

IMPACT OF SOCIAL MEDIA ON BRAND AWARENESS AND EQUITY

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Abstract

The aim of this study is to identify how big of the effect of brand awareness and the impact of social media orientation on brand equity. A social media is a computer-facilitated technology that uses the creation and input of information, ideas, career interests and other forms of expression that uses virtual communities and networks. This paper proposes about how the brand awareness affects the brand equity and also the impact of social media orientation on brand equity. This paper also discusses about successfully meeting the purposes of study on results to find on what's the elements that brand equity must depended on.

Keyword: Brand awareness, brand equity, social media interaction, social media, user-interactions.

1. Introduction

Here we would like to do a research about the brand awareness using social media or known as SOCMED. A social media is used by entrepreneur and people as resources and as the platform to promote their brands widely. It is free to use anytime and ease of access for user. They also sometimes pay for their brand advertisement for much wide attention and attractions. It can reach even wider audience too. It is important that entrepreneur or user to nurture the social platforms that work best in everything with just at the tip of your finger. Furthermore, if you want to create a successful way of social business brand awareness strategy, you should be familiarized with how the networks runs and know the kinds of audience that you want to reach on the network and how to effectively uses it thus create the brand equity which is the ultimate goal for any social media enterprises.

However, creating a social media strategy for brand awareness can be quite a deal. A social media strategy is what you plan to do and what you hope it would be to achieve your business target through social networks. Moreover, the user attraction statistic. We need to realize what is important is our audience, they matter in making business marketing wide known. It is important that we take note in things like link, likes, recommendation, clicks, feedback and many more. Furthermore, the challenges with the competitors. Competitors will use their strategy different and quite big impact by using a very good brand advocate or using a medium and models as their customer review. The aim of this paper is to identify the impact of social media on brand equity. In order to achieve this aim, we propose a framework to identify the effect and impact of social media on brand equity.

The remainder of this paper is organized as follows. Section 2 is literature review. Proposed framework is in Section 3. Section 4 contains some concluding remarks.

2. Literature Review

To make the big effect and impact of brand awareness and social media orientation on brand equity, we must need a good impression in the marketing roles by using social media platforms in creating a huge impact to people. Firstly, what are social media? A social media or short form as Socmed, is a computer-facilitated technology that uses the creation and input of information, ideas, career interests and other forms of expression that uses virtual communities and networks. The all sort of uses and stand-alone built-in social media services are widely used by people nowadays. In finding the equity of a product or a brand, a good promotional activity and also a good marketing opportunity in taking chances of learning to pierce through something new. An innovative way is by using a social media platform. Such having brand like Nike, converse, vans and many more, they will use every step or openings that they can get their mind and hands on. The struggle and the new innovative ideas every time they do something that makes it a hit when they launch every new product that they create. A brand needs to be known by people so that they can be a successful business and completing what people need. Besides that, being a completely different than other company in creating new ideas in producing a marketing style can be a major turn over for businesses nowadays. Rather than have it your way and standard learn something new with a survey or a feedback from people and what is in the trends today. There will be a discussion on the brand equity that leads to two variables, which are the brand awareness and social media orientation. From there we can concludes the outcomes and acknowledge the most and we will discuss about in the articles that has been chosen.

2.1 *The Effect of Brand Awareness on Brand Equity*

According to (Tsimonis & Dimitriadis 2014) generally specified where certain company are slowly moving from orthodox way of selling thing to a social media platform by posting their product on Facebook. The managers from a particular company said posting job is a fun and safe activity because you no need to confront the customers. Social media has offer the set up to reach or target a specific group of people such as gender, races and geography. These setting or tools can ease the seller to reach new audiences thus increases the brand awareness. (Dolan 2017) strongly stated that customer often seek the price offered by the seller before buying something on social media. They also find about organization background and do some research on its listed products. Other than that the service presented by the seller also being observed by the customer. The first impression towards certain product is important because it could impact people's choice in a long term way. To avoid of first bad impression, marketers must create the best brand awareness strategy, if not the customers will be not interested (Hutter 2013). Often times, people get to know some product from not that particular product but from the brand itself that has strong brand name to the worldwide community such as IBM computer and Heinz tomato sauce. If customers are already knew that particular product and brand they wouldn't take a long time to check the product, in easy word they will just buy the product. By improving a great product and services, no wonder seller could obtain the best brand equity (Sasmita & Suki 2015).

In terms of social media applications and implementations such as Facebook, “like” button can spread brand awareness recognition amongst social media users. It is because “word of mouth” activity that happened between users making them eager to visit Facebook pages and eventually hit the like button. By only using the word of mouth technique, the information or news about particular product on social media can be transferred from one customer to other customer in very quick rate. The consequences of this instances induced customers to immediately hit the “like” button after being acknowledged about the product (Pongpaew 2017). These occurrence can lead can create business relationship between one pages to the pages. People will click the posted link that bring to other competitor pages on wall and suddenly could create internet traffic, thus the sales is boosted (Tsimonis & Dimitriadis 2014). Furthermore, other applications on social media also been mentioned by (Tsimonis & Dimitriadis 2014) that in order to get close to customer, many pages implemented instant reply that could be setting up on comment section. This brand awareness effort can impact people’s mind, thus can increase their trust on particular pages. Moreover, the quick reply is the best communication effort ever because people often want their messages being replied quickly without any prolong waiting. To get engage with customer easily, seller could make video dialogue to their fans. In this way, the face to face dialogue could create special bonding between seller and customer. Other than that in the same research, social media is the best place to implement instant replies or instant messages to the customer. Good and exceed verbal communication is another could create brand equity. Other studies implemented by (Thornhill 2017) stated that where human get conscious the most not from hearing but by looking at object. Customers are eager to know about their favorite product specification, price and physicality easily without reading. So by posting a video about particular product is the best way to increase brand awareness. It could touch the feeling the most and could create positive sentiments in their mind.

2.2 The Impact of Social Media Orientation on Brand Equity

Information technology has advances so quick in recent decade especially nowadays people get in touch with social media 24/7. Most commerce have using social media platform to sell their products. This phenomenon has change the business environment to conduct buying and selling processes because it includes people choices to buy something. The transactional activities have also changes where the moving of currency by internet is quick and fast. Most importantly, firms have improving their communication year by year by reading people’s feedback on comments and direct messages (Odoom 2017). Small and medium enterprises know that social media is important to wide their business potential towards targeted customer. They believe social media is the best platform to build relationships with consumers, improve brand awareness and gain new customers (McCann & Barlow 2015). Company can increases their sales revenue and brand awareness using different perspective by just using social media because nowadays with the internet ages, there is no excuse to do something. The listed ways are improve communication, strengthening word of mouth activities, great products and services, increasing the post traffic on walls, advertising, collaboration with other company or B2B and as well as online communities (McCann & Barlow 2015)

Likewise, the research conducted by (Ismail, A. R. 2017) stated that TV, radio and magazines are the important tools nowadays to get in touch with customer, thus persuade them to buy the product from sellers. Majority of earthlings has been turn away from traditional media to social media in order to find everything including products and services. Because it quick, reliable and updated of information on social media. On the other hand (Sasmita & Suki 2015) told that consumers get in touch with seller on social media through direct messages as it gives more assurances and reliable feedback compared to traditional media whereas you only can read everything written about product description without two way communication. In this new media, consumer by her or himself can consider, evaluate and buy based on their own decision making.

Based on previous studies by (Jeff 2014) on football industry about fans awareness towards their team found that brand managers has the full power to control the fans by just using social media. Everyday brand managers can post update about the team, the schedule and even a Vlog displaying the team mate activities during whole days. It is easy for brand managers to engage with fans 24/7 because everyone right now have a smartphone and at least sign up for social media account. But, other fear faces by brand managers is the football team must care of its team reputation. They must win every time got a game with other team, at least the team placed top higher rather than bottom rank By creating an appearance on Twitter or Facebook or other social media without the meticulousness required way to make the struggle in a useful way, it will produce a few useful outcomes. By simply obtaining appearance on these social media for the sake of preserving control done to the brand conversation, it will provide the impression of taking an action it often feels like being taking control for it (Booth and Matic 2011).

In overall, all the researchers have very successfully meeting the purposes of study on results to find on what are the elements that brand equity must depends of. The context of researchers argument are very match with today's online era where people are 24/7 get in touch with smartphone and stuff related with it. Every abstract and keywords in the article are properly described the whole article. In terms of data and tables, every article has accurately described the content and every point. The title concisely describes the content and findings that accurately describe information in the diagram. For discussion part, the interpretation of content is not against the research results. The content of each paragraph is being arranged very logically and not repeated on other paragraph. Every interpretation are being supported by other research and cited accordingly.

3. Proposed Framework

In Figure 1 above shows on the framework about the Impact of Brand Awareness and Social Media Orientation on Brand Equity. There are two types of variables involving in this framework which is independent variable and dependent variable. The first variable, which is independent variable, is included with the two elements that being hooked to brand equity.

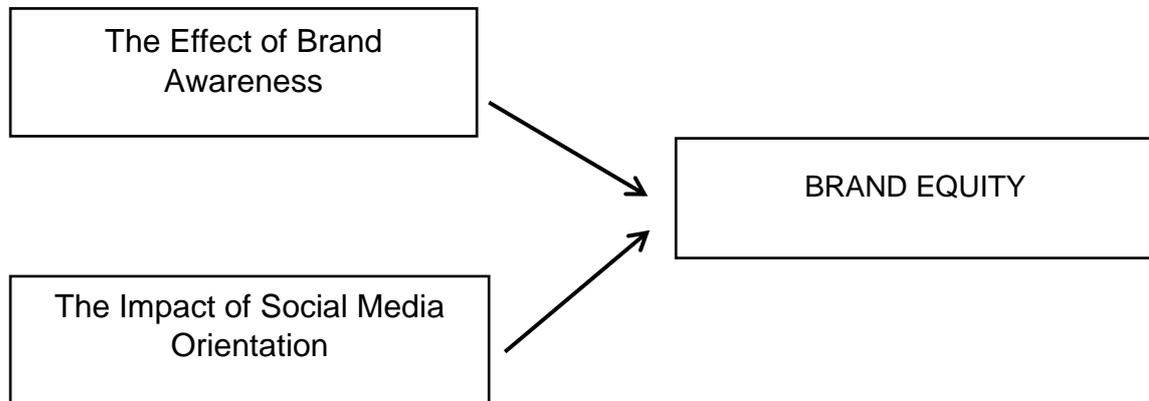


Figure 1. Research Framework.

4. Conclusions

In a conclusion, the brand awareness and the social media orientation helps in giving variables to the brand equity. Nowadays, a social media medium is a trend and a new venture platforms for an entrepreneur to venture and try and error their business because it is the fastest way for their product to be acknowledge by the people and being more widely known to the customer or public. Besides that, it is also to gain attention and to ensure the business growth and to fulfil customer needs. It is also a great opportunity for them to learn and experience the trend that is circulating in this 21st century that has some renowned needs. It is also a new challenge for them to experience and get their knowledge advance by using this opportunity and embrace it. By using this way, it is serving both the customer and the entrepreneur to ensure and get what feedback that they needed to make a great improvement of their product or brand that they are managing. A customer can also help in better advancement of one product so that it fit the standard nowadays. Brand equity also helps to advance their brand global and accepted in other country.

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