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# A Study of Brand Communication among Consumers using Social Networking Sites

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**ABSTRACT:** *Social media marketing is a paid form of brand or business promotion requiring a proper planned communicative message which creates a distinctive image of the brand in the minds of consumers. Customers play an important role in any major or minor communication because their purchasing behavior impacts the success or failure of the marketer's strategy. Communication through internet is more specified with effective interactive strategy among its users. Thus, Social Media communication is becoming precise, personal, interesting and interactive.*

*This paper studies the effectiveness of brand communication through social networking sites (SNS) from its user's perspective and also made an attempt to find the interaction through the communication of brand among users. A study was conducted using primary data in Hyderabad region, with the help of structured questionnaires and was analyzed using SPSS.*

*In the trend of marketing, social networking sites creates network communication among the users community. People get exposed to various kinds of brand communication. They tend to interact with the brand and also get awareness about the brand and its service in an interesting way. The study conveys that the consumers are aware of brand communication in social networking sites and also indicate that the communication strategy used in brand communication creates impact on certain brands effectively. This study helps the marketer to understand the communication of their brand among the users in marketing their product on social networking sites. A shift from isolated pure play traditional platforms to an integrated multi-channel approach is helping the marketers address the challenge of new consumers' expectations across many channels.*

**KEYWORDS:** *Brand communication, social networking sites, consumer impact*

## I. INTRODUCTION

Internet is the emerging information technology with the credibility of immediacy and fastness, thus, it brings globalization in every aspects of communication. Communication through internet is more specified, with effective interactive strategy among its users. In recent days, internet advertising has taken new forms which have more advantages over the traditional mediums like print media, television and radio. Marketing communication is becoming precise, personal, interesting, interactive and social. Different strategies of communication are followed in various social networking sites like Facebook, Twitter, instagram etc. They not only create impact over the audience but also make them interact with the marketers to have a better understanding about the consumers needs and wants. People get attracted to brand communication in social networking sites than usual banner and pop up ads. These networking sites bring more interactive communication with advertising. Social networking sites will become the primary arena for highly targeted marketing and advertising. Therefore, it is necessary to study the effectiveness of brand communication strategy followed in social networking sites which are mainly accessed by Indian users. This research attempts to find the effectiveness of brand communication strategy in promoting and advertising their brand in social networking sites. The effectiveness is determined with the help of survey from people who use these sites.

## II. OBJECTIVES OF THE STUDY

1. To study the effectiveness of brand communication through social networking sites from its users.
2. To find the impact of interaction through these communication among users.

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### III. RESEARCH METHODOLOGY

The study is descriptive in nature based upon the impact of brand communication among customers who use social networking websites and both primary and secondary source of data were used. The primary source of data was collected through self constructed questionnaire. A sample of 100 respondents from Hyderabad region was taken for the study. The collected data was analyzed using Statistical Packages for the Social Sciences (SPSS) and secondary data was collected from journals, magazines and websites for the study.

### IV. LITERATURE REVIEW

**Scott (2009)** in his book titled “**The New Rules of Marketing and PR**”, states the reasons for brand promoters preferring online web formarketing is that the tools, techniques and content are constantly evolving. The buyers reward creativity by responding to the online efforts like: If you are open to trying out new things, you can be first in your industry touse something new to communicate to your buyers. Marketing in some social networking websites are still the most popular intheir niche.

**Shih (2009)** in his paper titled “**The Facebook Era: Tapping online social networks to build better products, reach new audiences and selling more stuff**” says that there are hundreds of millions of activeusers across sites like Face book, Hi5, Orkut and MySpace. 2.6 billion minutes are spent on Face book each day. These websites are enabling brands toengage the right people in the right conversation at right time. Marketing thebrands through social media is becoming precise, personal, interesting, interactive and social.

**Weber (2009)** in his book titled “**marketing to the second web**”, says promoting a community is just like as promoting a newbrand product or service to the consumers. Social media is used tocommunicate people in the promotional aspect and inclined to involve the people. Traditional advertising and direct marketing in social media is tosend people to the digital community to be informed, entertained and heard and users find it highly appealing.

**Borges (2009)** finds that today's buyers want to be engaged differently thanin years past and many traditional marketing tactics simply do not workanymore. Social media marketing is a revolutionary way to build solidrelationships with buyers. Low cost, brand building, staffing advantages,loyalty and level playing field are key benefits of social networking sites as asuccessful marketing media.

**Zarrella (2010)**in his study titled “**the social media marketing**”, says the roots of online social networking can be traced tothe 1980s bulletin board systems (BBS). These systems allowed the users tocreate personal profiles, helps to share information by sending privatemessages, public messages and post events at low speed connectivity. Afteremanation of social networking technology in the internet world, it grewhigher and popular among the internet user.

**Lacy and Hernandez (2009)** in his paper titled “**Twitter marketing for dummies**”, says Twitter gives the ability to share nearly140- characters thoughts in a split second, where user can easily share linksto press releases and stories about their business, service or product. Makingtweets interesting and diverse, there is a more possibility of increasing thefollowers, by consider with news sharing and stories about the industry thatthey serve. The rules of marketing had to change and the web has proved a catalyst inbringing the changes forward and amplifying their scale. While most marketers are still wrestling with the firstgeneration, savvy brands are exploring the landscape that social media andsocial networks create for marketers..

**Stroud (2007)** says that the ability of social networking sites to generatethese huge volumes of web traffic is proof of their huge popularity. Google, Yahoo and News International have bought themselves a presence in thesocial networking arena. The detailed rationale for these acquisitions differsbut all have a common theme of wanting access to the enormous audiences.

**Ricadela (2007)**in his article says, Coca-Cola has been running promotions on MySpacefor the past two years for brandsincluding Cherry Coke and Fanta and has promoted Diet Coke and otherdrinks on Google's YouTube.

**Smith (2010)** says that Facebook is becoming one of the great internetcommunications of people time now days. Whereas many companies have tried to emulate Face book's success or challenge it in one geography

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Another, Facebook has proven that the core asset on which all of its services are built - the social graph - is much more defensible and powerful than many others once anticipated.

## V. A STUDY OF BRAND COMMUNICATION AMONG CONSUMERS

### V.1 SOCIAL MEDIA MARKETING

Social media marketing, or SMM, is a form of internet marketing that involves creating and sharing content on social media networks in order to achieve your marketing and branding goals. Social media marketing includes activities like posting text and image updates, videos, and other content that drives audience engagement, as well as paid social media advertising. Social Media Marketing makes use of social media sites to raise visibility on the Internet and to promote products and services. Social media sites are useful for building social (and business) networks, and for exchanging ideas and knowledge.

Social Media Marketing uses podcasts, wikis, blogs, online videos, photo sharing, news sharing, message boards, and posts on social networking sites to reach a large or targeted audience.

- ) Social Networking (e.g. Facebook, Myspace, Friendster)
- ) Wikis (e.g. TWiki, wetpaint, Wikipedia)
- ) Photo Sharing (e.g. Flickr, zoom, smugmug) Audio Sharing (e.g. Blog Talk Radio, ODEO)
- ) Blogs (e.g. Mashable!, Boing Boing, Dosh Dosh)
- ) Social Bookmarking or Tagging (e.g. Digg, Reddit, del.icio.us)
- ) Video Sharing (e.g. YouTube, Kyte)
- ) Collaborative Tools (e.g. Zimbra, zoho, Google)
- ) Business Networking (Linked In, XING, eAcademy)

#### V.1.1 GROWTH OF SOCIAL MEDIA MARKETING

A recent study, “The State of Small Business Report,” sponsored by Network Solutions, LLC and the University of Maryland’s Robert.H. Smith School of Business, points to economic struggles as the catalyst for social media’s rapid popularity. The study results show that social media usage by small business owners increased from 12% to 24% in just the last year, and almost 1 out of 5 actively uses social media as part of his or her marketing strategy. In 2009, only 23% of marketers were using social media for years. Now that number has grown to 31%.

Here’s a breakdown of what the small businesses reported as the main uses of social media marketing:

- 75% have a company page on a social networking site.
- 69% post status updates or articles of interest on social media sites.
- 57% build a network through a site such as LinkedIn.
- 54% monitor feedback about the business.
- 39% maintain a blog.
- 26% tweet about areas of expertise.
- 16% use Twitter as a service channel.

#### V.2 SOCIAL NETWORKING SITES

A social networking site creates network communication among the user community. Though social networking site serves for communication purposes among special interest groups, the marketing strategy has also entered this medium for its reach. People get exposed to various kinds of brand communication through this media. They tend to interact with the brand and also get awareness about the brand and its service in an interesting way. Hence, there is a need to study the effective way of communication in branding the product in social networking sites and analyze its reach among the people and their perceptions in this research.

In recent trend of marketing in social networking sites, various brand communications are widely used to attract targeted leads. So, this study would help to know the effectiveness of communication and strategy done through social networking sites which make the target audience to participate in this kind of advertising. This

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is mainly studied on networking sites which are popular among Indian users were Face book, Twitter and Orkut. This study would help the advertisers to understand the effective communication strategy to communicate their brand among the users

Some benefits of social network advertising include:

1. Popularizing your brand, idea or service to the target group.
2. Informing target audience about your brand or service's presence in the market.
3. Encouraging healthy competition in the market.
4. Providing social benefits for the brand.
5. Making the audience to interact and keep them intact with the brand.

### **V.2.1 SOCIAL NETWORKING SITES AS AN ADVERTISING TOOL**

From the last decade, social networking is on the rise for business reasons and also for personal use. With its popularity increasing day by day, the need for business tables to go social is indispensable. There are four main reasons for social networks used as advertising tools.

**Cost efficiency:** Advertising on social networks is relatively cheap compared to other Traditional media; it usually has a similar or expanded reach at much lower costs. In Addition, it is possible for companies to generate free publicity through creative Advertising techniques. There have been a number of successful viral marketing Campaigns in Twitter and Facebook in the recent years. Creating a page for a brand in Facebook is free which is cost efficiency and also creates a large number of active followers.

**Large reach:** Since social networking websites has millions of active users, it has become more popular and acts as a good medium for sharing their social experience and helps in building relationships. The impact for a social network is the reach of an advertisement on a large scale. With its demand for advertisement is on the rise, displaying an advertisement is significant in such networks is essential for its improvement in potential. The reach by a social network is greater than any other mass media of its kind.

**Targeted advertising:** Advertisers have access to a great deal of information about users and their interests, allowing them to customize and target their advertisements to a degree not yet seen in any other advertising medium.

**Time spent online:** People are spending increasing amounts of time online, especially on social networking websites, at the expense of traditional advertising media such as television and newspapers. This can be viewed as a result of many of the traditional functions like news, television shows of the old advertising media being shifted online to social networks .As a result, advertisers are increasingly looking for ways to reach out to consumers who are spending more and more time online.

### **V.2.2 SOCIAL MEDIA MARKETING IN INDIA**

India has 71 million active internet users. Social Media is really picking up new heights in India.

According to the 2010, Regus Global Survey of business social networking, India tops the usage of social networking by business – it has the highest activity index, 127, far more than the US'97, and 52% of the Indian respondent companies said that they had acquired new customers using social networks while 35% American companies managed that. Many companies are coming big way for Social Media Optimization for their Product or Services nowadays.

During Election 2009 Social Media was used for Influence Indian Voters. Social Media Marketing in India is being undertaken by brands like Tata Docomo, MTV India, Channel V, Clear Trip, Tata Photon, Axe deodorants, Microsoft, Naukri, Shaadi and many more. Besides, numerous Indian celebrities are also using social media marketing platform to promote their movies, music and events via Twitter, Facebook and personalized blogs.

Social Media Marketing is also boosting public relations business. Several PR agencies in India are undertaking brand building exercises for corporate organizations, brands and celebrities. Several Campaigns

like ‘BellBajao’ And ‘Jaago Re’ have been quite successful on Social Networking Sites. These campaigns have been spreading the word about their cause through blogs, Twitter and Facebook

### V.3 BRAND COMMUNICATION

Branding your products and effectively communicating that brand is essential in determining success in marketing and building value of your products and organization. Brand communication is a vital process in keeping brand alive in the minds of the target. Brand communication done properly helps in building trust and equity. So, it is essential to remain visible otherwise the brand is doomed already. It is clear to everyone today that building trust is not a day’s job but a daily job of continuous effort. Advertising is central to create and maintain a wider meaning of brand communication. Brands such as Mercedes-Benz, Gucci, Parada and Rolls-Royce have powerful significance for non-consumers as well as for consumers. Branded item carry promise of quality and value. Advertisements have become such a feature of daily life in developing standards. We are struck, then, when particular ads become topics of general conversation.

#### V.3.1 BRAND COMMUNICATION THROUGH SOCIAL NETWORKING SITES

Some brands are associated with colors. When you think of Coca-Cola, you probably think of Soda, but may also think of red color. The strong the association people have with coke and the red color.

The visual identities of early 21st century digital businesses sprang out of no barriers, globally accessible, spontaneous, individual participation on internet. Blue color of digital media, users will associate it with Face book. Likewise, Google celebrates its everyday appeal by changing its own logo to mark famous anniversaries and contemporary events.

Certain types of brand communication give information or are aimed at leading directly to coupons, mail shots, direct response ads and social networking websites. It stimulates short term behavior. Ads give a real short term nudge towards increased choice of brand. Exposure to an advertisement can also increase the probability of the brand being bought, the single nudge repeated overtime.

### VI. HYPOTHESIS

- J) H0 – It is assumed that there is no impact of brand communication among consumers using social networking sites.
- J) H1 – It is assumed that there is an impact of brand communication among consumers using social networking sites.

### VII. DATA ANALYSIS AND INTERPRETATION

**Table:1 Age vs. Frequency of usage**

AGE	VERY LOW	LOW	MODERATE	HIGH	VERY HIGH	TOTAL
18-25	7 (7.8%)	5 (7.1%)	32 (35.6%)	25 (27.8%)	1 (1.1%)	70 (77.8%)
25-35	0 (0%)	1 (1.1%)	2 (2.2%)	4 (4.4%)	0 (0%)	7 (7.8%)
35-50	0 (0%)	2 (2.2%)	6 (6.7%)	0 (0%)	0 (0%)	8 (8.9%)
50 & above	1 (1.1%)	3 (3.3%)	1 (1.1%)	0 (0%)	0 (0%)	5 (5.6%)
<b>TOTAL</b>	<b>8 (8.9%)</b>	<b>11 (12.2%)</b>	<b>41 (45.6%)</b>	<b>29 (32.2%)</b>	<b>1 (1.1%)</b>	<b>90 (100%)</b>

Chi square =0.029

Source: primary data

### Data Interpretation & Analysis

1. Table 1 indicates that 41(45.6%) of the respondents under various Age group are moderately using the Social Networking Sites, while 29(32.2%) of the respondents has high frequency of using the social networking sites, 8(8.9%) of the respondents has very low frequency at using the social networking sites and only 1 respondent uses social networking sites at high frequency.

2. From the above Table, it is inferred that the Pearson Chi-Square is 0.029 which is less than 0.05. H<sub>0</sub> is accepted; hence it is clear that there is no relationship between age and frequency of usage.

**Table:2 Age vs. Profile**

AGE	ONE	TWO	THREE	FOUR & ABOVE	TOTAL
18-25	13 (14.4%)	21 (23.3%)	14 (15.6%)	22 (24.4%)	70 (77.8%)
25-35	1 (1.1%)	3 (3.3%)	3 (3.3%)	0 (0%)	7 (7.8%)
35-50	1 (1.1%)	3 (3.3%)	2 (2.2%)	2 (2.2%)	8 (8.9%)
50 & above	3 (3.3%)	2 (2.2%)	0 (0%)	0 (0%)	5 (5.6%)
<b>TOTAL</b>	<b>18</b> (20.0%)	<b>29</b> (32.2%)	<b>19</b> (21.1%)	<b>24</b> (26.7%)	<b>90</b> (100%)
Chi square =0.246					

Source: primary data

### Data Interpretation & Analysis

1. Table 2 indicates that 18(20%) of the respondents under various Age group have one profile, while 29(32.2%) of the respondents has 2 profiles, 19(21.1%) of the respondents has three profiles and 24(26.7%) of respondents has four and more profiles.

2. From the above Table, it is inferred that the Pearson Chi-Square is 0.246 which is more than 0.05. H<sub>0</sub> is rejected; hence it is clear that there is a relationship between age and no. of social networking profiles that consumers maintain.

**Table:3 Age vs. Social Networking Sites**

AGE	FACEBOOK	TWITTER	INSTAGRAM	OTHERS	TOTAL
18-25	38 (42.2%)	1 (1.1%)	22 (24.4%)	9 (10%)	70 (77.8%)
25-35	4 (4.4%)	1 (1.1%)	1 (1.1%)	1 (1.1%)	7 (7.8%)
35-50	3 (3.3%)	3 (3.3%)	1 (1.1%)	1 (1.1%)	8 (8.9%)
50 & above	4 (4.4%)	1 (1.1%)	0 (0%)	0 (0%)	5 (5.6%)
<b>TOTAL</b>	<b>49</b> (54.4%)	<b>6</b> (6.7%)	<b>24</b> (26.7%)	<b>11</b> (12.2%)	<b>90</b> (100%)
Chi square =0.013					

Source: Primary data

**Data Interpretation & Analysis**

1. Table 3 indicates that 49(54.4%) of the respondents under various Age group feels that ads are communicated well on facebook, while 6(6.7%) of the respondents feels that ads are communicated well on twitter, 24(26.7%) of the respondents feels that ads are communicated well on instagram and 11(12.2%) of respondents feels that ads are communicated well on other SNS.
2. From the above Table, it is inferred that the Pearson Chi-Square is 0.013 which is less than 0.05. H0 is accepted, hence it is clear that there is no relationship between age and the social networking sites in which the ads are communicated well.

**Table:4 Age vs. kinds of advertisements**

AGE	WEB BANNER	POP UPS	FLASH ADS	VIDEO ADS	TOTAL
18-25	4 (4.4%)	19 (21.1%)	6 (6.7%)	41 (45.6%)	70 (77.8%)
25-35	1 (1.1%)	3 (3.3%)	0 (0%)	3 (3.3%)	7 (7.8%)
35-50	2 (2.2%)	3 (3.3%)	3 (3.3%)	0 (0%)	8 (7.9%)
50 & above	2 (2.2%)	1 (1.1%)	1 (1.1%)	1 (1.1%)	5 (5.6%)
TOTAL	9 (10%)	26 (28.9%)	10 (11.1%)	45 (50%)	90 (100%)
Chi square = 0.012					

Source: Primary data

**Data Interpretation & Analysis**

1. Table 4 indicates that 9(10%) of the respondents under various Age group came across web banners, while 26(28.9%) of the respondents came across pop ups, 10(11.1%) of the respondents came across flash ads, and 45(50%) of respondents has come across video ads.
2. From the above Table, it is inferred that the Pearson Chi-Square is 0.012 which is less than 0.05. H0 is accepted; hence it is clear that there is no relationship between age and the kinds of ads that respondents come across.

**Table:5 Age vs. accessibility**

AGE	OFTEN	SOMETIME	NEVER	DEPENDING ON ADS	TOTAL
18-25	4 (4.4%)	27 (30%)	13 (14.4%)	26 (28.9%)	70 (77.8%)
25-35	2 (2.2%)	4 (4.4%)	0 (0%)	1 (1.1%)	7 (7.8%)
35-50	1 (1.1%)	3 (3.3%)	2 (2.2%)	2 (2.2%)	8 (7.9%)
50 & above	0 (0%)	3 (3.3%)	2 (2.2%)	0 (0%)	5 (5.6%)
<b>TOTAL</b>	<b>7</b> (7.8%)	<b>37</b> (41.1%)	<b>17</b> (18.9%)	<b>29</b> (32.2%)	<b>90</b> (100%)
Chi square = 0.241					

Source: Primary data

#### Data Interpretation & Analysis

1. Table 5 indicates that 7(7.8%) of the respondents under various Age group often access these ads, while 37(41.1%) of the respondents sometimes access these ads, 17(29%) of the respondents never access these ads and 29(32.2%) of respondents access the ads depending upon the ads.

2. From the above Table, it is inferred that the Pearson Chi-Square is 0.24 which is more than 0.05.  $H_0$  is rejected; hence it is clear that there is a relationship between age and the accessibility of the ads.

**Table:6 Age vs. Attractive advertisement**

AGE	INTERACTIVE FLASH ADS	BANNER ADS	GAMES, QUIZ	VIDEO ADS	TOTAL
18-25	15 (16.7%)	4 (4.4%)	33 (36.7%)	18 (20%)	70 (77.8%)
25-35	2 (2.2%)	1 (1.1%)	2 (2.2%)	2 (2.2%)	7 (7.8%)
35-50	5 (5.6%)	2 (2.2%)	0 (0%)	1 (1.1%)	8 (7.9%)
50 & above	2 (2.2%)	0 (0%)	2 (2.2%)	1 (1.1%)	5 (5.6%)
<b>TOTAL</b>	<b>24</b> (26.7%)	<b>7</b> (7.8%)	<b>37</b> (41.1%)	<b>22</b> (24.4%)	<b>90</b> (100%)
Chi square = 0.126					

Source: Primary data



### Data Interpretation & Analysis

- Table 6 indicates that 24(26.7%) of the respondents under various age group feels that interactive flash ads are attractive, while 7(7.8%) of the respondents feels that banner ads are attractive, 37(41.1%) of the respondents feels that games, quiz as promotional methods are attractive and 22(24.4%) of respondents has feels that video ads are attractive.
- From the above Table, it is inferred that the Pearson Chi-Square is 0.126 which is more than 0.05.  $H_0$  is rejected; hence it is clear that there is a relationship between age and the kinds of brand communication that attract the respondents.

**Table7: Age Vs. Discount**

AGE	MOST IMPORTANT	IMPORTANT	LEAST IMPORTANT	NOT IMPORTANT	TOTAL
18-25	34 (37.8%)	22 (24.4%)	7 (7.8%)	7 (7.8%)	70 (77.8%)
25-35	1 (1.1%)	5 (5.6%)	0 (0%)	1 (1.1%)	7 (7.8%)
35-50	2 (2.2%)	4 (4.4%)	1 (1.1%)	1 (1.1%)	8 (7.9%)
50 & above	3 (3.3%)	0 (0%)	2 (2.2%)	0 (0%)	5 (5.6%)
<b>TOTAL</b>	<b>40 (44.4%)</b>	<b>31 (34.4%)</b>	<b>10 (11.1%)</b>	<b>9 (10%)</b>	<b>90 (100%)</b>

Chi square = 0.154

Source: Primary data

### Data Interpretation & Analysis

- Table 7 indicates that 40(44.4%) of the respondents under various Age group feels that discount is the most important factor in brand communication, while 31(34.4%) of the respondents feels that discount is the important factor in brand communication,, 10(11.1%) of the respondents feels that discount is the least important factor in brand communication, and 9(10%) of respondents feels that discount is not an important factor in brand communication.
- From the above Table, it is inferred that the Pearson Chi-Square is 0.154 which is more than 0.05.  $H_0$  is rejected; hence it is clear that there is a relationship between age and the importance of discount during brand communication.

**Table8: Age Vs. Updates**

AGE	MOST IMPORTANT	IMPORTANT	LEAST IMPORTANT	NOT IMPORTANT	TOTAL
18-25	30 (33.3%)	31 (34.4%)	6 (6.7%)	3 (3.3%)	70 (77.8%)
25-35	2 (2.2%)	3 (3.3%)	0 (0%)	2 (2.2%)	7 (7.8%)
35-50	1 (1.1%)	3 (3.3%)	2 (2.2%)	2 (2.2%)	8 (7.9%)
50 & above	0 (0%)	0 (0%)	3 (3.3%)	2 (2.2%)	5 (5.6%)
<b>TOTAL</b>	<b>33 (36.7%)</b>	<b>37 (41.1%)</b>	<b>11 (12.2%)</b>	<b>9 (10%)</b>	<b>90 (100%)</b>

Chi square = 0.001

Source: Primary data

### Data Interpretation & Analysis

1. Table 8 indicates that 33(36.7%) of the respondents under various Age group feels that getting updates about the brand is the most important factor in brand communication, while 37(41.1%) of the respondents feels that getting updates about the brand is the important factor in brand communication,, 11(12.2%) of the respondents feels that getting updates about the brand is the least important factor in brand communication, and 9(10%) of respondents feels that getting updates about the brand is not an important factor in brand communication.

2. From the above Table, it is inferred that the Pearson Chi-Square is 0.001 which is less than 0.05. H0 is accepted; hence it is clear that there is no relationship between age and importance of updates on brands during brand communication.

**Table9: Age vs. Interaction**

AGE	MOST IMPORTANT	IMPORTANT	LEAST IMPORTANT	NOT IMPORTANT	TOTAL
18-25	19 (21.1%)	27 (30%)	14 (15.6%)	10 (11.1%)	70 (77.8%)
25-35	1 (1.1%)	1 (1.1%)	3 (3.3%)	2 (2.2%)	7 (7.8%)
35-50	3 (3.3%)	3 (3.3%)	1 (1.1%)	1 (1.1%)	8 (7.9%)
50 & above	0 (0%)	0 (0%)	1 (1.1%)	4 (4.4%)	5 (5.6%)
TOTAL	23 (25.6%)	31 (34.4%)	19 (21.1%)	17 (18.9%)	90 (100%)

Chi square = 0.034

Source: Primary data

### Data Interpretation & Analysis

1. Table 9 indicates that 23(25.6%) of the respondents under various Age group feels that interaction between consumer and marketer is the most important factor in brand communication, while 31(34.4%) of the respondents feels that interaction is the important factor in brand communication,, 19(21.1%) of the respondents feels that interaction is the least important factor in brand communication, and 17(18.9%) of respondents feels that interaction is not an important factor in brand communication.

2. From the above Table, it is inferred that the Pearson Chi-Square is 0.034 which is less than 0.05. H0 is accepted; hence it is clear that there is no relationship between age and importance of interaction with the brand during brand communication.

**Table10: Age vs. Impact**

AGE	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	TOTAL
18-25	13 (14.4%)	18 (20%)	34 (37.8%)	5 (5.6%)	70 (77.8%)
25-35	3 (3.3%)	0 (0%)	3 (3.3%)	1 (1.1%)	7 (7.8%)
35-50	1 (1.1%)	3 (3.3%)	2 (2.2%)	2 (2.2%)	8 (7.9%)
50 & above	1 (1.1%)	1 (1.1%)	2 (2.2%)	1 (1.1%)	5 (5.6%)
TOTAL	18 (20%)	22 (24.4%)	41 (45.6%)	9 (10%)	90 (100%)

Chi square = 0.494

Source: Primary data

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### Data Interpretation & Analysis

1. Table 10 indicates that 18(20%) of the respondents under various Age group strongly agree that brand communication had an impact on them, while 22(24.4%) of the respondents agree that brand communication had an impact on them, 41(45.6%) of the respondents have no opinion and 9(10%) of respondents disagree that brand communication had an impact on them.
2. From the above Table, it is inferred that the Pearson Chi-Square is 0.494 which is more than 0.05.  $H_0$  is rejected; hence it is clear that there is a relationship between age and impact of brand communication among consumers.

### **VIII.CONCLUSION**

Communication about the product or service provides a major contribution to brand competition in the market. It not only provides information about a product or service but also promotes creative innovation. Besides promotion, it also facilitates consumer satisfaction. The hidden fact is that no brand can progress without effective communication strategy to attract their customers or users. Big and small variety of brands nowadays laid their base on social network communication to get recognized in the target market. Social networking sites users have become a personal, product and corporate branding hub in digital era.

Communication should be more preferred than advertising: people do not prefer buying products through social networking sites. So, if the brand is communicated well and remembered by the audience, then it is a greatest success to the company for their promotion through social media. Promotional way of advertising is best: the usual banner ads and pop-up ads make the users to ignore them. Based on the data analyzed, we have come to the conclusion that maximum no. of Respondents in the age group of 18 to 25 are using more than four SNS profiles and Discount is the important motivating factor for them. The most attractive Brand Communication among Respondents is Games & Quiz followed by Videos and Interactive Ads. Thus, we can say that there is a Huge Impact of Brand Communication among consumers while making purchase decision. Therefore, Brand Communication must be interactive, promotional and in innovative form to hold the audience. It should target the individuals than the mass.

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