

Research Article

## Building Brand Image through Social Media Marketing-A study with respect to Regression Analysis

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**Abstract:** Social media's dynamic nature causing numerous problems in utilizing it as an effective marketing communication platform. A lot of businesses are spending money on their social media presence. However, it is believed that brand image is a potent tool for giving a firm a long-term competitive edge. Keeping that in mind the possible impacts of SMM on BI was examined. Data was collected from 200 Delhi NCR respondents with the help of questionnaire, descriptive and Regression analysis was used to identify the key elements that go into creating a positive brand image through SMM. Results says SMM positively affects BI, second in the absence of BI, SMM is influenced by Price line, Variety of products, New and innovative items, further SMM is impacted by Reliability of Ads, Honesty of Ads and Confidence in sharing sensitive information and Brand Image in presence of social media marketing is impacted by its own factors namely Price Line and Variety of Products. As per the final conclusion Social Media market affects Brand Image, but pricing and product diversity are the main elements that create a business's identity. This study will be helpful for the Government, researchers, policy makers, Companies and other interested parties.

**Keywords:** Brand Image, Social Media Marketing, SPSS, Regression.

### INTRODUCTION

Nowadays, every business has several brands, not just for different product categories but also for the same product. Practically every product has a brand, and businesses work very hard to develop, create, maintain, and support the brands' further expansion. Customers associate a brand with meaning and emotions because it leaves a mark on their brains and hearts. It is important to understand Brand building. Through the creation of jobs, revenue, export performance, and domestic savings, SMEs are significantly advancing economic development (Sidek et al., 2020). It has become a very active and dynamic industry over the last few decades (Geneva, 2024), which received a significant interest from academic researchers (Banerjee & Dasgupta, 2009). Due to the rapid increase in a competition there has been a notable advancement in the field (Odoom et al., 2017). SMEs are now facing numerous hurdles because of an economic globalization as well (Gamage et al., 2020). However, research indicates that business plans positively affect competitive advantage, and that SMEs' competitive advantage is enhanced by more effective business strategies (Pambudi, 2022).

Brand Image acts as a "guideline" for the target audience while interacting with a product or service, it is directly related to a company's legitimacy and reputation, making it essential to its growth. The consumer will either become a brand loyalist or merely an opportunist who can swiftly transfer to another brand as a result of this unique experience. Nowadays, the majority of marketers

incorporate social media channels into their overall marketing plans, and others are frequently used to create a powerful brand image.

### *Social Media Marketing- A Game Changer*

Social media, smartphone apps, and the internet are the examples of e-communications, which has become a part of our day-to-day life (Dwivedi et al., 2021; Siriwardana, 2021). Other includes FB, LinkedIn, Twitter, Reddit, Pinterest etc. (Saleh & Momo, 2019). It makes convenient for people to communicate and give marketers freedom to make relations with their consumers (Appel et al., 2020; Dwivedi et al., 2021; Saleh & Momo, 2019). Due to its dynamic and emergent nature, social media's effectiveness as a marketing tool has presented marketers with a number of challenges (Siriwardana, 2021). Social media significantly influences consumer behaviour, with users relying on peer recommendations, influencer endorsements, and social proof when making purchasing decisions (Khare & Chakraborty, 2020), influences consumer satisfaction (Voramontri & Klieb, 2019). A considerable amount of scholarly research has been drawn to social media because of its extensive use as a marketing tool during the past ten years (Li et al., 2023). Over time, several communication tools have developed and are constantly transforming people's lives, making it the best communication tool of the twenty-first century. This type of communication has a significant impact on marketers, who understand that they have little chance of distinguishing out in the constantly changing world of

digital marketing. Over the past century, the marketing industry has seen unthinkable transformations (Sabri et al., 2021). Moreover, SMM connects with customers in a more genuine way, conveying that the company is about more than just managing its reputation. An increasing number of businesses are incorporating SMM into their strategies to capitalize on the digital revolution. According to (Weinberg, 2009), SMM is the process of using online platforms to promote websites, products, and services. According to (Cicek, 2012), it has to do with building relationships and connections with both current and potential clients. SMM initiatives concentrate on outreach, communication, content creation, and referrals to increase brand popularity, exposure, and online traffic. Blogging and sharing product photos or instructional videos on social media platforms are examples of these activities (Kim & Ko, 2012). Additionally, the rising popularity of social media and social search significantly contribute to customer engagement and brand interactions (Kim & Ko, 2012; Laroche et al., 2013). Businesses and brands must focus on how they can influence customers through these platforms to have a deeper impact (Parent et al., 2011; Schultz and Peltier, 2013). Consumers gain greater ability to communicate globally (Bruhn et al., 2014). The modern media landscape has undergone a profound transformation, with social media complementing traditional media. Social media has become an important instrument for a transformation. The field of customer relationship management has given way to partner relationship management after the introduction of social media. In the past, businesses exclusively used conventional media as a medium for marketing communication. However, as digital marketing has evolved and consumers' preferences have switched toward online shopping, businesses are now using more contemporary marketing strategies. In the past, they employed traditional media as a marketing communications strategy, including television, newspapers, magazines, hoardings, etc. The potential of social media remains largely untapped for organizations operating in the FMCG sector in India. They contend that social media should be used in concert with more tried-and-true methods to optimize its potential. SM, revolutionizing the market because it allows marketers to establish trust, dependability, privacy, and security by ensuring that consumers' personal information won't be disclosed to or leaked to third parties, by consistently interacting with customers, and by making items easily accessible.

### **Brand Image**

"Brand Image" has garnered a lot of interest from scholars and professionals (Y. Zhang, 2015). Before the 1800s, producers could only sell their goods in the marketplaces in where they were located (Jones & Morgan, 1994; Moore & Reid, 2008). In order to distinguish their goods and services from those of international rivals, domestic manufacturers began utilizing trademarks when they extended their operations to purchasers in other nations (Moore & Reid, 2008). As per the American Marketing Association, during the early 1900s, many mistakenly believed that a brand was the same as a trademark, even though they were different (Kotler & Keller, 2006). While current marketing has concentrated on intangible parts of branding, leveraging

sensory and emotional aspects of brand experience, traditional marketing was more focused on tangible features and quality (Pine & Gilmore, 1999; Gobe, 2001). Because consumers base their decisions on which brands and products to buy on how they perceive a brand, brand image has been a key idea in marketing (Dobni & Zinkhan, 1990). In particular, (Bullmore, 1984); (Gardner & Levy, 1955) defines BI as attitudes, sentiments, perceptions, and beliefs. According to (Frazer, 1983), intangible elements like social meanings and symbolic value have a stronger correlation with brand image than do the tangible characteristics of products.

When targeting, segmenting, and placing a product in a particular market, smarter strategic marketing decisions are based on brand image. The term "Brand Perception" is customer's mental processes related to cognition, emotion, and evaluation. This new definition considers these interplays. One of the best ways to promote your business and demonstrate how your marketing techniques differ from others' is through social media. When social media branding is done right, it can and will facilitate the best possible connection between you and your target audience. A crucial component of your entire marketing strategy on popular social media sites like Facebook is social media branding Twitter and LinkedIn. Social media branding is a marketing technique that work to engage and attract your target audience on social media platforms. You may build a solid network of customers who are excited to buy from you and who are not only committed to your brand but also want to raise brand awareness by harnessing the power of social media branding.

It's critical in today's business environment to set your product apart from those of other marketers. Businesses must carefully consider how to attract clients as well as the perceptions and attributes they want them to have of their goods or services. The study focuses on how to instill specific perceptions. Establishing a company's brand identity is simple; however, communicating the same qualities and promises to customers is a more challenging task (brand image). This way of thinking is supported by the identity and image framework developed by (Kapferer, 1995; Kapferer, 1997). In business, branding has become essential. These days, a product or service alone is insufficient. It also requires additional value and, more importantly, excellent brand management. Studying the psychological effects of branding is fascinating. It's critical to comprehend consumer perception in order for a company to effectively exploit. Having a thorough understanding of how customers view a brand will enable marketers to maximize their impact. In this study, we tried to know the ways in which SM can support the development of enduring product brands.

### **REVIEW OF LITERATURE**

The study by (Jayasuriya & Azam, 2018) lists conversation, brand identity, entertainment, reputation, and e-WOM as components of social media marketing. Facebook marketing also includes sales promotions on its list of components. To generate Facebook marketing metrics, the study used Facebook marketing initiatives. Furthermore,

unlike what was previously thought, brand image is more than just the total of associations, according to (Lee et al. 2014), who redefined the term. It ought to be incorporated into the three viewpoints of assessment, attachment, and cognition. Consumer perception arises from a blend of cognitive, affective, and evaluative processes. According to (ElAydi, 2018), SMM organizations typically use six components as instruments for their marketing strategy: E-communities, engagement, content sharing, accessibility, and trustworthiness. (Dib & Alhaddad, 2015) looked at the elements that affect BI on SM and came to the conclusion that mobile companies need to focus on increasing consumer awareness of their brands, ads, and costs. According to (Chahal & Rani, 2017), Informational and personal interest are combined to create brand engagement. How customers interact with brands on social media is influenced by both consumer-based and societal influences. ‘Social identity’ components and consumer-based characteristics, like product selection and opportunity seeking, have a greater influence on a customer's social media brand engagement. (Wijesundara et al., 2017) explored the rapid growth of social media and the increasing number of users to analyse the role of social media in shaping how businesses perceive their brands. The findings of (Stojanovic et al., 2017) indicate a clear relationship between brand awareness and the intensity of social media activity. The study's conclusions highlight how the destination's emotional image affects word-of-mouth (WOM) intention and show how brand awareness affects other facets of brand equity. (Ajanthan, 2017) determined that word-of-mouth, trendiness on social media platforms, entertainment, interactivity, and consumer demands adaption are the essential components of social media marketing. Brand loyalty, perceived quality, brand awareness, and brand image were further elements of brand equity.

The study's findings suggest that social media marketing has a significant and positive impact on brand equity in Sri Lanka's travel and tourist industry. (Sallam, 2014) concludes that brand image and brand identity are predecessors of brand love, which influences customers' purchase decisions, when WOM mediates. In (So et al., 2018) study, social visibility of consumption influences customers' cognitive, affective, and evaluative brand identification, which in turn influences their propensity to resist unfavourable brand information or to communicate positive word-of-mouth communications. (Chakraborty & Bhat, 2017) investigated both hedonic and functional factors. According to the study, hedonic brand image is more significantly impacted by genuine internet reviews. (Ansari et al., 2018) discovered that brand attachment, awareness, and attitude were positively correlated with brand image. (Bilgin's, 2018) research shows that SMM activities significantly impact brand awareness, brand loyalty, and BI. While BI encompasses a broader scope

than brand awareness, brand loyalty is influenced by both. (Chang et al., 2018) found that consumers tend to prefer brands that align with their online self-concept when exposed to advertisements in social settings. Their study explored how consumer image and voice—represented by consumer representatives and personal pronouns in brand advertising—appeal to self-expression on social media. (Çiçek & Erdogmus, 2012) identified a correlation between client brand loyalty and a company's ability.

Factors with the reference given below in the table.

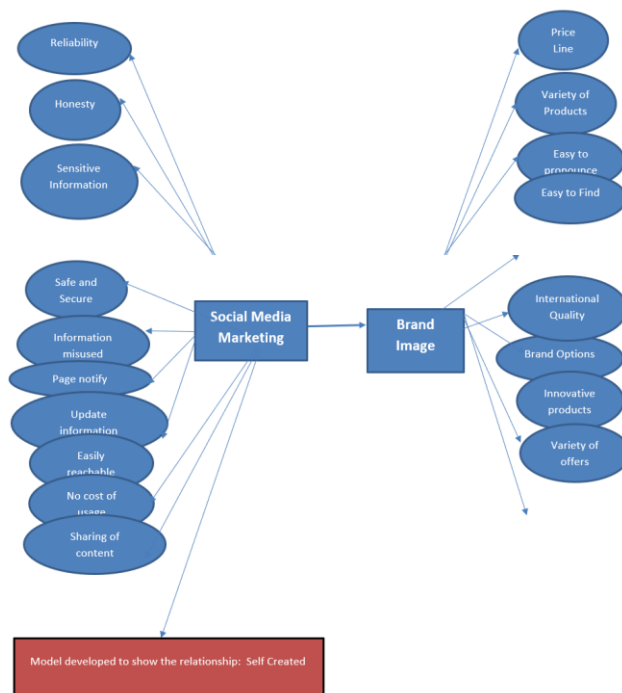
Factors	References
Price Line	(Hastuti et al., 2018; Johan et al., 2021; Lusianto, 2024; Neubert, 2022)
Variety of products	(Harshleen Kaur Sethi, 2017; Sweety, 2019)
Brand Image	(Alhaddad & Alhaddad, 2015; Hastuti et al., 2018; İşoraitè, 2018; Keller, 2015; Lusianto, 2024; Prakash, 2024; Sweety, 2019; Tahir et al., 2024; Y. Zhang, 2015)
Easy to Pronounce	(Ekayati et al., 2024)
Easy to find in markets	(June, 2020)
Brand options	(Harshleen Kaur Sethi, 2017; Keller, 2015; Sweety, 2019)
International quality	(Alhaddad & Alhaddad, 2015)
Innovative products	(Harshleen Kaur Sethi, 2017; Sweety, 2019)
Reliability of Ads	(Sharma, 2024)
Honesty of Ads	(Alhaddad & Alhaddad, 2015; Tahir et al., 2024)
Social media marketing (SMM)	(Appel et al., 2020; Dwivedi et al., 2021; Khare & Chakraborty, 2020; Li et al., 2023; Sabri et al., 2021; Siriwardana, 2021)
Sensitive Information	(Senthil Kumar et al., 2016)
Safe and Secure	(Buhari & Isa, 2023; Senthil Kumar et al., 2016; Z. Zhang & Gupta, 2018)
Information not misused	(Senthil Kumar et al., 2016; Z. Zhang & Gupta, 2018)
Pages notify	(Sabri et al., 2021)
Updated information	(Sabri et al., 2021)
Easily reachable	(June, 2020)
No cost for usage	(Popescu & Tulbure (Handaric), 2022)
Sharing of content	(Chung, 2025; Du Plessis, 2017; Mikko Villi, 2017)

Table O : Self-created

**Objectives**

- To find the Factors responsible for building a Brand image.
- To find the Factors responsible for Social Media Market.

To understand the relationship between Brand Image and Social media marketing.



## RESEARCH METHOD

Primary and Secondary data was collected to meet the study's goals. The later gathered from published sources such as newspapers, magazines, websites of businesses, reference books, and journals, among others. An organized set of questions were created to get the respondents' primary data. The factors in the questionnaire were determined by a review of the literature, and additional novel variables were explored through descriptive research. Data was collected with the help of questionnaire. A five-point Likert scale, from "strongly disagree" to "strongly agree," was used to get the responses.

Distributing the questionnaire involved seeing them in person, communicating with them by mail, etc. Sample size was selected on the basis of  $\text{Items} \times 10$  ( $20 \times 10 = 200$ ). A total of 250 questionnaire were distributed out of which 230 responded and 200 responses were considered reliable for the study. Data was collected from respondents of Delhi-NCR to explore the factors responsible for building Brand image. Convenience sampling was used and the criteria for selecting the respondents was that they must be active on social media.

All the respondents were surveyed on 20 items listed in Table 1, to know how they rate each variable. The data was analysed with Regression.

The present study has included all the variables which are related Brand Image and Social media marketing.

**Table 1:** Variables used to determine the factors responsible for building a Brand image.

S.no.	Statements/Factors/Items	Variables
<b>Brand Image Indicators</b>		
1.	Consumer durable brands have different price line	Price Line (PL)
2.	Consumer durable brand provides variety of products	Variety of products (VP)
3.	Consumer durable brand provides various features in products	Brand Image (BI)
4.	Consumer durable brands are easy to pronounce	Easy to Pronounce (PR)
5.	Consumer durable brands are easy to find in markets	easy to find in markets (MKT)
6.	There are more brand options while purchasing consumer durables.	Brand options (OP)
7.	Consumer durable brand provides international quality products	International quality (IQ)
8.	Consumer durable brand offers new and innovative products	Innovative products (INN)
9.	Consumer durable brand gives variety of offers to their customers	Variety of offers (OFF)
<b>Social Media Marketing Indicators</b>		
1.	Ads on social media are reliable	Reliability of Ads (RL)
2.	Ads on social media are honest	Honesty of Ads (HO)
3.	I am willing to rely on Ads when making purchase related decision	Social media marketing (SMM)

4.	Confidence in sharing Sensitive Information	Sensitive Information (SI)
5.	Safe and Secure	Safe and Secure (SS)
6.	Information not misused	Information not misused (MU)
7.	Social media pages notify all its followers of specific subject quickly and simultaneously	Pages notify (NO)
8.	Social media page gives updated information	Updated information (UP)
9.	Social media is easily reachable	Easily reachable (RE)
10.	Social media takes minimum or no cost for usage	No cost for usage (CO)
11.	Social media allows interchanging, spreading and sharing of content	Sharing of content (SH)

In the above table, Statement 3 under Brand Image indicators i.e. Consumer durable brand provides various features in products, represents dependent variable Brand Image (BI) and Statement 3 under social media marketing indicators i.e. I am willing to rely on Ads when making purchase related decision, represents independent variable Social media marketing (SMM).

### Data analysis and Interpretation

#### Reliability Test

The Cronbach's Alpha Test is used to assess the data's dependability. This test helps gauge internal consistency and establishes how closely connected the data set is. To evaluate this internal consistency, a Cronbach's Alpha score is employed which is  $0.8 > \alpha > \text{or} = 0.7$  is deemed to be "acceptable."

**Table 2:** Reliability Test

Cronbach's Alpha	No. of Items
.813	20

Because the scale's Cronbach's alpha value is more than 0.7, it is suitable for analysis.

#### Demographic Profile

The collected data was properly analysed and interpreted with help of frequency distribution, percent score.

Table 3 below provides demographic characteristics.

**Table 3:** Demographic profile.

	Categories	Frequency	Percent
<b>Gender</b>	Male	120	60.0
	Female	80	40
<b>Age</b>	Below 20	39	19.5
	21-30	143	71.5
	31-40	16	8.0
	41-50	2	1.0
	51-60	0	0
	60 and above	0	0
<b>Monthly Income</b>	No income-20000	91	45.5
	20001-35000	52	26.0
	35001-50000	25	12.5
	50001 and above	32	16.0
<b>Which social media platforms are you most active on?</b>	Facebook	9	4.5
	Instagram	46	23.0
	LinkedIn	8	4.0
	YouTube	91	45.5
	Others	46	23.0
<b>What is your frequency of social media use?</b>	"Many times a day"	25	12.5
	"Once in a day"	1	.5
	"3-4 times a week"	6	3.0
	"Once a week"	15	7.5
	"Whenever need arises"	153	76.5
<b>How frequently do you see repetitive ads of consumer durable goods on social media</b>	"1-3 times"	24	12.0
	"3-5 times"	23	11.5
	"5-7 times"	66	33.0
	"7 and above"	87	43.5
<b>Do you recall the ads while purchasing consumer durable goods</b>	Yes	88	44.0
	No	112	56.0

<b>Do you checkout the products whose ads you see on social media</b>	Sometimes	42	21.0
	Always	142	71.0
	Never	16	8.0
<b>Do you discuss the social media ads you see with your peers and family members</b>	Sometimes	72	36.0
	Always	109	54.5
	Never	19	9.5

Table 3 shows the demographic profile of respondents. Two hundred samples were gathered. Respondents from varying age groups and monthly income brackets make up the sample.

### **Building BI through SMM**

To determine the impact of SMM on BI, regression analysis is employed.

#### **SECTION 1**

**Table 4: Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.401	.127		26.792	.000
I am willing to rely on Ads when making purchase related decision	.165	.042	.272	3.978	.000

- a) Dependent Variable: BI  
b) Predictors: (Constant), SMM

The range of features offered by a linked product defines the brand image of consumer brands. Through social media, customers may actively contribute and participate to impart these diversity of benefits. Social media marketing revolves around the customer's interaction and their role in product branding. Therefore, the study's definition of SMM is people's willingness to watch ads on social media.

Brand image and SMM are positively associated. SMM enhances the image of any consumer brand.

$$BI = 3.40 + 0.165SMM$$

BI=Brand Image, SMM = Social Media Marketing

#### **SECTION 2**

**Table 5: Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.897	.335		2.679	.008
Consumer durable brands have different price line	.124	.060	.149	2.079	.039
Consumer durable brand provides variety of products	.397	.080	.382	4.986	.000
Consumer durable brands are easy to pronounce	.077	.061	.084	1.272	.205
Consumer durable brands are easy to find in markets	-.017	.038	-.028	-.454	.651
There are more brand options while purchasing consumer durables	.055	.065	.055	.837	.403
Consumer durable brand offers new and innovative products	.112	.056	.139	2.003	.047
Consumer durable brand gives variety of offers to their customers	.007	.060	.008	.110	.913

- a) Dependent Variable: BI  
b) Predictors: (Constant), PL, VP, PR, MKT, OP, INN, OFF

Price line, Variety of Products and New & Innovative products in the absence of SMM plays important role in constructing BI of any product.

$$BI = 0.897 + 0.124PL + 0.397VP + 0.112 NIP$$

PL= Price line, VP= Variety of Products, NIP= New & Innovative products

### SECTION 3

**Table 6: Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.020	.508		.039	.969
Ads on social media are reliable	.202	.080	.164	2.529	.012
Ads on social media are honest	.429	.085	.355	5.026	.000
Confidence in sharing Sensitive Information	.257	.056	.276	4.609	.000
Safe and Secure	.131	.082	.118	1.584	.115
Information not misused	-.035	.076	-.034	-.456	.649
Social media pages swiftly and simultaneously inform all of their followers about a particular topic.	-.128	.090	-.088	-1.415	.159
Social media page gives updated information	.131	.086	.094	1.519	.130
Social media is easily reachable	.105	.103	.066	1.024	.307
Social media takes minimum or no cost for usage	.041	.063	.037	.649	.517
Social media allows interchanging, spreading and sharing of content	-.134	.100	-.082	-1.335	.183

a) Dependent Variable: SMM

b) Predictors: (Constant), RL, HO, SI, SS, MU, NO, UP, RE, CO, SH

$$SMM = 0.020 + 0.202RL + 0.429 HO + 0.257SI$$

RL=Reliability of Ads, HO=Honesty in Ads, SI=Confidence about sharing of sensitive information

Social media marketing is influenced by reliability of Ads, honesty of Ads and confidence about sharing sensitive information about product/brand.

### SECTION 4

**Table 7: Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.613 <sup>a</sup>	.376	.313	.5315	.376	6.048	18	181	.000

a) Dependent Variable: BI

b) Predictors: (Constant), PL, VP, PR, MKT, OP, INN, OFF, RL, HO, SMM, SI, SS, MU, NO, UP, RE, CO, SH

The R-value of 0.613 indicates a substantial relationship between the variables in Table 7. The R-squared and modified R-squared values are 0.376 and 0.313, respectively, with independent variables explaining 37.6% of the variation in the dependent variable, Brand Image, and other factors explaining the remaining 62.4%.

**Table 8: Anova**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	30.749	18	1.708	6.048	.000 <sup>b</sup>
Residual	51.126	181	.282		
Total	81.875	199			

c) Dependent Variable: BI

d) Predictors: (Constant), PL, VP, PR, MKT, OP, INN, OFF, RL, HO, SMM, SI, SS, MU, NO, UP, RE, CO, SH

Table 8 indicates that the regression model significantly predicts Brand Image, with a 0.000 p-value, below the significance level of 0.05. This implies that the data and the model suit each other well.

The coefficient table establishes what data is sufficient to forecast brand image. The amount that a dependent variable will change in standard deviation for every standard deviation that the predictor variable increases is known as the standardized



coefficient, or beta coefficient. The regression coefficient's representation of the correlation variable's importance will be gauged by the t value.

**Table 9: Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.876	.412		2.124	.035
Consumer durable brands have different price line	.134	.062	.160	2.169	.031
Consumer durable brand provides variety of products	.383	.085	.369	4.530	.000
Consumer durable brands are easy to pronounce	.074	.062	.081	1.194	.234
Consumer durable brands are easy to find in markets	-.032	.040	-.053	-.810	.419
There are more brand options while purchasing consumer durables	.055	.069	.055	.794	.429
Consumer durable brand offers new and innovative products	.115	.062	.143	1.845	.067
Consumer durable brand gives variety of offers to their customers	-.039	.065	-.044	-.594	.553
Ads on social media are reliable	.032	.057	.042	.550	.583
Ads on social media are honest	-.049	.065	-.066	-.754	.452
I am willing to rely on Ads when making purchase related decision	.069	.052	.114	1.340	.182
Confidence in sharing Sensitive Information	.019	.041	.034	.460	.646
Safe and Secure	.008	.059	.012	.142	.887
Information not misused	-.023	.055	-.036	-.414	.679
Social media pages swiftly and simultaneously inform all of their followers about a particular topic.	-.070	.064	-.078	-1.090	.277
Social media page gives updated information	.086	.063	.102	1.367	.173
Social media is easily reachable	.003	.074	.003	.042	.967
Social media takes minimum or no cost for usage	.022	.044	.033	.501	.617
Social media allows interchanging, spreading and sharing of content	-.021	.071	-.021	-.301	.764

e) Dependent Variable: BI

f) Predictors: (Constant), PL, VP, PR, MKT, OP, INN, OFF, RL, HO, **SMM**, SI, SS, MU, NO, UP, RE, CO, SH

$$BI = 0.876 + 0.134PL + 0.383 VP$$

PL= Price line, VP= Variety of Products

The pricing of consumer brands and the range of items offered by various consumer brands are important elements that impact the BI of any product in the context of SMM. Based on Table 4.17, it can be deduced that Variety of Products has the highest beta value (0.383), meaning that Variety of Products has the greatest impact on BI. Price Line comes in second (0.134). For the aforementioned data, the regression equation is:

$$B = 0.876 + 0.134 \text{ Price Line} + 0.383 \text{ Variety of Products}$$

Consequently, it can be said that price line and product variety have a big impact on BI.

## Findings and Conclusion

From Section 1 it is found SMM positively affects brand

image.

From Section 2 it is found that Brand Image in the absence of SMM is influenced by price line, Variety of Products and New and Innovative products.

From Section 3 it is found that SMM is impacted by Reliability of Ads, Honesty of Ads and Confidence in sharing sensitive information.

From Section 4 it is found that Brand Image in presence of social media marketing is impacted by its own factors namely Price Line and Variety of Products.

The findings of this study depicts that still consumers are relying on prices and variety of products. Even in the present scenario, these factors drive consumers to form brand image in their minds. So, companies should design



Social Media marketing plans in accordance with information that is price sensitive and includes information about the variety of products.

Other factors of social media marketing i.e. Reliability of ads, Honesty of Ads, confidence in sharing sensitive information, are the qualitative factors which become recessive in the presence of price and variety.

Research on the social media market has revealed that a brand's image is heavily influenced by its online presence, engagement strategies, and consumer interactions. As social media becomes a key component of online shopping, not only the youth but all generations are influenced by these type of advertisement. Thus, with the rising reliability on social media marketing the brands image is being crucial part of the brand image creation. Also, the social media marketing would ensure wider brand reach, enabling both the brand and consumer for a scope of increased reach. It provides scope for consumer and brand interaction, and content sharing. The first hand influence can be known by these kind of communication levels. Overall, social media serves as both an opportunity and a risk for brand image, demanding strategic management to maintain a strong digital reputation.

n the era of digitalization, human life is completely in the clutch of social media since it affects social as well as professional life of everyone. And so, the one click culture has prompted the marketers to go online with products.

The present study offers immensely valuable insights on opinion of young consumers on social media marketing. This helps marketers not only in determining the contents but also strategising the entire social media marketing. The said study also describes how and to what extent social media marketing influences brand awareness, brand preference and purchase decisions of especially young consumers. n the era of digitalization, human life is completely in the clutch of social media since it affects social as well as professional life of everyone. And so, the one click culture has prompted the marketers to go online with products.

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#### Limitations

- The rapid changes in digitalisation and online marketing possess an inherent limitation in itself.
- Owing to lack of time and resources the researchers has been able to explore limited variables only.
- Given a time in future more researches may be performed in the area of knowing more on this topic and with more variables.
- Respondents opinion are dynamic, they keep on changing time to time.
- This study identifies various factors responsible for building brand image through social media, only the Delhi-NCR region was used for data collecting.
- Future research may concentrate on other regions within India.
- Other softwares like PLS-SEM, CB-SEM, Bibliometrics, ISM-MICMAC, N-Vivo etc can also be used in the future.

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