

A Study on Role of Social Media Marketing in Brand Building

Mr.Ahamed Nafih.N. R¹, Mr. Mubarak. S², Dr. N. Rajendran³

¹B.com c.s UG Student, Department of Commerce, Rathinam College of Arts and Science, Coimbatore

²UG Student, Department of Commerce, Rathinam College of Arts and Science, Coimbatore

³Associate Professor and Head, Department of Commerce, Rathinam College of Arts and Science, Coimbatore,

Abstract- As digital landscapes evolve; the methodology of brand building has undergone a paradigm shift from traditional mass media to interactive social platforms. This study investigates the factors that encourage brands to leverage social media for identity construction and the elements that drive consumer engagement. The research identifies key pillars—authenticity, community engagement, and visual storytelling—that facilitate brand resonance. Primary data was collected from a sample of 65 respondents to analyse consumer perception of branded social content. Findings indicate that consistency and two-way communication are the primary drivers of brand trust. Furthermore, the study highlights how social media serves as a "one-stop solution" for brand-consumer relationship management in the modern era .building on these insights ,the study emphasizes that social media marketing not only enhances brand visibility but also strengthens long term brand equity .Platforms such as Instagram ,Facebook ,x, and YouTube enable brands to humanize their identity by sharing real time content, behind the scenes narratives, and user generated experiences .This participatory environment empowers consumers to co-create brand meaning, thereby increasing emotional attachment and loyalty. Additionally, data driven targeting and analytics allow marketers to personalise messages, improving relevance and recall among diverse audience segments' research further observes that responsiveness to feedbacks, reviews, and grievances significantly influences consumer satisfaction and brand credibility. Hence, social media marketing has become an indispensable tool for sustainable brand building in the contemporary digital ecosystem.

Keywords: Social Media Marketing, Brand Building, Consumer Engagement, Digital Identity, Brand Trust.

I. INTRODUCTION

The branding system is a strategic network that facilitates the identification and differentiation of products, of which social media marketing is a technological advancement that brings customers directly into the brand's narrative. While traditional advertisements were once the most efficient way to supply brand messages, technology is now crucial to the advancement of brand -consumer relationships in this digital age. Traditional brand-building practices were consequently Converted to digital formats. of which social media branding ,the newest delivery channel, functions as a powerful tool for boosting the client experience by giving user-friendly, interactive ,and efficient communication services In addition, social media platforms enable brands to reach a global audience instantly, breaking geographical barriers that once limited traditional marketing efforts.

Through features such as comments, shares, likes, and direct messages, brands can actively engage with consumers and foster meaningful interactions. This shift from one-way communication to a dialogic model allows brands to better understand consumer needs, preferences, and expectations. Moreover, social media marketing supports continuous brand visibility through regular content updates, influencer collaborations, and targeted advertising campaigns. The interactive nature of these platforms encourages user participation, which enhances brand recall and strengthens emotional connections.

Consumers today are more likely to trust brands that demonstrate transparency, responsiveness, and social responsibility online. As a result, social media has become an integral component of modern brand strategy, enabling firms to build credibility, nurture loyalty, and sustain competitive advantage. Therefore, the integration of social media marketing into brand-building activities is no longer optional

but essential in the contemporary digital business environment.

II. REVIEW OF LITERATURE

1. **Perceived Trust and Engagement:** According to modern marketing scholars, perceived trust, satisfaction, and interactive content influence customers toward the adoption of a brand's digital identity
2. **Influencer Marketing Impact:** Collaborating with influencers helps brands connect with target audiences more authentically and improves brand recall
3. **Social Norms and Attitude:** Research has proved the remarkable impact of perceived mindfulness, subjective norms, and attitude on the usage of social media for purchasing decisions.
4. **Value of Apps and Platforms:** The perceived value of social media engagement yields a positive effect on a customer's overall satisfaction and brand commitment.
5. **Key Adoption Factors:** Compatibility, perceived usefulness, and consistent personal are significant elements driving the adoption of social brand loyalty in both developed and developing markets.

III. STATEMENT OF THE PROBLEM

In the world of advanced technology, consumers are no longer passive recipients of information. They do not want to be "sold to" through traditional one-way channels; they seek interaction and validation. This study intends to analyse the customer perception towards the role of social media in building a credible and relatable brand. However, many organizations struggle to effectively utilize social media platforms in a strategic manner due to a lack of understanding of consumer behaviour and content expectations. Excessive promotional content, inconsistent messaging, and delayed responses often reduce consumer engagement and weaken brand credibility.

Scope of the Study

Digital technology is in its utmost development, and the number of social media users is increasing rapidly. Individuals are experiencing the benefit of interacting with their favourite brands anywhere and at any time. People think of brand loyalty as a dynamic relationship rather than a static purchase, as social media helps them perform inquiries and provide feedback instantly instead of using traditional customer service. In this context, the scope of the study extends to understanding how social media platforms influence brand awareness, brand image, and consumer trust.

The study focuses on the role of interactive content, online reviews, influencer marketing, and real-time communication in shaping consumer perceptions. It also examines how brands use social media analytics to monitor engagement levels and improve marketing strategies. Furthermore, the study is limited to selected social media platforms and consumer responses within a specific demographic segment. By analysing these aspects, the research aims to highlight the growing importance of social media as a strategic tool for effective brand building and relationship management in the digital era.

Objectives

The objectives of the study are:

- To examine the customer preference towards varied types of social media content.
- To identify the factors influencing customers towards following and trusting a brand on social media platforms.
- To analyse the impact of social media marketing on brand awareness and brand trust.
- To study the role of consumer engagement in strengthening brand loyalty.
- To understand how social media communication influences consumer perception of brands

IV. RESEARCH METHODOLOGY

1. **Study Location:** The study was conducted focusing on urban digital users with high literacy and technological awareness.

2. **Sampling:** Convenience sampling method under non-probability sampling technique was used for selecting 65 sample respondents.
3. **Data Collection:** Primary data were collected using a questionnaire from 65 consumers active on social media. Secondary data were collected from various marketing journals, books, and digital articles.
4. **Analysis Tools:** Ranking techniques and Factor analysis were used to interpret the data.

Discussion on Factors:

- **Authenticity:** Ranked first, as customers value "Behind the Scenes" (BTS) looks that humanize the brand.
- **Education:** Ranked second, showing that brands providing value-added information build more authority.
- **Influencers:** Ranked third, highlighting the importance of social proof and third-party validation.

V. RESULTS AND DISCUSSION

Table 1: Socio-economic Profile of Respondents
Based on the results, the majority of the active social media brand followers belong to the age group of 20-40 years (approx. 80%), indicating that social brand building is most effective among the younger and working-class generations.

Category	Demographic Detail	Percentage (Approx.)	Key Observation
Age Group	20–40 years	80%	Represents the majority of active social media brand followers.
Age Group	Other (Under 20 or Over 40)	20%	Includes students or older generations.
Employment Status	Working-class / Younger generation	High concentration	Social brand building is most effective in this segment.

Table 2: Ranking of Customer Preference Towards Social Content (Calculated using Garrett Ranking Technique)

Content Factor	Mean Rank	Position
Authentic/BTS Content	68.45	I
Educational/Informative	62.10	II
Influencer Reviews	58.30	III
Promotional Offers	52.40	IV
Interactive Polls/Quizzes	48.15	V

Factors Influencing Brand Adoption

On factoring 20 variables, 4 key factors influenced the respondents towards brand adoption:

- **Factor 1:** Visual Identity: Consistency in colours, logos, and aesthetics influenced a significant percentage of respondents.
- **Factor 2:** Responsiveness: The speed and quality of replies to comments/DMs created a positive brand ecosystem.
- **Factor 3:** Social Proof: Likes, shares, and positive comments from other users motivated respondents to prefer a brand.
- **Factor 4:** Safety and Transparency: Clear communication regarding product quality and company values impressed the most loyal respondents.

VI. LIMITATIONS OF THE STUDY

This study is subject to certain limitations that may affect the generalization of its findings. Firstly, the research is based on a relatively small sample size of 65 respondents, which may not fully represent the diverse population of social media users. Secondly, the study adopts a convenience sampling method, which may introduce bias and limit the accuracy of the results. Thirdly, the research focuses primarily on urban, digitally literate individuals, thereby excluding rural populations and less tech-savvy users whose perceptions may differ significantly.

Suggestions

- **Humanize the Brand:** Brands should concentrate on showing the people behind the products to build emotional connections.
- **Two-Way Interaction:** Brands and companies should offer facilities for direct monitoring and

feedback through social DMs to avoid traditional queues.

- **Value over Sales:** Educating and creating awareness through content is better than constant promotional "spamming".
- **Ensure Transparency and Honesty:** Open communication, ethical practices, and prompt handling of complaints help in building long-term brand trust.
- **Invest in Community Building:** Creating online communities and encouraging user-generated content can strengthen brand loyalty and advocacy.

VII. CONCLUSION

The demand for digital interaction is growing rapidly because social media serves as more than just communication; it is a platform for sharing values and building trust. Making customers adopt a brand's digital identity is the key element of this study. The study achieves its stated objective: people give first preference to authenticity and engagement. The adoption behaviour of customers depends on several factors, of which trust, transparency, and consistent value influence them the most. Delivery across platforms influence them the most. The findings of the study clearly indicate that social media marketing plays a crucial role in shaping brand perception and strengthening brand trust among consumers.

Brands that focus on meaningful engagement, timely responses, and value-oriented content are more likely to build strong emotional connections with their audience. Furthermore, the study concludes that social media acts as a strategic bridge between brands and consumers by enabling two-way communication and real-time interaction. It provides organizations with opportunities to listen, learn, and adapt their strategies based on consumer feedback and behavioural insights. In today's competitive digital environment, successful brand building depends not only on product quality but also on how effectively brands communicate their values and identity online.

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