

A Study on Customer Perception towards Social-Media in Developing a Brand Image Post COVID-19

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Abstract

This exploratory study examines how the COVID-19 pandemic caused will increase in purchasers' social media advertising behaviors within India. Previous studies at the effect of a deadly disease have centered on conduct for preventive health, however, little interest has been given to the effect of a deadly disease on purchaser behaviors. To bridge this gap, the Consumer Decision-Making Model become used as a framework to analyze modifications in purchasers' social media behaviors as they preform numerous purchaser decision-making processes. More specifically, a questionnaire become used to acquire survey statistics from 327 India. purchasers. Analysis of Variance assessments have been executed to study suggest variations in purchasers' use of social media as a purchaser decision-making device. The findings confirmed that purchasers have elevated their usage of social media as a device for figuring out products, amassing statistics on products, comparing products, and making product purchases. Thus, the findings exhibit the developing significance of social media advertising because the COVID-19 pandemic began. Given that the COVID-19 pandemic is a international phenomenon, the findings possibly may be extrapolated throughout many nations. Suggestions are furnished to assist organizations undertake to modifications in purchasers' social media behaviors as they relate to the purchaser decision-making processes.

Keywords: Social Media, Customer Perception, Brand Image, Purchase Intension Satisfaction.

1. INTRODUCTION

Early in 2020, the India began to experience a healthcare pandemic from a novel coronavirus commonly known as COVID-19. Previous research on the impact of a pandemic has focused on behavior for preventive health, however, little attention has been given to the impact of a pandemic on consumer behaviors. To bridge this gap, the Consumer Decision-Making Model was used as a framework to investigate changes in consumers' social media behaviors that have occurred since the COVID-19 pandemic was declared. Investigating the impact of this pandemic on consumers' social media marketing behaviors is important because recent findings indicate that the pandemic is having significant and structural impacts on consumers' purchase behaviors, as well as their decision-making processes, which could result in significant changes in marketing practices. More specifically, analyzed changes in India decision-making behaviors since the start of the COVID-19 pandemic and found that the COVID-19 pandemic altered consumers' product needs, shopping and purchasing behaviors, and post-purchase satisfaction levels. With public healthcare concerns and governmental COVID-19 pandemic mitigation policies, the role and impact of social media as a marketing tool stands to increase in importance because, at a time when social distancing is a common practice, social media offers avenues for consumers to interact with others without having physical contact. As such, COVID-19 will likely also result in shifts in consumers' use of social media during consumer behaviors. Therefore, businesses may find new opportunities to gain competitive advantage through their use of effective social media marketing strategies.

While research is sorely needed to understand the healthcare and macro-economic implications of COVID-19, marketing research is also needed to examine the impacts of COVID-19 on consumers' behaviors. For example, with restrictions on personal contact and other pandemic mitigation policies, consumers may alter their decision-making behaviors, such as behaviors related to shopping and product acquisition, as well as their post-purchase behaviors.

COVID-19 is a recent phenomenon, therefore, little has been published of its impact on social media marketing behavior in the India. This paper explores the role that social media plays in the consumer decision-making process. The authors hypothesize that social media marketing behaviors have shifted due to the COVID-19 pandemic. The current research focused on the India. economy because it is the largest consumer spending economy in the world and the COVID-19 pandemic has significantly impacted Indian healthcare.

Problem Statement

Online marketing is the current trend today. People will continue to use online marketing for their business growth because online marketing is one of the easiest ways to market their product to the consumers. Advancement in the information technology through internet makes more people choosing online marketing as their purchasing method since it allows easy purchasing and shopping. People who invent online marketing need to have a different way or method to attract customer to buy their product. This happens because the customer has a different way to make judgements about the product they want to buy. Many things can contribute to the customer purchasing decisions. Whether that factor is relevant or not but it still depends on the customer itself depending on individual perception toward a product they choose. Brand image is reflected in the product itself and the brand image actually come through the customer perception about a product and service but the different customer may have their own perception and a lot of factors can be influenced to affect the brand image of the product to customer mind.

Besides that, different level of group or customer also will have a different level of opinion to evaluate what is the factor that can affect brand image toward customer purchasing. Different level of customer might have a different evaluation to make their own purchasing and set their own priority in purchasing habit. Working people may look for a financial part, for example, maybe they are more concern about pricing. Housewives may have their own factors to make purchasing, same as students. However, today, students can be considered as one of the biggest customers who makes online purchasing in online marketing, but a different type of student have their own judgement for making purchasing such as the price of the product, a brand of product and much more. It all depends on their attitude, lifestyle, the level of income and others. According to Hansen and Christensen (2007), the researchers' household behaviour and household purchase decisions have become an issue. The researcher also states that the continuation of the work on consumer expectations also contributed to the speculative of 'the powerful consumer'. This research statement shows that the consumer has their own perception and evaluation in determining their purchase decision toward a product they want to buy. Based on the researcher statements, it also shows that the customer has issues in making purchase decision because of their power in making decision depends on what the product has to offer them. The research question is an important part of conducted research and the research objective will be guided and presented as follows:

1. What is the brand image factors that enhance the students purchasing in online marketing?
2. What is the relationship between brand image factors and student purchasing in online marketing?

2. LITERATURE REVIEW

According to AchmadYanuAlif Fianto (2014) Market place or value opposition is not restricted to provide purposeful attributes of the product itself but has been associated with a brand image which

could create a unique brand image for its users, in particular within the service industry. There is influence of brand image on purchase behaviour as well as identifying and analysing the mediating role of brand trust in the relationship between brand images with purchase behaviour. Brand image have a tremendous position in influencing the purchasing conduct and brand trust additionally grew to become out to have a mediating position, despite the fact that not absolutely in the courting among brand image with purchase behaviour.

According to **Yi Zhang (2015)** The idea “brand image” has drawn significant interest from academics and practitioners because it changed into recommend, as it performed a vital role in advertising and marketing activities. Although brand image was identified as the driving force of brand asset and brand overall performance, few researches have elaborated on the relationship between brand image and brand equity. primarily based at the brand image theories, this examines reviewed extant studies about the impact of brand image on consumer from perspective of customer equity.

According to **AdeshPadival (2019)**the drastic increase within the usage of social media most of the people in India has created a brand-new platform for promotion, that is, social media commercials. however, the effectiveness of these commercials has been interrogated through many. lower reputation of commercials has been one of the foremost challenges confronted by the marketers. Henceforth, it's far essential to recognize the crucial elements influencing the customers' mind-set towards social media commercials. Thus, the factors influencing behavioural intention of the consumers concerning social media commercials. The constructs like company popularity, emotional enchantment, informativeness, creativity, irritation, and materialism were taken into consideration to have an effect on the mindset, which in flip encouraged the behavioural intention of consumers. So, the customers' notion towards social media commercials and will assist the marketers in framing effective advertisement techniques.

According to **Sukanya Sharma (2020)** on this virtual generation, the net, and Social Media (SM) has had an intensive effect at the purchasing behaviour of “costumers” The SM gives a platform in which “costumers” are exposed to the quality product with the quality price along with critiques and opinions about the products. So, we are able to turn our heads and study a brand in a way as if the brand is talking to us. Brands sincerely support the connection with customers and inspire buy intention. Furthermore, SMMA has a robust application in growing a advertising and marketing strategy for business. It has turn out to be a significant device that collaborates with agencies and people. it is concluded that the “costumer”- brand dating does have a superb and statistically massive effect on consumers' purchase intention through SM.

According to **Dr. M. ThirumagalVijaya, (2019)** understanding consumer's perception towards social media marketing has constantly been one of the goals of advertisers. advertisements which are successful in delivering its messages to its audiences can assist to promote and construct attention on the corporation's services. With the speedy improvement of information technology worldwide within the past decade, social media advertising and marketing are increasingly counting on various modes of interactive technology to market it and promote their products and services. moreover, the concept of executing a content material that is modern and entertaining ought to get purchasers to engage electronically in an effective manner. This effective characteristic can be visible as a destiny of advertising and can become extra figurative in consumers' minds than television advertising and marketing as a marketing.

According to **Fazlul Hoque, (2020)** the growing use of the internet has opened a brand-new door to customers for on-line purchasing and sellers for marketing their merchandise or service thru individualized messages cost effectively through transferring the commercial enterprise platform from brick-and-mortar orientation to an online platform. Social media have added brand-new interactive surroundings wherein consumers can communicate with a enterprise; share their fantastic and terrible experience with the other purchasers, trade thoughts which in the long run have an impact on the

marketing decision of the organization and customer purchase intention similarly. hence, the marketers are connecting themselves in numerous social media which includes Facebook, Myspace, Instagram, WeChat, Imo, Skype, Line and others for engaging and interacting with more customers to serve better with the aid of understanding real needs. To understand the customer perception on buying thru fb, determinants motivating to purchase through fb or social media. On social media, the customers have been in various age group but most important segments of the purchaser had an age between 21-30 and 31-40 years.

According to **UtteraChoudhary (2019)** The idea of social media is top agenda for all of the enterprise firms nowadays. advertising and marketing Executives, Researchers and specialists all are trying very hard to discover the approaches wherein a brand could make maximum use of various social media platforms. The various factors related to social media which impacts the brand loyalty of the customers. The elements which have an effect on the loyalty degree of clients in the direction of their desired brand. those factors are: (1) Accessibility; (2) Informative; (3) brand image; (4) customer care services; (five) advertisements; (6) relationship constructing; (7) convenience; (eight) feedback. The belief of consumers toward exclusive social media practices used by entrepreneurs. Extraordinary strategies can be designthrough social media for the brand image and brand loyalty.

3. RESEARCH METHODOLOGY

Scope of the study

This study is conducted in Maharashtra area only

Variables

Independent variables – Brand advocate (i.e., brand recommendation through social media) Different social media platforms, Communication on social media (post engagements, reactions)- Brand ambassadors

Dependent variable - consumer satisfaction

Objectives of the study

1. To study the Change in consumer satisfaction while developing brand image through social media
2. To study the influence of various social media platforms in creating and adding value to the brand image
3. To study the Role of brand ambassadors in creating the initial branding of the product through social media

Hypothesis of the study

H01: There is no significant difference in the consumer satisfaction towards use of Different social media platforms in Post covid-19

H11: There is significant difference in the consumer satisfaction towards use of Different social media platforms in Post covid-19

H01: There is no significant difference in the consumer satisfaction towards use of Brand advocate in Post covid-19.

H11: There is significant difference in the consumer satisfaction towards use of Brand advocate in Post covid-19.

H01: There is no significant difference in the consumer satisfaction towards use of Brand ambassadors in Post covid-19.

H11: There is significant difference in the consumer satisfaction towards use of Brand ambassadors in Post covid-19.

Sample size

115 sample were selected for this study. people from various age group were the respondents of this study.

Sampling method

Under Simple Random sampling method were used for this study.

Statistical test used:

Following test are applied depending on hypothesis statement:

Correlation test is used as there are grouping variable.

One way ANOVA is used.

Data collection

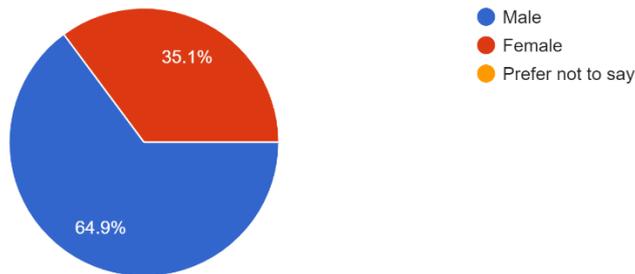
Primary data is used for this study.

Questionnaire were designed according to different variable.

Data Interpretation and Analysis

Gender

Gender
111 responses



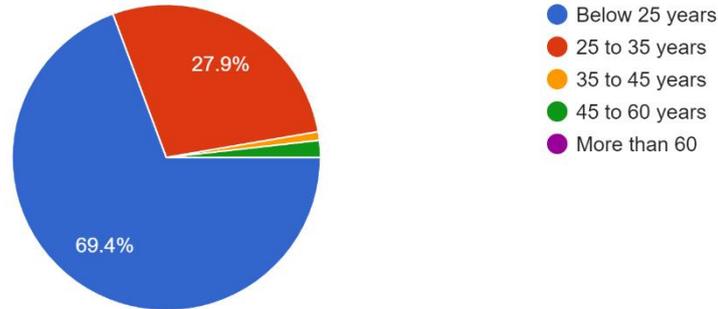
Table

Gender	Frequency
Male	65
Female	32
Other	2

From the above, it can be seen that out of 111 respondents, 65 respondents are in male group 32 respondents are in the female group 2 respondents are in the other group.

Age

Age of respondent
111 responses



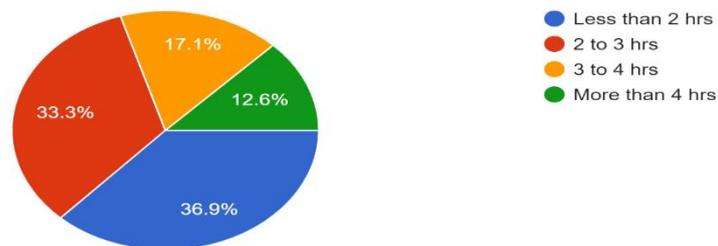
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Age Group	Frequency
Below 25 years	69.4%
25-35	27.9%
35-45	2%
50 & Above	2%

From the above, it can be seen that out of 111 respondents, 69.4 respondents are in the age group of below 25, 27.9 respondents are in the age group of 25-35, 2 respondents are in the age group of 35-45, and 2 respondents are in the age group of 50 & above.

Time spent on Social media

How many hours per day do you spend on social media?
111 responses



Table

Hours	Frequency
< 2	36.9
2 to 3	33.3
3 to 4	17.1
4<	12.6

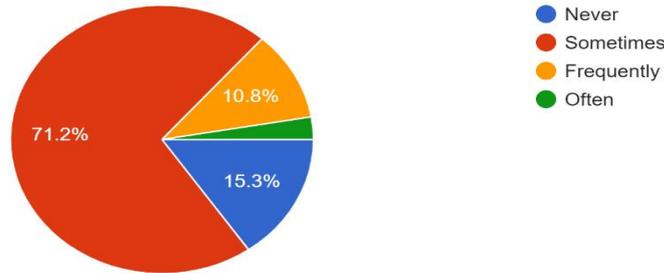
From the above, it can be seen that out of 111 respondents, 36.9 respondents are in the group of less

than 2 hours, 33.3 respondents are in the group of 2-3, 17.1 respondents are in the group of 3-4, and 12.6 respondents are in the age group of more than 4

Social media analysis

How often do you comment or share your view about the activities on social media?

111 responses



Table

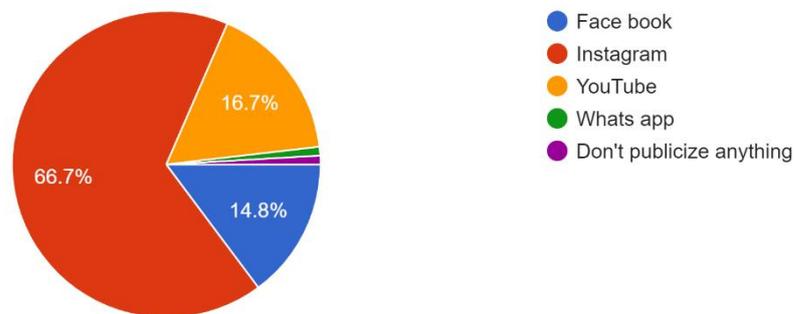
Variance	Frequency
Never	15.3
Sometimes	71.2
Frequently	10.8
Often	3.7

From the above, it can be seen that out of 111 respondents, 15.3 respondents are in the group of never, 71.2 respondents are in the group of sometimes, 10.8 respondents are in the group of frequently, and 3.7 respondents are in the group of often.

Platforms of Social Media Used

How do you publicize a particular brand among the network on social media?

108 responses



Table

Social media	Frequency
Face book	14.8
Instagram	66.7
YouTube	16.7

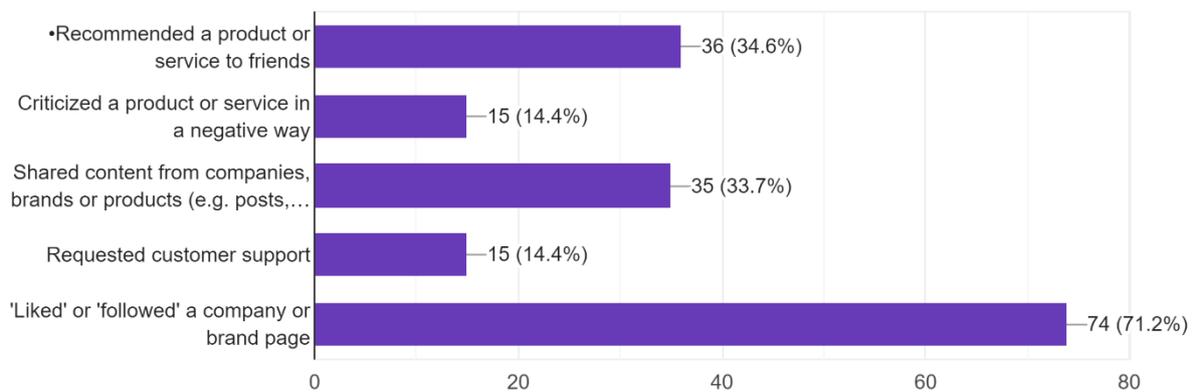
WhatsApp	1.2
Nothing	0.2

From the above, it can be seen that out of 111 respondents, 14.8 respondents are in the group of Facebook, 66.7 respondents are in the group of Instagram, 16.7 respondents are in the group of YouTube, and 1.2 respondents are in the group of WhatsApp rest 0.2 for no publicizing

Survey of 30 days

In the past 30 days, have you done the following activities on social media?

104 responses



From the above, it can be seen that out of 111 respondents, 34.6 % respondents are in the group of product recommendation from people, 14.4% respondents are in the group of negative publicity, 33.7 % respondents are in the group of shared content from companies, and 14.4 % respondents are in the group of customers support and lastly 71.2% fall under liked and following brand category.

Limitations of the Study

The study has few numbers of limitations although the results are interesting and re-enforce the past studies. Among the limitations of this study is the use of observation to the influence of brand image to purchase behavior and observe mediating role of brand trust to the relationship of brand image with purchase behavior at once. In the other side, the respondent of this research is the students of Islamic private universities while Islamic values itself is existed in broaden sector. Indeed, the results of this study is hardly generalized to other industry sector in the other sectors as well.

Data Interpretation and Analysis

Descriptive Analysis

Independent Variable				Dependent variable
Parameters for Analysis	Social Media Platforms	Brand Ambassadors	Brand advocate (I.e., Brand Recommendations Through Social Media)	Consumer Satisfaction
Sum	484	463	454	492
Count	114	114	114	114

Minimum	1	1	1	1
Maximum	5	5	5	5
Range	4	4	4	4
Mean	4.2456 14035	4.06140350 9	3.98245614	4.315789474
Median	4	4	4	4
Mode	5	5	4	5
Standard Deviation	0.8225 05836	0.97589444 1	0.917495219	0.787131027
Sample Variance	0.6825 02717	0.96079801 3	0.849247011	0.625058221

The mean value of different Social Media Platforms is 4.24 and the mean of Brand Ambassadors is 4.06 and the average or mean value of Brand advocate (I.e., Brand Recommendations Through Social Media) Through Social Media is 3.98 and the mean of Dependent variable Consumer Satisfaction is 4.31. The standard deviation different Social Media Platforms is 0.82, Brand Ambassadors is 0.97, Brand advocate is 1.05, and the standard deviation is Consumer Satisfaction 0.78 also The Sample variance are for different Social Media Platforms is 0.68, Brand Ambassadors is 0.96, is 0.84, and the standard deviation is Brand advocate 0.62.

Inferential analysis
Correlations Analysis

Correlations

		platforms	Ambassadors	Recommondaction	Satisfaction
platforms	Pearson Correlation	1.000	.616	.604	.459
	Sig. (2-tailed)		.000	.000	.000
	N	115	115	115	115
Ambassadors	Pearson Correlation	.616	1.000	.489	.515
	Sig. (2-tailed)	.000		.000	.000
	N	115	115	115	115
Recommondaction	Pearson Correlation	.604	.489	1.000	.432
	Sig. (2-tailed)	.000	.000		.000
	N	115	115	115	115
Satisfaction	Pearson Correlation	.459	.515	.432	1.000
	Sig. (2-tailed)	.000	.000	.000	
	N	115	115	115	115

The correlation between Platforms (Social media platforms) and Ambassadors (Brand ambassadors) remains 0.616 which implies there is positive relationship between these two variables and conclude that strong correlation. The correlation between Platforms (Social media platforms) and brand recommendation (i.e., Brand advocate through social media) is 0604 this is strong positive relationship between these variables. The correlation of Platforms (Social media platforms) and satisfaction (consumer satisfaction) is 0.459 this is moderate relationship but less positive than others variables the correlation between Ambassadors (Brand ambassadors) and brand recommendation (i.e., Brand advocate through social media) is positive 0.489. Between Ambassadors (Brand ambassadors)and satisfaction (consumer satisfaction) is 0.515 which implies there is positive relationship but less positive than the others variables brand recommendation (i.e., Brand advocate through social media) and(satisfaction) consumer satisfaction isPositively correlated and the value is 0.432. Correlation between Platforms (Social media platforms) and Platforms (Social media platforms) is equal 1 same for Ambassadors (Brand ambassadors) brand recommendation (i.e., Brand

advocate through social media), and (satisfaction) consumer satisfaction correlation among themselves

Staisfaction By platforms

ANOVA					
Satisfaction towards Different Social media platforms					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	12.26	4	12.491	7.52	.0004
Within Groups	55.84	110	189.264		
Total	71.10	114			

Interpretation: The above table shows that there is change in the satisfaction of customers towards use of Different Social media platforms in Post covid-19 according to gender. Due to changes in satisfaction level of customers of Faculties towards use of Different Social media platforms in Post covid-19 according to Gender, the calculated p-value Qualification.

Due to changes in perception of customers towards use of Different Social media platforms in Post covid-19 according to Qualification, the calculated p-value (sig value) of F-test is 0.0004. It is less than standard p value 0.05 (5% level of significance). Therefore, F-test is accepted. Hence null hypothesis is rejected and alternate hypothesis is accepted.

Conclusion: There is significant difference in the satisfaction level of customers of Faculties towards use of Different Social media platforms Post covid-19 according to Gender.

Satisfaction by Brand ambassadors

ANOVA					
Satisfaction towards Brand ambassadors					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	25.96	4	6.49	15.82	.0056
Within Groups	45.13	110	0.41		
Total	71.10	114			

Interpretation:

The above table shows that there is change in the satisfaction of customers towards use of Brand ambassadors in Post covid-19 according to Gender. Due to changes in satisfaction level of customers of Faculties towards use of Brand ambassadors in Post covid-19 according to Gender, the calculated p-value Qualification.

Due to changes in perception of customers towards use of Brand ambassadors in Post covid-19 according to Qualification, the calculated p-value (sig value) of F-test is 0.0056. It is less than standard p value 0.05 (5% level of significance). Therefore, F test is accepted. Hence null hypothesis is rejected and alternate hypothesis is accepted.

Conclusion: There is significant difference in the satisfaction level of customers of Faculties towards use of Brand ambassador's Post covid-19 according to Gender.

Satisfaction by Brand advocate

ANOVA					
Satisfaction towards Brand advocate					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	16.91.	4	4.49	8.58	.036

Within Groups	54.13	110	0.49		
Total	71.10	114			

Interpretation: The above table shows that there is change in the satisfaction of customers towards use of Brand advocate in Post covid-19 according to Gender. Due to changes in satisfaction level of customers towards use of Brand advocate in Post covid-19 according to Gender, the calculated p-value Qualification.

Due to changes in perception of customers towards use of Brand advocate in Post covid-19 according to Qualification, the calculated p-value (sig value) of F-test is 0.036. It is less than standard p value 0.05 (5% level of significance). Therefore, F test is accepted. Hence null hypothesis is rejected and alternate hypothesis is accepted.

Conclusion: There is significant difference in the satisfaction level of customers of Faculties towards use of Brand ambassador's Post covid-19 according to Gender.

4. CONCLUSION

It is concluded from the study that, during this Post covid-19 (post covid-19), the Brand image has the customer satisfaction for Different social media platforms, i.e., Communication on social media (post engagements, reactions), Brand advocate (i.e., brand recommendation through social media) and Brand ambassadors can add more variation they are creating significance difference at early-stage post covid, etc.

There isn't any doubt that social media community is influencing the Satisfaction Level of customers which shifted the clients from buying at marketplace or shopping center to e-buying at a few extents. These e-buying choices are decided via way of means of the employer elements, demographic elements of the clients and technological environment. Social media has opened a brand-new possibility for entrepreneurs to recognize the actual want of the clients and supply the goods or offerings assembly up the expectancy at most excellent level. On the alternative hand, clients declare that they may be exploited via way of means of presenting the replica of the well-known brand, charging an exceptionally better fee than the marketplace going fee and they may be now no longer refunded in case of dishonest via way of means of entrepreneurs. Sometimes it isn't always feasible to discover the markers who behavior commercial enterprise seasonally or occasionally. Since the clients opt for buying via social media networks, the policymakers must install a few guidelines and rules for making sure the betterment of the clients and affordable income for the businessmen.

5. SUGGESTION

The researchers suggest that in this digital era any organization must have social media account it should be maintained in such way that consumer should be attracted towards the product.

1. If company wants to develop brand image through social media at its initial stage customer satisfaction is important if customer is satisfied it will lead to Brand advocate (i.e., brand recommendation through social media)
2. There is an influence of various social media platforms (Facebook Twitter liked in what's app YouTube Instagram etc.) in creating and adding value to the brand image. Social media platform helps in communicating with the consumers and taking feedback from them about the product very easily
3. The Role of brand ambassadors in creating the initial branding of the product through social media

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