

A Study of the Role of Social Media in Brand Building with respect to AdSAGA Marketing, Pune

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Abstract: *This research paper delves into the dynamic interplay between social media and brand building, with a specific focus on adSAGA Marketing, a digital marketing company based in Pune, India. Drawing insights from Instagram followers of adSAGA Marketing, the study investigates the efficacy of social media strategies in enhancing brand awareness, engagement, and loyalty. Through a mixed-methods approach encompassing survey data and secondary sources, the research unveils key findings regarding follower demographics, brand perception, and engagement levels. The study reveals a positive correlation between the frequency of adSAGA Marketing's social media presence and brand awareness among the target audience. Furthermore, it offers recommendations for optimizing social media strategies to strengthen brand identity, foster community engagement, and expand reach.*

Keywords: Brand Building, Social Media

I. INTRODUCTION

The study dives into how AdSAGA Marketing in Pune uses social media to boost its brand. They're a digital marketing company focusing on services like social media marketing, SEO, and graphic design. By exploring how they navigate platforms like Facebook and Instagram, the research aims to uncover what works for them and why.

Pune's digital scene, bustling with startups and online shoppers, provides a rich backdrop for understanding AdSAGA's strategies. The study also aims to offer practical tips for other businesses aiming to shine on social media.

AdSAGA Marketing, based in Pune, India, is under the microscope to see how they make the most of social media. Their diverse services cater to the digital needs of businesses, and this study seeks to unravel the secrets behind their success in brand building.

Objectives of the study

- To study the importance of social media in brand building of adSAGA Marketing, Pune.
- To figure out which aspects of social media make adSAGA Marketing, Pune stronger as a brand.

Scope of the study

This study zooms in on Pune, specifically examining the interplay between social media and brand building within the realm of AdSAGA Marketing from 2023 to 2024. It delves into major platforms like Instagram, dissecting their roles in shaping brand awareness, customer engagement, and loyalty. With a keen focus on AdSAGA Marketing's strategies and impact, the research seeks to unveil insights tailored to the followers of the company, shedding light on their perceptions and experiences in navigating the digital landscape for effective brand building.

II. LITERATURE REVIEW

Research by Kaplan and Haenlein (2010) highlights the concept of social media as a "user-generated content" platform, emphasizing the active participation of users in shaping brand conversations. This user-centric nature of social media has redefined traditional notions of brand communication, allowing businesses to connect with their audience on a more personal level.

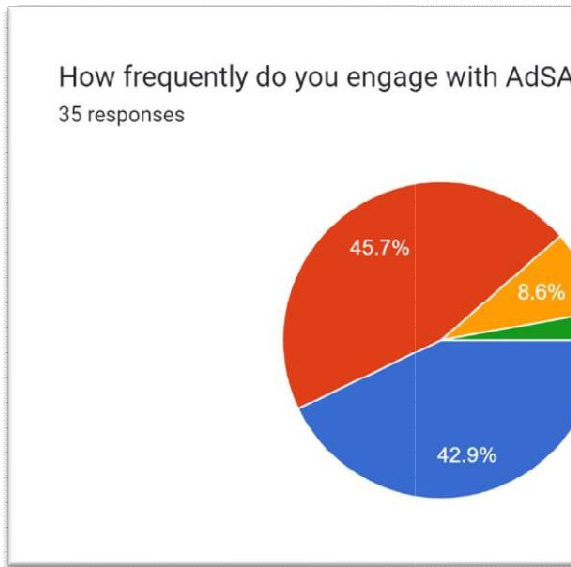
In the context of brand building, Smith and Zook (2011) argue that social media enables the creation of brand communities, fostering a sense of belonging and shared identity among consumers. These communities serve as valuable spaces for brand advocacy and word-of-mouth marketing, amplifying the impact of brand messages. The effectiveness of social media in brand building is contingent upon strategic and authentic communication. According to Aaker (1996), brand authenticity plays a pivotal role in establishing trust and credibility among consumers. Social media provides a platform for real-time interactions, enabling brands to showcase their values and personality, contributing to the development of a genuine brand image (Fournier & Avery, 2011). Specifically exploring the Indian market, Mangal and Goyal (2019) emphasize the growing importance of social media in brand communication, particularly in urban centers like Pune. The study highlights the need for businesses to align their social media strategies with the cultural context and preferences of the local audience.

III. RESEARCH METHODOLOGY

The study's focus narrows down to adSAGA Marketing's Instagram followers in Pune, aiming to grasp the intricate role of social media in brand building. The research universe encompasses all actively involved followers of adSAGA Marketing in Pune's social media landscape, with a sample size of approximately 35 individuals randomly selected from this pool. This approach enables a targeted exploration of how social media shapes brand awareness, customer engagement, and loyalty within the context of adSAGA Marketing's presence in Pune. To gather insights, a descriptive research design was adopted, employing a Google Form survey distributed among the selected followers. This method was chosen for its accessibility and convenience, aligning with the digital nature of the target population's interactions with adSAGA Marketing. Additionally, the study formulates hypotheses, with the null hypothesis positing no significant relationship between the frequency of adSAGA Marketing's social media presence and brand awareness, while the alternative hypothesis suggests a positive correlation between increased presence and heightened brand awareness.

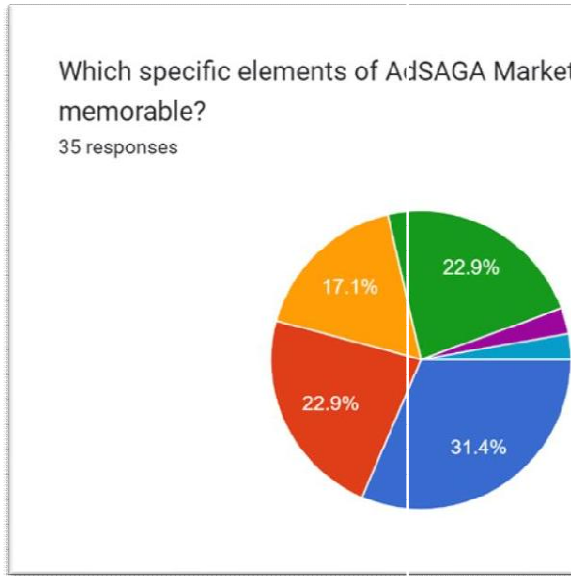
IV. DATA INTERPRETATION AND ANALYSIS

Engagement with AdSAGA Marketing's content on social media



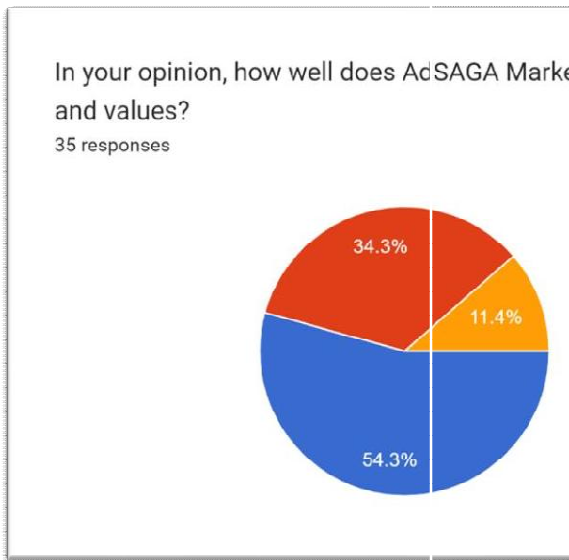
The above graph shows that most of the respondents engage on a weekly and daily basis with adSAGA Marketing's content, others engage monthly or rarely.

Prominent specific elements of AdSAGA Marketing's brand.



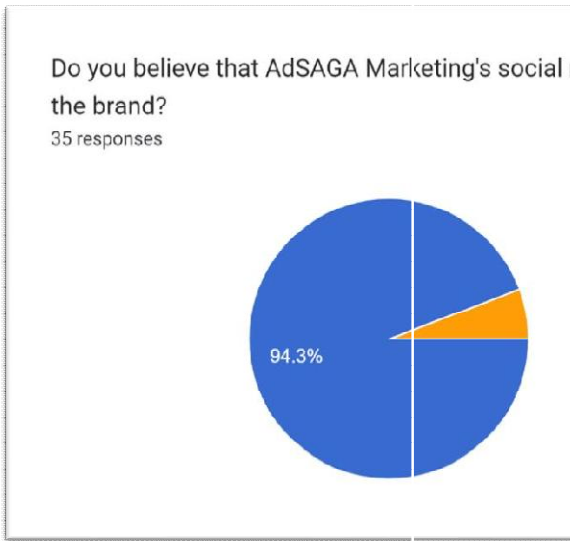
The graph above represents that most of the respondents find the brands' logo, tagline, symbol and brand colour palette prominent and memorable.

AdSAGA Marketing's use social media to represent its brand identity and values.



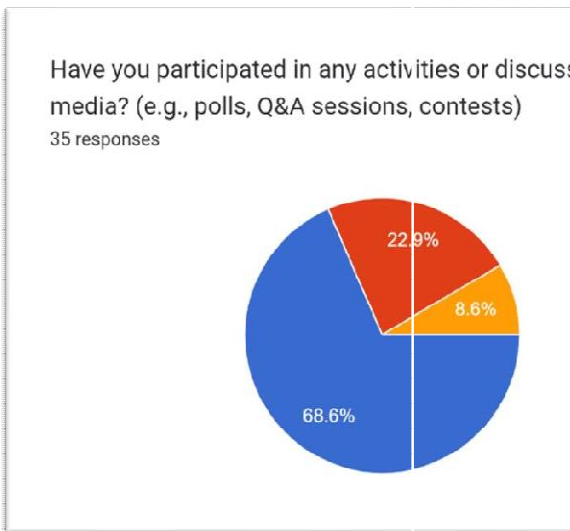
The graph above represents that most of the respondents have the opinion that AdSAGA Marketing uses social media quite well to represent its brand identity and values.

AdSAGA Marketing's social media presence influencing perception of the brand.



The graph above represents that most of the respondents believe AdSAGA Marketing's social media presence has influenced their perception of the brand

Participation in any activities or discussions initiated by AdSAGA Marketing on social media.



The graph above represents that most of the respondents have participated in activities or discussions initiated by AdSAGA Marketing on social media.

V. FINDINGS

The survey results reveal several key insights regarding adSAGA Marketing's Instagram followers in Pune. The majority of respondents have been following the brand for 6 months to 1 year, indicating growth in this timeframe. Additionally, most engage with adSAGA Marketing's content on a weekly or daily basis. Notably, 97.1% of respondents associate the brand with its signature purple color, suggesting consistent visual branding across platforms. Similarly, adSAGA Marketing's logo, tagline, color palette, and symbol are equally memorable to respondents. Over half of respondents believe adSAGA Marketing effectively represents its brand identity

and values on social media. A significant portion also feels that adSAGA Marketing's presence on social media has influenced their perception of the brand, with many participating in activities conducted by the company. A considerable number of respondents also report feeling a sense of community with other adSAGA Marketing followers on social media. Overall, the findings suggest a positive correlation between the frequency of adSAGA Marketing's social media presence and brand awareness among its audience

VI. CONCLUSION

H1 (Alternative Hypothesis): Increased frequency of AdSAGA Marketing's social media presence is positively correlated with higher levels of brand awareness, has proven to be true. In today's interconnected world, social media has emerged as a powerful tool that can shape brand perceptions and influence consumer behavior. The research delves into the multifaceted role of social media in brand building, showcasing how a platform like Instagram can serve as dynamic a channel for AdSAGA Marketing to connect with its target audience. Through compelling content, interactive campaigns, and strategic engagement, brands can not only establish their identity but also cultivate a loyal community of followers who become brand advocates. Moreover, the study reveals that social media not only amplifies brand presence but also plays a pivotal role in gathering valuable insights through user interactions and feedback. AdSAGA Marketing can utilize these insights to refine its strategies, adapt to evolving consumer preferences, and stay ahead in the competitive market.

VII. SUGGESTIONS

Several recommendations emerge from the survey findings for adSAGA Marketing's Instagram presence in Pune. Firstly, there's a need for more efficient utilization of Instagram to reflect the brand's identity and values. Conscious efforts to foster a sense of community among followers through well-planned strategies and programs are also suggested. Since a significant portion of respondents hasn't participated in any social media activities by adSAGA Marketing, there's room for improvement in engagement initiatives. Increasing follower count through regular posting and leveraging features like stories and reels for organic views are advised. Additionally, running advertisements on social media platforms, including Facebook, to expand reach and attract more followers is recommended. Enhancing brand elements like emotional connections or mascots and collaborating with influencers in the marketing field could further boost brand awareness and engagement on Instagram.

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