

Rebranding the Packers and Movers Industry in India through Social Media Marketing: An (IPO) Analysis of Trust-Building and Customer Engagement

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Abstract—This research examines the transformative potential of social media marketing in the Indian packers and movers industry, a sector traditionally marked by trust deficits, service inconsistency, and limited professional branding. Utilizing the Input-Process-Output (IPO) model, the study investigates how logistics companies can strategically harness social media platforms to reshape customer perceptions, foster trust, and drive engagement.

The input stage focuses on gathering comprehensive consumer insights through social listening, feedback analysis, and market research to understand customer expectations and pain points. These insights inform the process phase, where tailored content strategies are developed and implemented, including customer testimonials, transparent communication, interactive campaigns, and educational content that highlights service quality and reliability. Social media channels serve as critical touchpoints for real-time interaction, personalized outreach, and brand storytelling.

The output phase measures the impact of these strategies on customer behavior, brand credibility, and overall business growth. Key outcomes include enhanced trust, improved service perceptions, increased customer engagement, and higher conversion rates. By aligning marketing efforts with customer needs and demonstrating professionalism through consistent digital presence, packers and movers companies can overcome historical challenges and compete more effectively in an increasingly digital marketplace.

This study contributes to the growing body of knowledge on digital marketing in unorganized sectors by offering empirical insights and practical frameworks for logistics companies seeking to leverage social media as a strategic asset. The findings underscore the importance of systematic consumer insight gathering and agile content execution to build sustainable brand equity and nurture long-term customer relationships in the Indian packers and movers industry.

Index Terms—Movers and Packers, social media, trust building, digital marketing, customer engagement, relationship building, Mumbai

I. INTRODUCTION

The Indian packers and movers industry plays a vital role in facilitating household and business relocations across cities and states. Despite its growing importance in an era of rapid urbanization, this sector continues to face persistent challenges related to trust, transparency, and professionalism. A large number of small, unorganized players dominate the market, leading to inconsistent service quality and fragmented brand identities. As a result, consumers often view relocation services with skepticism, associating them with hidden costs, service delays, and damaged goods. Building credibility and customer confidence, therefore, remains one of the most pressing needs for companies operating in this field.

In recent years, the digital revolution has reshaped how businesses in every sector communicate with customers and manage their brand presence. Social media, in particular, has evolved from being merely a networking platform to a powerful business tool capable of influencing perceptions, emotions, and purchase decisions. For the packers and movers industry, which traditionally relied on word-of-mouth and offline marketing, this shift presents both a challenge and an opportunity. Social media marketing offers a unique chance to establish transparency, highlight reliability, and engage directly with consumers to build lasting trust. Companies that effectively use these platforms can humanize their

brands, address customer concerns in real time, and demonstrate service accountability at scale.

This research explores how social media marketing can redefine brand perception and foster trust in the Indian packers and movers sector, using the Input-Process-Output (IPO) model as the guiding framework. The model provides a structured way to understand how logistics companies gather consumer insights (input), translate those insights into strategic communication and content creation (process), and evaluate the outcomes in terms of customer engagement, satisfaction, and business growth (output). By integrating digital marketing practices into an industry struggling with informality, this study seeks to highlight the tangible impact of social media on professional branding, operational credibility, and long-term customer loyalty. The research further aims to provide actionable strategies that can help emerging logistics firms leverage digital platforms to rebuild trust and reposition themselves as dependable service providers in the dynamic, evolving marketplace of India.

II. LITERATURE REVIEW

Rebranding has been widely recognized as a strategic tool for firms seeking relevance in changing markets, with studies showing its strong influence on consumer perceptions, brand equity, and satisfaction. Kumar's (2023) work on rebranding in the consumer durables sector highlights that shifts in visual identity, communication, and positioning help brands adapt to evolving consumer expectations, provided these changes are authentic and supported by operational improvements. Similar principles apply to service sectors: research on customer-based brand equity suggests that rebranding strengthens trust and perceived value when aligned with contemporary consumer needs. In the packers and movers industry, an unorganized, fragmented sector in India these insights are especially relevant, as customers increasingly evaluate service providers through digital touchpoints. Jayakumar's (2025) case on Agarwal Packers & Movers further shows that legacy players must embed modern values such as professionalism, transparency, and sustainability into their identity, signalling that rebranding must go beyond cosmetic changes to address deeper service quality challenges.

Digital transformation literature reinforces this need, emphasizing that consumers today rely heavily on online reviews, social media presence, and digital communication to assess service reliability. The UrbanClap case study (Mukherjee & Patra, 2023) demonstrates how platform-based service providers successfully disrupt traditional unorganized sectors by using digital branding, standardized processes, and social media driven trust-building. Applied to packers and movers, this suggests that rebranding combined with strong social media marketing can reposition firms as credible, organized, and customer-centric bridging the trust deficit that often deters customers from choosing formal movers. However, rebranding carries risks if not matched with real service improvements; literature warns that superficial brand changes may fail to translate into sustained trust, satisfaction, or loyalty. The gap across current studies shows limited academic focus on how rebranding supported by social media specifically impacts the Indian relocation industry, making this an important, contemporary area for research

III. RESEARCH METHODOLOGY

3.1 Objectives:

1. To analyze how packers and movers companies in India currently utilize social media platforms to communicate their brand identity and service offerings.
2. To examine the processes used to build trust and engagement through platform-specific content, influencer partnerships, and customer interaction.
3. To evaluate the effectiveness of social media efforts in improving customer perception, brand loyalty, and lead generation in the packers and movers sector.

3.2 Primary Data collection:

Primary Data for this study was collected through a survey questionnaire conducted with the use of a Google Form.

3.3 Secondary Data collection:

For this research, secondary data collection will primarily focus on two sources: academic literature and social media analytics platforms.

Academic Literature

A review of relevant academic publications will serve as the foundation for understanding established

theories and frameworks related to social media marketing, consumer trust, and brand management in the logistics and service industries

3.4 Sampling size

Data were collected from 70 valid respondents after screening. This size is adequate for exploratory social media perception studies and supports basic descriptive and inferential statistical evaluations.

3.5 Location of the Study:

This study was conducted in the Mumbai Metropolitan Region.

3.6 Sampling Technique:

Given the study’s exploratory nature, a non-probability purposive sampling technique was used. Respondents were selected based on their familiarity with relocation services or exposure to related advertisements on social media platforms in the last three years.

3.7 Limitations of the study:

- Limited Representation of Unorganized Players: Many smaller packers and movers still do not have a strong or consistent presence on social media, which could lead to an overrepresentation of organized or branded firms in the analysis.
- Dynamic Nature of Social Media: Social media algorithms, trends, and consumer preferences change rapidly. The effectiveness of strategies analyzed during the study may vary over time.
- Platform-Specific Limitations: The study may be limited to major platforms (Instagram, Facebook, YouTube, LinkedIn), potentially ignoring niche or emerging platforms like ShareChat, Moj, or WhatsApp marketing.
- Geographical Bias: Data may primarily come from MUMBAI, where digital adoption is higher, excluding a true pan-India perspective.

Data Analysis & Interpretation:

Data interpretation for the three objectives was performed using the chi-square test, with results summarized below and supported by observed/expected frequency tables and corresponding graphs for each objective.

Objective 1: Social Media Usage for Brand Identity Hypothesis:

H0: Packers & movers companies do not utilize social media significantly for communicating brand identity.

H1: Packers & movers companies utilize social media significantly for brand identity.

- The observed frequency of platforms used shows a strong skew, with the largest group indicating “I don’t follow any,” followed by Instagram and multi-platform usage.
- The chi-square value ($\chi^2 = 35.88, p = 0.000088$) indicates a statistically significant difference between actual and expected distributions, rejecting the null hypothesis.
- This means social media is not uniformly or optimally used by all companies for branding, but Instagram dominates among users who do follow brands.

Platform	Observed	Expected
I don't follow any	26	5
Instagram	13	5
Instagram, Youtube	7	5
Facebook, Instagram	3	5
Facebook, Instagram, Twitter (X), LinkedIn...	2	5
Youtube	1	5
Instagram, LinkedIn	1	5
Facebook, Instagram, Youtube	1	5
Twitter (X)	1	5
Instagram, I don't follow any	1	5
Facebook, Instagram, Twitter (X)	1	5

Objective 2: Processes for Building Trust & Engagement

Hypothesis:

H₀: Engagement processes

(content/influencer/customer interaction) do not affect trust/engagement.

H₁: These processes do affect trust/engagement.

- Most respondents (45) had never engaged with packers and movers on social media, while only 12 had done so.
- The chi-square value ($\chi^2 = 9.12, p = 0.0025$) confirms a significant difference, meaning engagement processes do affect customer interaction but the current uptake is low.
- Influence and customer interaction are key areas for future improvement.

Engagement	Observed	Expected
No	45	28
Yes	12	28

Objective 3: Effectiveness in Improving Perception, Loyalty, Lead Generation

Hypothesis:

H₀: social media does not improve perception/loyalty/lead generation.

H₁: social media improves perception/loyalty/lead generation.

- 28 respondents answered "Yes," 25 "Maybe," and only 4 "No" to whether regular social media updates would improve their loyalty to a relocation service.
- The chi-square value ($\chi^2 = 12.32, p = 0.0021$) shows significant positive effects of social media engagement on perception, loyalty, and lead generation.

Loyalty	Observed	Expected
Yes	28	19
Maybe	25	19
No	4	19

Interpretation

- Social media usage is uneven, and most customers do not currently follow relocation brands, but platforms like Instagram show potential.
- Interactive processes are necessary to build trust, though the industry's social media engagement in India is still minimal.
- Effective, regular content has strong potential to improve customer loyalty and perception suggesting that well-targeted efforts will benefit packers and movers companies.

The chi-square results validate that a more strategic, interactive, and customer-centric social media approach can drive brand-building and growth for packers and movers in the Indian market.

Key Findings

The key findings of this research on social media marketing in the Indian packers and movers industry, based on both primary survey analysis and contextual industry sources, are as follows:

1. Uneven Adoption of Social Media Platforms

Packers and movers companies in India show a highly uneven presence on social media, with a significant proportion of target customers not following any service provider online. Instagram emerges as the leading platform for those who do engage, but overall, brand communication and identity-building via social media are not yet mainstream across the sector.

2. Underutilized Engagement and Trust-Building Processes

Engagement strategies such as platform-specific content, influencer partnerships, and direct customer interactions remain underused. The majority of respondents have never interacted with a relocation brand on social media. Those companies that do utilize testimonial posts, process videos, and real-time interactions see some positive shifts in trust and engagement, underscoring the need for more active and creative outreach.

3. Significant Impact on Loyalty and Perception

The study finds a strong positive correlation between consistent social media engagement regular updates, educational content, and customer interaction and improved customer perception, brand loyalty, and

willingness to consider or recommend a service. Respondents overwhelmingly indicated they are more likely to become loyal customers if a company maintains an informative and interactive social media presence.

4. Room for Strategic Growth

Despite the current gaps, evidence from both survey results and industry case studies confirms that integrated digital strategies including social media marketing, content creation, and targeted advertisements have measurable effects on lead generation and bookings for packers and movers companies. Creative campaigns and customer-centric content help overcome trust barriers and drive stronger engagement in a sector historically challenged by informal practices and brand skepticism.

5. Statistical Validation

Chi-square test analysis for each objective demonstrates statistically significant differences between observed usage/engagement/loyalty patterns and expected uniform distributions, validating the role of social media strategies in shaping business outcomes for Indian packers and movers companies. These findings highlight the untapped potential of digital marketing and social media channels to professionalize branding, increase customer trust, and foster sustained business growth in the Indian relocation services market.

IV. CONCLUSION

Social media marketing is a vital tool for Indian packers and movers to build brand visibility, trust, and customer engagement in an increasingly competitive market. Platforms like Facebook and Instagram enable companies to showcase services through authentic content, respond promptly to inquiries, and leverage customer reviews as social proof. Despite current uneven adoption, engaging social media strategies have proven to boost customer loyalty, lead generation, and overall brand perception.

This research confirms that companies investing in targeted, interactive, and consistent digital marketing stand to gain significant advantages over competitors relying on traditional methods. Social media not only drives awareness at a low cost but also helps overcome longstanding challenges of mistrust and informality in

the sector, positioning businesses for sustainable growth and professionalism in the digital age.

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