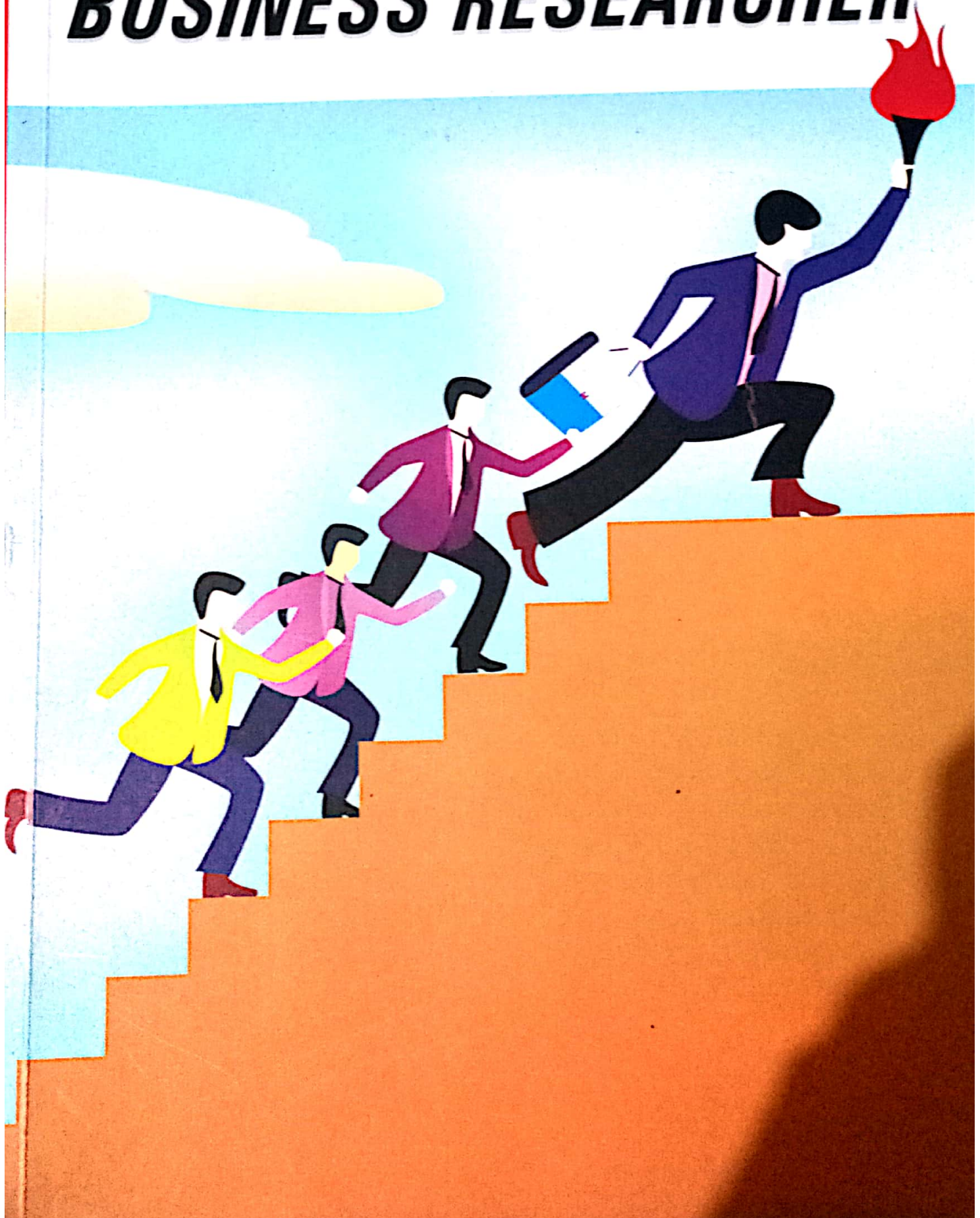


COMMERCE & BUSINESS RESEARCHER

July-December 31, 2017
Vol 10 • Issue 3 & 4
ISSN No • 0976-4097



Contents	Page No.
Dilemma Inflicted on the Employees due to Technological Up-Gradation Happening in the Bank Sunildas. B	94
Health Insurance Portability- A Customer Centric Study Suraj & K S Suresh Kumar	102
Service Quality At Common Serice Center's: An Emperical Study On Akshaya E-Kendra, Kerala Vijaya.S.Uthaman	108
Overriding Facet of Students Into Entrepreneriual Career: A Study in Kerala Ajinu.B	120
Indian Start-Up Ecosystem is in a Vibrant Mode Midhun.V & Dr Balu.B	124
Effect of Retail Marketing Mix on Customer Satisfaction; Empirical Study on Organised Retail Formats in Kerala Rijila P.T	129
Kisan Credit Card -A Novel Scheme for Farmers Credit System; An Analytical Study Riyas E.K & Dr.Sureshkumar K.S	134
Importance of Financial Literacy Based on the Segmentof Population Shifa P Sherif	146

Contents	Page No.
Influence of Financial Literacy on Saving Behaviour Sujatha.G.S & Dr. Balu.B	177
Banking Literacy of Rural People in Kerala-with special reference to Thiruvananthapuram District Dr. Nadia Shah , Jiyas K & Ajesh Kumar P.S.	181
Financial Inclusion through Kudumbashree Neighbourhood Groups Dr. Sumi Alex	193
Struggle in the Streets for a Living- A Study with Special Reference to Street Vendors in Thiruvananthapuram District Anu Varghese & Dr. B.J.Mohit Wills	205
Promoting Job Skills and Triggering Startup Ventures for Sustainable Employment Dr. Resia Beegam S., Ajesh S.R. & Dr. Ruby. S	213
Empowerment of Tribal Community through Implementation of Ecotourism-An Insight Ajesh Kumar P.S & Dr. Resia Beegam S.	224
Impact of social media on Brand Image Building Suma R	234
Financial Inclusion and Meeting of Credit Needs of Street Vendors – Contradictions and Challenges Anisha R & Dr. Gabriel Simon Thattil	237

IMPACT OF SOCIAL MEDIA ON BRAND IMAGE BUILDING

Suma R

Abstract

A brand image is an imaginary personality of a company or organization that the customers feel about a particular product or products. It is the recognition or recollection of the audience when they see or hear about a company logo, advertisement or name or products. Building the corporate brand and retaining it in the minds of the present and prospective customer is a challenging task faced by every organization. With the emergence of internet and mobile phones, social media is being considered as an important tool by the business as well as marketing personnel for building corporate brand image. Technological innovation in social networking media has transformed the world in 21st century. Social networking media has gained significance for new forms of communication and commerce between corporates and consumers. In this article, the significance of social media marketing and its role in creating brand image is being discussed based on secondary data.

Key Terms: Brand Image, Social media, Attitude towards advertising.

Introduction

Social media advertising and brand image are significant components for the improvement of business performance. Social media platforms such as Facebook, twitter, P interest, Google+ have advanced to such a level that they are highly significant in our day today life. 'Googling' the term 'social media' currently yields more than 4 billion hits and the term social media marketing has got more than 2 billion hits. Both buyers and sellers around the world are actively online. The internet has changed the way the consumers interact with the products and brands (Cova and White, 2010.) Companies increase their investment on online advertisement to capture attention of the buyers to create brand image and to create more customers. Hence, a company should thoroughly monitor the time and money it invests in social media activity. In this paper, a detailed literature study is being conducted on the significance of social media in building brand image. Social media is an effective channel to deliver the message to the present and prospective customers. Thus studying the impact of internet advertising through social media will help marketers to understand more on what consumers want. This study tries to analyze the impact of social media in building brand image in the minds of consumers, social media advertising and brand image influence on the purchase intention of the consumers and attitude towards advertising and brand image of the product or service among persons using social media.

Online advertisements adopt the 'pull' advertising concept, which allows the online customers to compare brands more easily and quickly than traditional shopping (Chaffey, 2007). Social media are media for social interaction, using highly accessible and scalable communication techniques. Social media is the use of web-based and mobile technologies to turn communication into interactive dialogue.

Andreas Kaplan and MichealHaenlein (2010) defines social media as a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0. which allows the creation and exchange of user-generated content. Businesses may also refer to social media as consumer generated media. But social media is not only about communication, it includes as well interaction between users. The most important characteristics that social media has are participation, openness, community and connectedness. The main benefit of adding social media to overall marketing communication strategy is to create a platform that attracts the attention of clients and prospects of products, services and capabilities or prompts them to share their views on a topic of common interest