

A Study on Impact of Social Media Activities on Brand Image and Emotional Attachment

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Abstract— Social Media plays a Powerful role in Promoting marketing activities and which aims in building the image of the brand. It became one of the greatest tool to influence the consumers in their buying decisions and increases the overall brand image. A Large Majority of people throughout the world own a smartphone and access social media on a daily basis. Because of this digital attachment, it became necessary to study to what extent the user's have been influenced by social media and how emotionally they are attached to brands. This research is to examine the impact of social media activities on brand image and emotional attachment. The purpose of this study was to analyse the influence of social media on brand image and to identify the consumers emotional attachment with brands. It also studies about the overall emotional wellbeing of the users. The population of the research consists of the consumer's who actively follow brands through social media platform such as Facebook, Instagram, Twitter, YouTube etc., The sample size chosen for this study is 200. In this Research Quantitative Method has been used and research data has been obtained through online Questionnaire consisting Likert Scale and Multiple-Choice Questions, which is shared on social media by applying Convenient Sampling Method. The obtained data was analysed with the result of the analysis we can able to understand social media marketing activities and its Impact on brand image and emotional attachment towards brand.

Indexed Terms-- Brand Image, Emotional Attachment, Emotional Wellbeing, Social Media ,

I. INTRODUCTION

This paper is all about Social media which is now becoming the trend to use it as a medium for communication and entertainment. Social Media has become a part of our daily life routine. It is the trending application these days and being used by people all over the world from young age until the adult. so the information's, Ideas, Opinions and messages are shared in large to general public. The popularity of social media platform and content is important to make the users feel engaged with the brand, when the consumers are influenced to a brand by social media they are getting emotionally attached to a brand. Emotions are positive or negative feeling of an individual. Emotion towards the brand is one of the component of brand relationship. Consumers who have strong emotional relationship towards the brand are indirectly attached to that brand. Emotional attachment with the brand makes the individual to develop a delightful feeling towards the brand and to feel sad when the brand is not there. Emotional attachment can predict the strength of commitment towards the brand, so it becomes one such reason to study about the consumer's Influence by social media towards the brand image and its emotional attachment.

II. REVIEW OF LITERATURE

Albert A. Barreda, Khaldoon Nusair, Youcheng Wang, Fevzi Okumus and Anil Bilgihan, 2020, the study aims to develop theoretical model of emotional attachment by combining branding, marketing and information system theories. The theory driven model was examined empirically by using factor analysis and structural equation modelling. The paper reveals that social media rewards and benefits impact user's brand commitment and build stronger brand image.

Mar Gomerz, Carmen Lopez, Arturo Molina, 2019, The study was about Integrated model of social media brand engagement, this paper contribute to existing social media research by proposing and empirically testing a model in which brand involvement and brand communication are the main precursors. The author found that the influence of social media brand involvement and brand engagement is stronger than the influence of social media brand communication.

Abhishek Dwivedi, Lester W. Johnson, Dean Charles Wilkie, Luciana De Araujo-Gil, 2018, the article was about ever-growing popularity of social media platforms and consumers engaging emotionally with the brands. The Purpose of this article was to understand about social media platform from brand perspective and to examine the effect of consumers emotional attachment on CBBE. The authors found that there is a relationship between the customer's emotional attachment on CBBE and brand equity.

Yusuf Bilgin, 2018, the article aims examine the effect of social media marketing activities on brand awareness, brand image and brand loyalty. The author collected respondents through online questionnaire from 547 consumers by using Convenient Sampling Method. The obtained data was analysed using SEM. As a result of this research the author found that the social media marketing has a significant effect on brand image and brand loyalty.

III. OBJECTIVE OF THE STUDY

- To Analyse the Influence of Social Media on Brand Image.
- To Identify the Consumer's emotional attachment with brands
- To Examine the user's overall emotional well-being

IV. RESEARCH METHODOLOGY

This Study used descriptive research design. Research data has been obtained through online Questionnaire consisting Likert Scale and Multiple-Choice Questions, which is shared on social media by applying Convenient Sampling Method. The sample size was 200 out of which 172 respondents favourably responded to the questionnaire. The data were analysed using analysis, Chi Square Test and Independent T-Test Sampling Technique to analyse the significant relationship between social media activities on brand and emotional attachment. Cronbach's Alpha value is .812.

V. LIMITATIONS OF THE STUDY

- The sample size was restricted to only 200 respondents
- The study was done only within Chennai city.
- The data collected from the respondents might be subject to bias.

VI. DATA ANALYSIS

TABLE 1: DEMOGRAPHIC PROFILE OF THE RESPONDENTS

DEMOGRAPHIC PROFILE		FREQUENCY	PERCENTAGE	TOTAL
GENDER	Male	18	10.5	172
	Female	154	89.5	
AGE	Below 20 Years	106	61.6	172
	20 To 29 Years	62	36.0	
	30 To 39 Years	3	1.7	
	40 To 49 Years	1	.6	
EDUCATIONAL STATUS	SSLC	8	4.7	172
	HSC	27	15.7	
	UG Graduate	125	72.7	
	PG Graduate	8	4.7	
	Professionals	2	1.2	

	Others	2	1.2	
OCCUPATIONAL STATUS	Private Employee	8	4.7	172
	Public Employee	2	1.2	
	Business	2	1.2	
	Student	156	90.7	
	Others	4	2.3	

(Source- Computed Data)

(61.6%), undergraduates (72.7%), Most of the respondents are students (90.7%).

The table 1 shows that the majority of the respondents are Female (89.5%), age group of below 20 years

TABLE 2 – SOCIAL MEDIA ACCTIVITIES ON BRAND IMAGE

SOCIAL MEDIA ACTIVITIES ON BRAND IMAGE AND EMOTIONAL ATTACHMENT		FREQUENCY	PERCENTAGE	TOTAL
DO YOU USE SOCIAL MEDIA	Yes	163	94.8	172
	No	9	5.2	
HOW MANY HOURS A DAY YOU USE SOCIAL MEDIA	More than 4 hours	36	20.9	172
	3 - 4 hours	35	20.3	
	2 - 3 hours	30	17.4	
	1 - 2 hours	45	26.2	
	less than a hour	26	15.1	
SOCIAL MEDIA PLATFORM MOST OFTEN USED	Facebook	3	1.7	172
	Instagram	101	58.7	
	Twitter	1	.6	
	You Tube	54	31.4	
	Snap Chat	4	2.3	
	Others	9	5.2	
HAVE YOU EVER LIKED OR FOLLOWED A BRAND ON SOCIAL MEDIA	Yes	110	64.0	172
	No	62	36.0	
WHEN YOU LIKE OR FOLLOW A BRAND ON SOCIAL MEDIA, HOW IMPORTANT IS IT TO YOU	Extremely Important	14	8.1	172
	Very Important	32	18.6	
	Somewhat important	45	26.2	
	Slightly Important	34	19.8	

	Not Important	47	27.3	
IF EMOTIONALLY ATTACHED TO A BRAND ITS DUE TO	Quality	71	41.3	172
	Price	23	13.4	
	Durability	12	7.0	
	Value Added Services	10	5.8	
	Information about the product on Social Media Platform	56	32.6	

(Source – Computed Data)

The table 2 shows that the majority of (94.8%) of the respondents use social media. (26.2%) of the respondents spend 1-2 hours in social media, Nearly (58.7%) of the respondents use Instagram as their social media platform ,(64%) of the respondents liked

or followed a brand on social media, (27.3%) respondents feel that it is not that much important to like or follow a brand on social media, (41.3%) of the respondents are emotionally attached to a brand due to its Quality.

Table.3 – Chi-Square

Association between Age and Social Media Platform often used									
			Which Social Media Platform do you use most often?					Total	
			Facebook	Instagram	Twitter	You Tube	Snap chat		Others
Age	Below 20	Count	1	63	0	35	2	5	106
		% within Age	0.9%	59.4%	0.0%	33.0%	1.9%	4.7%	100.0%
		% within Which Social Media Platform do you use most often?	33.3%	62.4%	0.0%	64.8%	50.0%	55.6%	61.6%
		% of Total	0.6%	36.6%	0.0%	20.3%	1.2%	2.9%	61.6%
	20 – 30	Count	0	37	1	18	2	4	62
		% within Age	0.0%	59.7%	1.6%	29.0%	3.2%	6.5%	100.0%
		% within Which Social Media Platform do you use most often?	0.0%	36.6%	100.0%	33.3%	50.0%	44.4%	36.0%
		% of Total	0.0%	21.5%	0.6%	10.5%	1.2%	2.3%	36.0%
	30 – 39	Count	2	0	0	1	0	0	3
		% within Age	66.7%	0.0%	0.0%	33.3%	0.0%	0.0%	100.0%
		% within Which Social Media Platform do you use most often?	66.7%	0.0%	0.0%	1.9%	0.0%	0.0%	1.7%
		% of Total	1.2%	0.0%	0.0%	0.6%	0.0%	0.0%	1.7%
	40 – 49	Count	0	1	0	0	0	0	1
		% within Age	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		% within Which Social Media Platform do you use most often?	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.6%
		% of Total	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.6%
Total	Count	3	101	1	54	4	9	172	
	% within Age	1.7%	58.7%	0.6%	31.4%	2.3%	5.2%	100.0%	
	% within Which Social Media Platform do you use most often?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	1.7%	58.7%	0.6%	31.4%	2.3%	5.2%	100.0%	
Chi Square Test									
Pearson Chi Square			Degrees of Freedom			Significance (2- Tailed)			
79.183 ^a			1			.000			

(Source – Computed Data)

Table 3 reveals the Chisquare test on the summarized cross tabulation . the verification of association reveals that the Pearson Chi-Square value is 79.183 and the significant value is .000 and these are statistically

significant , Therefore it can be concluded that there is an association between age and social media platform often used. This implies that the people in different age group use the social media platform in which they are influenced more.

Table 4 – Influence of social Media on Individual’s emotional attachment with brand and the overall well being of the users

Independent T-Test					
Emotional attachment with brands and users well being	N	Mean	Std. Deviation	T	Sig. (2-tailed)
Social Media Platform Increases my emotional Attachment with a brand	172	3.33	1.098	39.796	.000
I am emotionally connected with my brand due to regular updates about it on my social Media Page	172	3.22	1.084	38.888	.000
I can able to Control my emotions whenever I see the content or Ads about the brand I follow on my social Media	172	3.41	1.042	42.951	.000
Social Media can have an Impact on Individual's Mental Health	172	3.60	.965	48.898	.000
Social Media negatively impact my well- being	172	3.35	1.024	42.958	.000

(Source - Computed Data)

From the Table 4, it is found that the mean values of the respondents views on the influence of social media activities on brand image and their emotional attachment ranges from 3.22 to 3.60. The standard deviation of most of the variables are ranging from .965 to 1.098. The significant value reveals that there is an Influence of social Media on Individual’s emotional attachment with brand and the overall well being

VII. FINDINGS

From the study it is found that most of the respondents were female (89.5%), who are within the age group of below 20 years (61.6%), who were Pursuing their UG (72.7%), nearly 90% of the respondents were students who are active in social media platform, most often used social media platform was Instagram (58%), majority of 64% of the respondents are following a brand on a social media due to its Quality and Information provided about the product on social media. From the analysis it is found that there is an association between age and social media platform most often used, the study implies that there is an

strong impact of social media on brand image and Individual’s emotional attachment with brand.

VIII. CONCLUSION

Based on the results it is proved that social media activities has a positive and significant impact on brand image and emotional attachment. This significant effect is an indication that the respondents experience high level of interactions in the social media on brands which increases their emotional attachment as well. So it is concluded that social media is one such strong platform in recent times which influences its users in following and building a strong connection with their brands which leads to high emotional attachment.

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