

# Empirical Insights: Assessing Social Media Marketing's Influence on Brand Image

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## ABSTRACT

*Need of the Study: Social media has become the method of working in the 21<sup>st</sup> century. Building on the foundation of Web 2.0, social media applications have facilitated unparalleled growth in human interaction in modern times. It is being regarded as one of the most important channels to convey information about brands to consumers. Social Media is a fundamental part of daily life of most people. It acts as a Communication Channel, an Engagement Tool and also as a Collaborative Platform (Kumar & Vasimalairaja, 2018). Despite the expanding significance of social media marketing, minimal research has investigated the impact of social media marketing on consumers' brand image (Schulze et al., 2015). This study aims to fill this knowledge vacuum by putting out a theoretical framework for analysing how social media marketing factors affect brand image globally. It further aims to study the impact of social media marketing and brand image.*

*Design/Methodology/Approach: The respondents were taken as sample that were above 17 years of age who had purchased products recommended by social media influencers for the past six months with reference to eye gear industry. Trendiness and Advertisement were chosen to measure the effectiveness of the construct social media marketing and behaviour and attitude were selected to measure the dependent variable brand image. Attitude scale was used to measure the brand image. Cross sectional research design and convenience sampling technique was used in the study. Questionnaire as an instrument was used to collect primary data from the sample. Correlation and regression techniques were implemented to test the hypothesis.*

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*Findings: The outcome of the study reveals the various benefits of social media marketing as well as the various factors that influence the consumer purchase intention.*

*This study demonstrates a positive relationship among the constructs of our study i.e. social media marketing has a positive impact on brand image.*

*Originality: The proposed framework stresses the positive relationships among constructs and offers research basis for expansion in other settings.*

*Research Limitations/Implications: Other unexamined constructs may add to the explanation of building brands using social media platforms. The study only reveals the impact of social media marketing with reference to eye gear industry whereas the study can be conducted for various industries as well.*

*Practical Implications: Practitioners might encounter ways to influence favourable perceptions and brand commitment when consumers use social media sites.*

*Social Implications: This study reveals the functions of conventional marketing communications, such as social media advertising and promotional information, in strengthening brand preference and improving brand performance, providing brand managers and marketers with insights on how to utilise social media contents to improve consumer's purchase intention.*

**Keywords:** *Social Media Marketing, Brand Image, Attitude, Behaviour*

## INTRODUCTION

As a sophisticated methodical discipline, marketing is always adapting its principles to meet the demands and changes in its environment. The way that individuals cooperate and conduct business has drastically changed during the last forty years. Static show technologies dominate traditional media including radio, television, newspapers, and magazines. It has started adjusting to the new business paradigms by embracing the new values in order to establish itself in the new era. Although marketing continues to play a vital part in the growth of businesses, the method it is carried out is fundamentally shifting as a result of advancements in satellite communication and highly developed scientific gadgets.

Reports state that 74% of online users engage in social media, and over 50% of them follow brand pages to find out more information about certain businesses (Duggan et al., 2015). Moreover, social media significantly influences over 90% of decisions, according to recent company surveys (Marketingcloudcom, 2013). It follows that the claimed 90% of firms worldwide using SMM is not surprising (Stelzner, 2014).

Thus, it is not surprising that companies are using social media channels like Facebook, Instagram, Twitter, and YouTube to disseminate brand information and are increasingly integrating social media communication into their marketing strategies (Khan, 2017). Customer relations, brand marketing, client feedback, and consumer choice knowledge (Thoring, 2011). Social media marketing (SMM) is a relatively new marketing technique, but it has the potential to be more effective than traditional advertising and marketing strategies when it comes to building brands and interacting with consumers (Weinberg & Pehlivan, 2011; Abzari et al., 2014).

The introduction of personal computers, the Internet, and e-commerce has significantly changed how companies operate and market. Social media technology is advancing quickly, and businesses should anticipate that it will continue to have an impact on them both now and in the future. In the twenty-first century, social media has emerged as the method of statement, giving us new means of expressing our opinions, thoughts, and behaviors. A new era of social media has been brought about by the explosive expansion of community websites like Facebook, LinkedIn, and Twitter. Anyone may now easily develop and, more importantly, distribute their material thanks to new web technologies. A YouTube video, tweet, or blog post can be misinterpreted and seen by millions of people.

Studies on the impact of SMM activities on customers' brand understanding, however, are scarce (Seo & Park, 2018). In practice, SMM is being used by businesses across a range of industries to improve consumer brand knowledge and buy intentions, according to recent empirical studies. The previously described social media marketing initiatives facilitate consumers' acquisition of product qualities and brand experience, thereby augmenting their trust and allegiance to the Haier brand (Sun et al., 2015). If customers have a positive encounter with a brand, their perception becomes more favorable. Consequently, consumer behavior and purchase decisions can be significantly influenced by brand image. Better strategic marketing decisions regarding positioning a product and

focusing on particular market segments are based on the brand image. Even though social media platforms provide a huge interest among users, the topic is still new and research is constantly developed and increasing in numbers. Since the interest in studying social media has been increasing in recent years, research regarding connecting social media marketing activities and brand equity has not been very extensive. The result of Ebrahim's (2020) study was that the overall impact of the three social media marketing dimensions trendiness, customization, and WOM had a positive impact on brand loyalty and on motivating users towards using social media platforms. Ebrahim (2020) concluded that the direct relationship between social media marketing activities and brand equity (including brand loyalty and brand image) was important. Bilgin (2018) investigated whether or not social media marketing activities had any effect on brand awareness, brand image, and brand loyalty. Bilgin (2018) chose to analyze this within the five brands in Turkey that had the highest social score according to the Market Turkey social media brand performance data on social networks like Facebook, Twitter, and Instagram. The result of his data collection showed that social media marketing activities had a great effect on the three dimensions brand awareness, brand image, and brand loyalty (Bilgin, 2018). Despite the expanding significance of social media marketing, minimal research has investigated the impact of social media marketing on consumers' brand image (Schulze et al., 2015). This study aims to fill this knowledge vacuum by putting out a theoretical framework for analyzing how social media marketing factors affect brand image globally. It further aims to study the impact of social media marketing on brand image.

## **THEORY AND HYPOTHESIS**

In today's digital age, social media has become an essential part of any brand's marketing strategy. Social media platforms such as Facebook, Twitter, Instagram, LinkedIn, and YouTube offer brands an opportunity to reach and engage with their target audience on a more personal level, creating a positive impact on brand image. This study has adopted the scales of Kim and Ko, 2012 to measure social media marketing through the following factors: Trendiness, entertainment, interaction, customization, and electronic word-of-mouth. Brand image refers to the perception of the brand in the minds of the customers.

## **Entertainment and Brand Image**

Entertainment plays a crucial role in social media marketing as it can help brands create a more fun, enjoyable, engaging, and memorable experience for their audience. Marketers use social media (SM) to display humorous and entertaining content that provides customers with intriguing information, such as images and video memes, contests, or interactive games published on Facebook and Instagram. Shreds of evidence indicate that entertaining content has a higher likelihood of going viral (Cheung et al., 2019). Entertaining content along with going viral may increase engagement rates as the users can like, share, and comment on the content (Seo & Park, 2018). All these will even help the brands to showcase their personality and values, creating a unique identity that resonates with their audience (Cheung et al., 2019).

This would further lead to an increase in brand awareness, reach new audiences, and promote brand image. From the above discussion, we can conclude that entertainment can have a positive impact on developing a brand's image by increasing brand awareness, building a stronger relationship with the audience, showcasing the brand's personality, differentiating the brand from competitors, and increasing engagement rates, provide valuable social proof and increase the brand's credibility and authenticity.

*Hypothesis 1: Entertainment (ent) has a positive and significant influence on brand image.*

## **Interaction and Brand Image**

Interaction is a space provided by social media platforms where the customer interacts to discuss as well as exchange opinions with other users (Kim & Ko, 2012). This allows the customers to create and share their experiences as well as give feedback about the brand. This interaction also allows brands to gain insights from their customers, understanding their needs, preferences, and expectations. By listening to their audience and acting upon their feedback, brands can enhance their products or services, and foster a favorable brand perception. All of these factors enable the brands to establish a more personal and emotional connection with their audience. Shreds of evidence reveal that by engaging with their followers, responding to their comments, and addressing as well as resolving their issues, brands provide social proof, leading to an increase in credibility and loyalty resulting in the promotion of a positive brand image.

From the above literature, we can say that interaction plays a crucial role in developing a brand's image by creating a personal connection with the audience, encouraging user-generated content, providing excellent customer service, gathering feedback and insights, and increasing engagement rates. By incorporating interactive elements into their marketing strategy, brands can build a positive reputation, enhance brand trust, and remove uncertainties while making purchases thus resulting in a favorable brand image.

*Hypothesis 2: Interaction (int) has a positive and significant influence on brand image.*

## **Trendiness and Brand Image**

Trendiness refers to the introduction of the latest/current information on products for customers (Godey et al., 2016) including novel ideas about brands (Gallaughner & Ransbotham, 2010).

It showcases the latest trends, styles, and designs that the company is employing to cater to the changing tastes and preferences of its audience. Furthermore, it encompasses company-related information, customer reviews and recommendations of the products, predictions of future trends, etc. that leads to an increase in brand visibility and trust among consumers (Godey et al., 2016), thus creating a positive brand image in the minds of the customers (Godey et al., 2016). Studies also demonstrates that consumers believe mostly on information about products obtained through social media than through traditional channels since it is regarded as being more relevant and up-to-date. Thus, we can see that whenever SM platforms offer current and popular subjects, greater trust is built between the brand and its customers. Literature asserts that it even helps the company to differentiate itself from the competitors by offering a new product or service gaining a brand image. Liu et al. (2021) emphasized analyzing trendiness as a major component of SMM that attracted many users to follow luxury brands in the social media context. Khan et al. (2019) define trendiness, within the apparel industry, based on the latest information and trendiness information Arrigo (2018) asserts the significant role of trendiness in SMM.

From the above discussion, we can conclude that trendiness can play a role in developing a brand's image by increasing brand appeal, differentiating the brand from competitors, showcasing the brand's innovation, creating a sense of urgency, and increasing brand visibility. By incorporating trendy elements into their marketing strategy, brands can

stay relevant and appealing to their audience, promoting a positive brand image. However, brands need to balance trendiness with their brand's values, identity, and target audience to ensure authenticity and relevance.

*Hypothesis 3: Trendiness (trend) has a positive and significant influence on brand image.*

### **Customization and Brand Image**

Customization refers to demonstrating the uniqueness of the brand or the product to the customers (Seo & Park, 2018) to satisfy consumers' predilections. It demonstrates the exclusivity of the product leading to an increase in consumer preferences. Social media marketing can be used as a tool to deliver customized services to serve customers (Zhu & Chen, 2015). In other words; it allows brands to offer tailored experiences to their customers, enhancing their overall experience with the brand. Shreds of evidence indicate that by providing personalized products or services, brands can improve customer satisfaction, loyalty, and advocacy, promoting a positive brand image (Masadeh, 2021). By offering personalized rewards, discounts, or promotions, brands can encourage repeat purchases, promoting brand image and loyalty (Chan & Guillet, 2011). By providing something different and exclusive, brands can differentiate themselves from competitors, promoting brand recognition and loyalty. Customization can build emotional connections between the brand and its customers by providing personalized experiences that resonate with their values, preferences, and interests. By understanding their customers' needs and desires, brands can create meaningful and memorable experiences, promoting a positive brand image. Customization can provide brands with valuable insights into their customers' preferences, behaviors, and attitudes. By tracking and analyzing customers' customization choices, brands can understand their customers better, improve their products or services, and promote a positive brand image (Biglin, 2018).

*Hypothesis 4: Customization (custom) has a positive and significant influence on brand image.*

*Hypothesis 5: Advertisement (adv) has a positive and significant influence on brand image.*

### **eWOM and Brand Image**

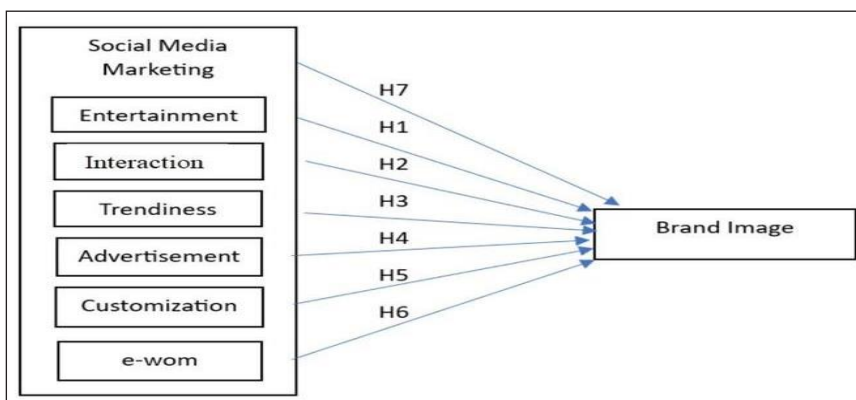
Electronic word of mouth (eWOM) refers to the dissemination of opinions, recommendations, and experiences concerning products or services via digital platforms, such as social media, review sites, blogs, forums, and

online communities (Algharabat, 2017). With the widespread use of the internet and social media, Electronic word of mouth (eWOM) plays a crucial role in social media marketing by giving access to information, suggestions, and social proof (Nam et al., 2020) to consumers. It offers an effective and low-cost way for brands to reach and engage with their target audience (Cheung, Pires & Rosenberger, 2017). Furthermore, it even helps in creating consumers' positive perceptions of the brand and influences decision-making in choosing brands (Masa'deh, 2021).

The impact of eWOM on brand image can be positive or detrimental, depending on the nature of the comments and the credibility of the source. Shreds of evidence indicate that positive eWOM can reach new audiences, increase its visibility and credibility (Masa'deh, 2021), increase brand awareness, and generate trust resulting in customer loyalty hence leading to good brand image among consumers (Masa'deh, 2021) thereby gaining competitive advantage in this digital era. Literature reveals that eWOM provides customer insights by giving valuable feedback, opinions, and insights into customer needs, preferences, and expectations, enabling brands to improve their products and services. eWOM can encourage users to create and share their content, such as reviews, testimonials, and user-generated videos, that can further promote the brand leading to a positive brand image. The above discussion leads to the following hypothesis:

*Hypothesis 6: eWOM has a positive and significant influence on Brand Image.*

*Hypothesis 7: Social Media Marketing has a positive and significant influence on Brand Image.*



Source: Authors.

**Fig. 1: Conceptual Model**

## METHODS

The research population for the study includes citizens of North Indian cities who are more than 17 years of age, and who have purchased online products at least twice in the past six months recommended by social media influencers. For the quantitative analysis, a cross-sectional research design, a convenience sampling method, and a questionnaire as an instrument were used to collect data from the sample. All the items were rated on a five-point Likert scale, 1 being the lowest (strongly disagree) and 5 being the highest (strongly agree). An aggregate of 50 pre-test surveys was collected to check the validity and reliability of the questionnaire developed. In addition to providing other relevant recommendations that could be used to enhance the questionnaire, respondents were asked to suggest if they had any difficulty understanding and answering the questions. The next concern was the reliability of the data. Therefore, Cronbach's alpha was calculated to measure the reliability (Hair et al., 1998) of all the constructs using SPSS 16.0. Cronbach's alpha value is listed in Table 1. The Cronbach's alpha value was more than 0.70, which indicated that the questionnaire was valid and reliable. Finally, the questionnaire was circulated electronically to all the respondents. A total of 400 complete responses were collected. There was no missing data as all questions were made mandatory to answer.

**Table 1: Cronbach's Alpha**

Construct	No. of Items	Reliability
Entertainment (ent)	3	.841
Interaction (int)	3	.912
Trendiness (trend)	2	.912
Advertisement (Ad)v	3	.934
Customization (custom)	3	.877
eWOM	2	.787
Brand image	3	.745

Source: Authors.

## RESULTS AND DISCUSSIONS

Hypothesis testing Pearson correlation method is used to analyze the relationship between the two variables since it involves variables which are interval scales.

*Hypothesis 1: Entertainment (ent) has a Positive and Significant Influence on Brand Image.*

**Table 2: Correlations**

		<b>ent</b>	<b>brand_image</b>
ent	Pearson Correlation	1	-.083
	Sig. (2-tailed)		.097
	N	400	400
brand_image	Pearson Correlation	-.083	1
	Sig. (2-tailed)	.097	
	N	400	400

From the above table, we can deduce that there are no missing values, since N=400. The correlation of any variable with itself is always 1 (perfectly positive correlated). The correlation between valence and perceived desired service is -.083. The significance level is 0.05. The significance value is 0.097.

In the table above p-value is not less than 0.05 which means that the correlation is statistically not significant, therefore we do not reject our null hypothesis and conclude that source entertainment has no impact on Brand image.

*Hypothesis 2: Interest (int) has a Positive and Significant Influence on Brand Image.*

**Table 3: Correlations**

		<b>int</b>	<b>brand_image</b>
int	Pearson Correlation	1	-.107*
	Sig. (2-tailed)		.032
	N	400	400
brand_image	Pearson Correlation	-.107*	1
	Sig. (2-tailed)	.032	
	N	400	400

\*. Correlation is significant at the 0.05 level (2-tailed).

From the above table, we can deduce that there are no missing values, since N=400. The correlation of any variable with itself is always 1 (perfectly positive correlated). The correlation between valence and perceived desired service is -.107. The significance level is 0.05. The significance value is 0.032. In the table above p-value is less than 0.05

which means that the correlation is statistically positively significant and we have enough evidence to reject our null hypothesis and conclude interest has a positive and significant impact on Brand Image.

*Hypothesis 3: Trendiness (trend) has a Positive and Significant Influence on Brand Image.*

**Table 4: Correlations**

		<b>trend</b>	<b>brand_image</b>
trend	Pearson Correlation	1	.292**
	Sig. (2-tailed)		.000
	N	400	400
brand_image	Pearson Correlation	.292**	1
	Sig. (2-tailed)	.000	
	N	400	400

\*\* . Correlation is significant at the 0.01 level (2-tailed).

From the above table, we can deduce that there are no missing values, since N=400. The correlation of any variable with itself is always 1 (perfectly positive correlated). The correlation between valence and perceived desired service is .292. The significance level is 0.05. The significance value is 0.000. In the table above p-value is less than 0.05 which means that the correlation is statistically positively significant and we have enough evidence to reject our null hypothesis and conclude trend has a positive and significant impact on Brand Image.

*Hypothesis 4: Advertisement (adv) has a Positive and Significant Influence on Brand Image.*

**Table 5: Correlations**

		<b>adv</b>	<b>brand_image</b>
adv	Pearson Correlation	1	.307**
	Sig. (2-tailed)		.000
	N	400	400
brand_image	Pearson Correlation	.307**	1
	Sig. (2-tailed)	.000	
	N	400	400

\*\* . Correlation is significant at the 0.01 level (2-tailed).

From the above table, we can deduce that there are no missing values, since N=400. The correlation of any variable with itself is always

1 (perfectly positive correlated). The correlation between valence and perceived desired service is .307. The significance level is 0.05. The significance value is 0.000. In the table above p-value is less than 0.05 which means that the correlation is statistically positively significant and we have enough evidence to reject our null hypothesis and conclude advertisement has a positive and significant impact on Brand Image.

*Hypothesis 5: Customization (custom) has a Positive and Significant Influence on Brand Image.*

**Table 6: Correlations**

		<b>custom</b>	<b>brand_image</b>
custom	Pearson Correlation	1	.422**
	Sig. (2-tailed)		.000
	N	400	400
brand_image	Pearson Correlation	.422**	1
	Sig. (2-tailed)	.000	
	N	400	400

\*\* . Correlation is significant at the 0.01 level (2-tailed).

From the above table, we can deduce that there are no missing values, since N=400. The correlation of any variable with itself is always 1 (perfectly positive correlated). The correlation between valence and perceived desired service is .422. The significance level is 0.05. The significance value is 0.000. In the table above p-value is less than 0.05 which means that the correlation is statistically positively significant and we have enough evidence to reject our null hypothesis and conclude customization has a positive and significant impact on Brand Image.

*Hypothesis 6: eWOM has a Positive and Significant Influence on Brand Image.*

**Table 7: Correlations**

		<b>eWOM</b>	<b>brand_image</b>
eWOM	Pearson Correlation	1	.418**
	Sig. (2-tailed)		.000
	N	400	400
brand_image	Pearson Correlation	.418**	1
	Sig. (2-tailed)	.000	
	N	400	400

\*\* . Correlation is significant at the 0.01 level (2-tailed).

From the above table, we can deduce that there are no missing values, since  $N=400$ . The correlation of any variable with itself is always 1 (perfectly positive correlated). The correlation between valence and perceived desired service is .418. The significance level is 0.05. The significance value is 0.000. In the table above p-value is less than 0.05 which means that the correlation is statistically positively significant and we have enough evidence to reject our null hypothesis and conclude eWOM has a positive and significant impact on Brand Image.

From the above results, we conclude that brand image is influenced by Social Media Marketing. Interest, customization, eWOM, trendiness, and advertisement have a positive significant effect on brand image while entertainment has an insignificant impact on brand image. Additionally, Regression analysis was done.

**Table 8: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.440 <sup>a</sup>	.194	.182	.66504

a. Predictors: (Constant), eWOM, ent, trend, int, custom, adv.

As indicated in the above table, we can see that the R-square value is 0.194, which means that the independent variable causes a 19.4 change in the dependent variable. In the regression model, the predictors explain 19.4 % of the variance.

**Table 9: ANOVA<sup>b</sup>**

	Model	Sum of Squares	Df	Mean Square	F	Sig
1	Mean Square	41.835	6	6.973	15.765	.000 <sup>a</sup>
	Residual	173.814	393	.442		
	Total	215.649	399			

a. Predictors: (Constant), eWOM, ent, trend, int, custom, adv.

b. Dependent Variable: brand\_image

ANOVA results show that the p-value is .000 which is less than 0.05 hence, the regression model is significant. Hence, we can say that there is a significant relationship between the independent and dependent variables.

**Table 10: Coefficients<sup>a</sup>**

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.913	.325		5.881	.000
	ent	.155	.171	.141	.904	.366
	int	-.290	.169	-.272	-1.716	.087
	trend	-.027	.235	-.029	-.114	.909
	adv	.130	.256	.137	.507	.613
	custom	.262	.247	.225	1.064	.288
	eWOM	.133	.243	.115	.545	.586

a. Dependent Variable: brand\_image.

According to the model, a mathematical equation is derived

$$\text{Brand Image} = 1.913 + .155 \times \text{ent} - .290 \times \text{int} - .027 \times \text{trend} + .130 \times \text{adv} + .262 \times \text{custom} + .133 \times \text{ewom}$$

## CONCLUSION

This study aimed to study the relationship between SMMs including entertainment, customization, interaction, eWOM, and trendiness on brand image. The above study signifies that various elements of social media marketing such as entertainment, interest, trendiness, advertisement, customization, and eWOM have positive and significant influence on Brand Image. Hence, it can be said that the above-mentioned elements have a directly proportional relation with the brand image i.e. when the entertainment factor is designed keeping the target audience into consideration, it has a positive impact on them which in turn leads to increasing the positive quotient of the brand image graph same applies for the other factors. This agrees with the reviewed literature that stated a positive relationship between Brand image with SMM (Seo & Park, 2018).

The results of the study are at odds with the study conducted by Masadeh in 2021 which demonstrates that BI cannot be predicted by trendiness. This study complements the finding by Budiman (2021) that eWOM positively influences brand image.

## Implications

In today's digital age, social media has revolutionized the way businesses market their products and interact with their audience. Social media

marketing (SMM) has emerged as a powerful tool, enabling companies to reach a global audience, build brand awareness, and engage with customers in ways that were previously unimaginable. However, while SMM offers tremendous opportunities, it also brings forth significant managerial and societal implications, particularly concerning brand image. This study delves into the multifaceted impacts of social media marketing on brand image, exploring both its positive and negative effects, as well as the managerial strategies that companies employ to navigate this dynamic landscape.

One of the most striking advantages of social media marketing is its potential to enhance brand image. Platforms like Facebook, Instagram, Twitter, and LinkedIn provide businesses with a direct channel to showcase their identity, values, and products to a vast audience. Through creative content, engaging visuals, and interactive posts, companies can craft a compelling brand narrative that resonates with consumers. This fosters a sense of authenticity and transparency, crucial attributes for building trust in today's skeptical consumers. By presenting a coherent and relatable brand persona, SMM can contribute positively to brand image, strengthening the emotional connection between the brand and its target audience.

However, this increased exposure comes with inherent risks. The speed and virality of social media mean that a single misstep can escalate into a full-blown PR crisis. Negative customer experiences, insensitive content, or misaligned messaging can spread rapidly, tarnishing a brand's reputation almost instantly. Thus, the managerial implications of SMM include the need for vigilant monitoring and rapid response strategies. Companies must be prepared to address any negative feedback promptly, demonstrating their commitment to rectifying issues and preserving their brand's integrity. Furthermore, SMM's impact extends beyond individual brands to society as a whole. The pervasive use of social media has altered societal norms, particularly regarding consumer expectations. In the pursuit of likes, shares, and comments, some brands resort to clickbait tactics or sensationalist content. This not only erodes the credibility of individual brands but also contributes to the proliferation of misinformation and shallow engagement. As a result, societal implications arise in the form of ethical concerns. The responsibility to disseminate accurate information and promote meaningful interactions falls upon both brands and the platforms themselves.

To navigate these complexities, effective managerial strategies are essential. Firstly, companies must adopt a proactive approach by formulating a comprehensive social media strategy aligned with their

brand's identity and values. This includes defining the target audience, selecting appropriate platforms, and establishing guidelines for content creation and engagement. Secondly, a robust crisis management plan is crucial. Brands should anticipate potential pitfalls and devise response strategies to address negative situations swiftly and transparently. Timely acknowledgment of mistakes and a genuine commitment to improvement can often mitigate the damage to brand image.

Moreover, companies can harness the power of influencers to bolster their brand image. Collaborating with social media influencers who align with the brand's ethos can help create authentic connections with the audience. However, this tactic requires careful selection and ongoing monitoring to ensure that influencers' behaviors remain consistent with the brand's image. Influencer partnerships can be a double-edged sword, as negative actions or statements from influencers can reflect poorly on the brand, emphasizing the need for active management and due diligence.

Societal implications, on the other hand, necessitate a collective effort. Social media platforms must take a more proactive role in curbing the spread of misinformation, hate speech, and offensive content. This involves refining algorithms, enhancing content moderation, and empowering users to report inappropriate content easily. By fostering a safer and more trustworthy online environment, platforms can contribute to a positive societal impact, which, in turn, benefits brands that rely on these platforms for their marketing efforts.

In conclusion, the emergence of social media marketing has brought about significant implications for both brand managers and society at large. While SMM presents opportunities to enhance brand image through authentic engagement and exposure, it also poses risks of reputational damage in the face of rapid online scrutiny. The societal implications of SMM revolve around ethical considerations, as brands and platforms influence consumer behavior and shape online discourse. Effective managerial strategies are essential to navigate this complex landscape, encompassing proactive social media strategies, crisis management plans, and influencer collaborations. On a broader scale, social media platforms must take responsibility for the content they host, contributing to a more positive online environment. Balancing the advantages and challenges of social media marketing is pivotal for maintaining a favorable brand image in the digital age.

Practitioners might encounter ways to influence favorable perceptions and brand commitment when consumers use social media sites. It may help them understand the ways that can generate a positive perception in the minds of the customers, leading to a positive brand image. The

constant influx of information on social media can lead to saturation. Brands must find innovative ways to stand out amidst the noise, ensuring their messages are heard and remembered. Social media provides a wealth of data about consumer behavior and engagement. Managers need to analyze these metrics to gauge the effectiveness of their campaigns. Data-driven insights enable informed decisions for continuous improvement.

The managerial implications underscore the need for strategic planning, real-time engagement, and crisis management, while societal implications emphasize authenticity, cultural sensitivity, and consumer empowerment. Successful integration of these considerations can lead to a positive brand image, increased consumer trust, and long-term success in the dynamic world of social media-driven marketing.

## LIMITATION

Though the results of the study conclude entertainment, customization, interaction, and eWOM are predictors of brand image yet there are various limitations. Other unexamined constructs may add to the explanation of building brands using social media platforms. A cross-comparison study can be conducted between different industries adopting SMM to enhance brand image.

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