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### Social Media as A Multimedia Tool for Brand Popularity: A Study on the People of Kerala

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**Abstract:** The internet access through telecommunication networks has accelerated the use of social media. It is consistently attracting the interests of the marketers to use this opportunity to promote their products or services, giving rise to the concept of social media marketing. This work is to identify the significance of social media sites in the brand popularity. The result showed that SNS has the highest impact on the brand popularity. The data of 300 people were collected using multistage sampling technique both descriptive and inferential analysis is used for analyzing the data. This paper reveals the degree of influence done by SNS in consumers perception towards brands and the popularity earn by brands through social media. Moreover contributes to the existing literature on consumer engagement on social networking platforms.

#### I. INTRODUCTION

Social media has currently become the middle of data exchange. It includes a web channel for community based mostly input, interaction, content sharing and collaboration among individuals. In this new relationship, consumer behavior has modified in reference to the media and has changed from passive to an active audience. Within the increasing development of technologies, organizations use it for the promotion of their brands. The speed of approval by users ought to be determined based on the likes and comments and their expertise sharing. Basically social media marketing programs make an effort to create content that attracts attention and encourages users to share their products opinions either positive or negative. Since the brand/ company messages are shared from a trusted source, the content spreads very quickly among the people, as opposed to the brand or company itself [1], [2]. Social media includes various media vehicles for transmitting information such as micro blogging sites (twitter), social networking sites (Facebook, linked in and location based services (foursquare) and so on[3].

## **II. LITERATURE REVIEW**

According to the report, in 2013, the number of social media users in was 86.7 million and now it is estimated that in by 2017, it may reach a figure of 197 million[4]. Therefore, the companies see the increasing opportunities to invest money in social media to connect and build a strong relationship with customers through timely interaction[5]. Therefore the business would like an acceptable platform on SNS for interaction and therefore the best identified example of this is often Facebook brand pages (FBP) accessible on the Facebook platform[6]. This method then allows new contents to be mechanically sent from the brand to be announced on their personal Facebook news feed, wherever media users will interact with a brand. What is more users can like, share or comment on with other followers of the brand or their own friends and relatives [7]. Researchers opine that the consumers mostly depend on SM to get idea about the product before buying [8]. Through SNS consumers enjoys the interaction with the other members and feedback about various items or services [9], [10]. The study reveals that as the users following brand pages receive more information about the brand, they develop positive attitude and become loyal to the brand and tend to spread more positive word of mouth.

## **III. STATEMENT OF PROBLEM**

Hence in order to augment extant literature in this nascent research theme, this paper seeks to investigate whether the richness of this brand post influence consumers interaction and ultimately gives rise to brand popularity.

## **IV. OBJECTIVES**

- To analyze the effectiveness of brand posts through Social media sites in creating brand popularity.
- To examine the reach of social media marketing in Kerala.

## **V. HYPOTHESIS**

H1: Social media sites are using by consumers in decision making process. H2: There is an influence of brand posts through social media sites in creating brand popularity among consumers.

## **VI. METHODOLOGY**

### **The Study**

An exploratory research was used to critically analyze various parameters. Exploratory research is defined as the initial research where a researcher has an idea or has observed something and seeks to understand more about it. This re- search clears the relation of Social networking sites in brand popularity and consumers perception.

### **The Sample**

The study entailed information assortment from three dis- tricts of Kerala. Information was collected in person contacting the respondents and explaining intimately concerning the survey. A complete of three hundred respondents was taken on the premise of areas with highest population.

## Data Collection

The Multistage sampling was custom-made and also the primary information of consumers was collected with the assistance of structured form consisting of assorted closed and open ended queries.

## The Tools for Data Analysis

Analysis and interpretation are the backbone of a research process. The aim is to classify and summarize the data, so it is useful to give answers to the questions that arise in the research. In this chapter a detailed analysis of collected data has been attempted. Both descriptive and inferential analysis is used. Percentage analysis, ANOVA was adopted.

## VII. RESULT AND DISCUSSIONS

The responses of the respondents were analyzed based on various demographic segments like their gender, age and education to find their perception and attitude towards brand posts in SNS.

**Table 1**  
**Demographic characteristics of respondents**

	<i>Content</i>	<i>Frequency</i>	<i>Percent</i>
Gender	Male	195	65
	Female	105	35
	Total 300		100
Age	Below 30	120	40
	30-40	132	44
	Above 40	48	16
	Total 300		100
Education	UG	81	27
	PG	114	38
	Professional	105	35
	Total 300		100

Table 6.1 shows that the demographic characteristics of people. Out of 300 respondents 65 percent are from the male category only 35 percent are female, this results the influence of social networking sites in the brand popularity is more among male. The age group of 30-40 is having the highest percent of responses. While looked in to the education level, respondents having PG qualification having highest percent of 38.

Table 6.2 results the social media influence of Kerala people. Among the five social networking sites Facebook has the 38 percent which shows the highest influenced site among people. YouTube has the second position with 30 percent. Majority of 54 percent of the respondents are using the SNS for below an hour. 87 percent of the total population also agrees that social media is good for brand popularity.

**Table 3**  
**Mean rank of consumers perception with social media sites**

SL No	Consumer perception with relate to SM sites	Weighted mean score	Rank
1.	Brand Awareness	4.086	1
2.	Trust	3.95	2
3.	Experience sharing	3.814	3
4.	Attractive	3.786	4
5.	Conversion to brand sites	3.6	5
6.	Convenience	3.2	6
7.	Engagement in marketing campaigns	2.993	7
8.	Follower	2.886	8
9.	Influence in purchase decision	2.75	9

Based on the mean score, the highest value shows the brand awareness (4.086) of consumers. The least value (2.750) represents the purchase decision of consumers through social media. The effectiveness of brand posts in SM based on the degree of brand popularity it creates in the mind of consumers in the form of brand awareness and brand preference. In this study the brand awareness through social media marketing is high with mean rank. The trust towards brand, brand experience sharing by consumers, conversion to brand sites is also having high mean ranks. Purchase decision has only a less mean value when compare to brand awareness, this shows the less effectiveness.

**Table 4**  
**ANOVA test for the significance of age groups with relate to Social media sites in brand popularity**

Consumer Perception with SM Sites	Age group						F value	P value
	Below 30		30-40		Above 40			
	Mean	SD	Mean	SD	Mean	SD		
Awareness	17.59	2.89	16.41	3.07	16.32	2.59	6.182	.002**
Trust	16.77	3.22	16.34	2.71	16.89	2.31	0.641	0.528
Sharing	19.11	2.68	17.34	2.86	17.32	3.16	13.649	.000**
Attractive	19.41	2.5	19.09	2.78	18.36	1.97	3.788	.024*
Conversion	16.71	3.45	15.28	3.77	15.68	4.22	4.083	.018*
Convenience	17.02	3.3	15.91	3.04	16.36	3.24	2.998	0.052
Engagement	17.76	3.88	16.16	3.77	15.25	4.98	9.121	.000**
Follower	16.01	4	15.03	3.4	13.86	5.23	5.84	.003**
Purchase	16.86	3.38	16.75	3.9	14.11	4.55	11.794	.000**

Note: 1. \*\* denotes significant at 1% level  
2. \* denotes significant at 5% level.

Here the null hypothesis is rejected in majority and it shows there is an influence of SMM in the consumer perception of brand popularity. But in the case of trust and convenience there is a less influence.

## VIII. SUGGESTION

- 1) According to the studies males are more exposed to social media than females. It is necessary to bring females forward in SMM in a state like Kerala having high female population. So it will help to cover the total Kerala market.
- 2) 87 percent of total population agreed that SNS are good for brand popularity. But the majority of respondents are using it for less than an hour. This results show that the SMM is in its nascent stage in Kerala. It has a wider scope in future. Companies should focus more on engaging consumers in their brand marketing campaigns with social media and the SNS.
- 3) Based on the mean rank brand awareness is high with social media marketing but the effectiveness among consumers is less. This is because the effect of social media is less in the people purchase decision. Brands should focus more in the brand preference of customers through increasing conversion rate and followers traffic.
- 4) From the ANOVA test done with the age group of consumers it is understand that the role of SNS is very significant in now a days in building brand popularity. But is necessary to improve the convenience of using the SNS irrespective of education and age. The trust building is also a very important in the purchase decision of people

## IX. CONCLUSION

This paper examined the richness of the brand posts in social networking sites that might influence the brand popularity among people. The result showed that the post has the highest impact on consumers perception towards brands. It increases the popularity of brands. In general, these findings might help the companies to understand the consumers of Kerala and prepare their strategies that trigger the activity of SNS users and drive long term brand adoption.

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