branded products is relatively high is 24.39, S.D. 2.12, the 't' ratio 1.45 was again found significant at 0.05 level of confidence.

In Ghaziabad, the mean scores of feedback of male respondents on whether the quality of branded products is relatively high is 15.18, S.D. 0.67, the mean scores of feedback of female respondents on whether the quality of branded products is relatively high is 12.12, S.D. 1.57, the 't' ratio 0.94 was again found significant at 0.05 level of confidence.

Table 3: Mean Scores, S.D and t- ratio of Feedback on whether Social media influences the consumer behavior

Level of Participation	Performance	Feedback	Mean	S.D.	M.D.	S.E.	t-ratio
Noida	N=75 (Males)	40	32.13	2.06	2.52	0.516	3.45*
	N=75 (Females)	10	30.24	2.02			
Gurgaon	N=75 (Males)	10	33.16	2.73	2.41	0.694	2.80*
	N=75 (Females)	50	30.61	2.18			
Faridabad	N=75 (Males)	20	34.45	2.92	2.37	0.842	2.45*
	N=75 (Females)	30	31.39	2.28			
Ghaziabad	N=75 (Males)	10	35.18	3.10	2.15	0.947	1.94*
	N=75 (Females)	40	32.10	2.53			

*Significant at 0.05 level of confidence

In the case of Noida, the mean scores of feedback of male respondents on whether social media influences the consumer behavior is 32.13, S.D. 2.06, the mean scores of feedback of female respondents on whether social media influences the consumer behavior is 30.24, S.D. 2.02, the 't' ratio 3.45 was found significant at 0.05 level of confidence.

In the case of Gurgaon, the mean scores of feedback of male respondents on whether social media influences the consumer behavior is 33.16, S.D. 2.73, the mean scores of feedback of female respondents on whether social media influences the consumer behavior is 30.61, S.D. 2.18, the 't' ratio 2.80 was found significant at 0.05 level of confidence.

In Faridabad, the mean scores of feedback of male respondents on whether social media influences the consumer behavior is 34.45, S.D. 2.92, the mean scores of feedback of female respondents on whether social media influences the consumer behavior is 31.39, S.D. 2.28, the 't' ratio 2.45 was again found significant at 0.05 level of confidence.

In Ghaziabad, the mean scores of feedback of male respondents on whether social media influences the consumer behavior is 35.18, S.D. 3.10, the mean scores of feedback of female respondents on whether social media influences the consumer behavior is 32.10, S.D. 2.53, the 't' ratio 1.94 was again found significant at 0.05 level of confidence.

CONCLUSION

Based on the results, brand presence on social media is generally regarded as slightly more important to consumer-perceived trust on a brand. Additionally, brand social media communication was perceived as having slightly more influence on the overall positivity of brand image.

Unequivocally the impact of social media on brand image is strongly linked to the media usage of the target market, more specifically to how much time

the target market spends in social media. To reiterate the results of this study, there may be significant differences in the social media usage with strong correlation to attitudes on brand communication on social media between genders and age groups.

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