A Study of Social Media Marketing on Brand Image of Blinkit in Pune City

Dr. Kiran Nagare[1], Mr. Prathamesh Sutar[2], Mr. Sanket Balghare[3]

Assistant Professor, MAEER's MIT Arts Commerce and Science College, Alandi (D), Pune, India[1]

Researcher Scholar, MAEER's MIT Arts Commerce and Science College, Alandi (D), Pune, India[2,3]

Abstract*: This study investigates the impact of social media marketing strategies on the brand image of Blinkit, a rapidly growing delivery and logistics company, within the urban landscape of Pune City. Utilizing a mixed-methods approach, the research combines quantitative data analysis of social media engagement metrics with qualitative insights derived from customer surveys and interviews. Preliminary findings suggest a strong correlation between Blinkit's active social media presence and its brand visibility, recognition, and perception among consumers in Pune. The company's targeted social media campaigns, focusing on timely delivery, customer satisfaction, and innovative service offerings, have effectively resonated with the local audience, enhancing brand loyalty and trust. Moreover, the study identifies key factors influencing the effectiveness of Blinkit's social media marketing initiatives, including content relevance, engagement strategies, platform selection, and customer feedback integration. By consistently delivering value-driven content and fostering interactive communication channels, Blinkit has successfully differentiated itself from competitors and established a distinctive brand identity in the competitive Pune market.*

Keywords: Blinkit

I. INTRODUCTION

This study aims to investigate the impact of social media marketing strategies on the brand image of Blinkit within the Pune city market. As digital platforms increasingly shape consumer perceptions and purchasing decisions, understanding how Blinkit's online presence influences its brand reputation in a specific urban setting like Pune becomes crucial. With the rapid growth of e-commerce and online delivery services, Blinkit's approach to social media marketing serves as a pivotal factor in engaging local audiences, building brand loyalty, and gaining a competitive edge in the dynamic Pune market. This research seeks to provide insights into the effectiveness of Blinkit's social media initiatives and their implications for enhancing brand visibility and customer engagement in Pune.

Objectives of the study
- To study how social media marketing Influence Blinkit's brand image.
- To study the level of awareness of Blinkit's brand image among consumers on various social media platforms.
- To study the effectiveness of Blinkit's social media marketing efforts in shaping its brand image among residents of Pune city.

Scope of the study

The study focuses on evaluating the impact of social media marketing strategies employed by Blinkit on its brand image within the Pune city market. Specifically, the research will assess consumer perceptions, engagement levels, and overall brand awareness generated through Blinkit's social media campaigns in Pune. The scope encompasses analysis of content effectiveness, audience reach, and the correlation between social media activities and brand reputation for Blinkit in the local market.

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II. LITERATURE REVIEW

Role of Social Media in Brand Image Formation: According to Smith (2016), social media platforms provide companies with opportunities to build strong brand identities by creating authentic and engaging content that resonates with their audience. A consistent and compelling social media presence can contribute to a positive brand image, fostering trust and loyalty among consumers.

Localized Marketing and Brand Image: Research by Kumar and Mirchandani (2018) emphasizes the importance of localized social media marketing strategies in enhancing brand image, especially for businesses operating in specific geographic locations like Pune. Tailoring content and campaigns to cater to local preferences and cultural nuances can significantly impact brand perception and resonate more effectively with the target audience.

Consumer Engagement and Brand Loyalty: Studies by Johnson et al. (2017) have highlighted the correlation between social media engagement and brand loyalty. Interactive and personalized social media interactions can foster a deeper connection between brands and consumers, leading to increased loyalty and positive word-of-mouth recommendations.

III. RESEARCH METHODOLOGY

The research methodology employed for studying the impact of social media marketing on the brand image of Blinkit in Pune City was structured around a mixed-method approach. Initially, quantitative methods were utilized to analyze data collected from online platforms, including Facebook, Instagram, Twitter, and LinkedIn, focusing on engagement metrics, user interactions, and brand sentiment over a specified period.

Simultaneously, qualitative techniques such as online surveys and in-depth interviews were conducted among a selected sample of Pune City residents and Blinkit customers to gain deeper insights into their perceptions, attitudes, and experiences related to Blinkit's social media marketing efforts and its influence on their brand perception.

The collected data was systematically analyzed using statistical tools and qualitative coding methods to identify patterns, correlations, and key themes. This integrated approach provided a comprehensive understanding of the effectiveness of Blinkit's social media marketing strategies in shaping its brand image among consumers in Pune City.

IV. DATA INTERPRETATION AND ANALYSIS

**Aspects of Blinkit's social media marketing**
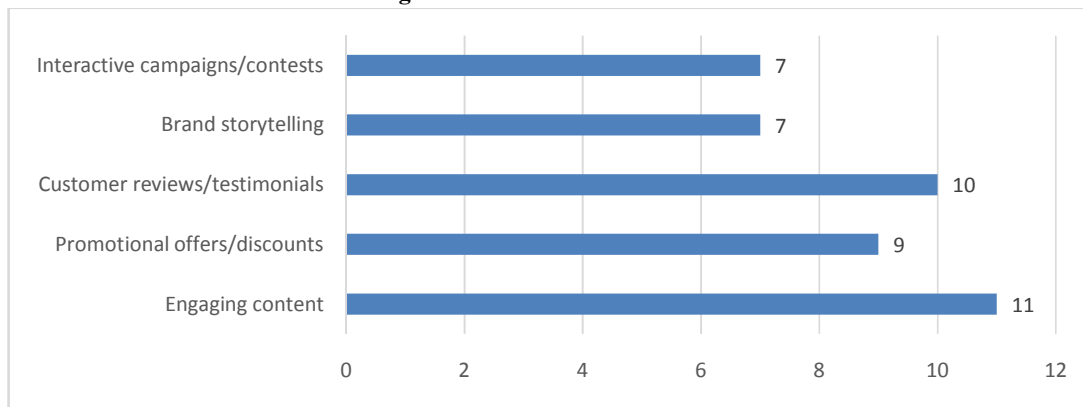
The data suggests that the most appealing aspects of Blinkit's social media marketing among respondents in Pune City are engaging content and customer reviews/testimonials, with 11 and 10 respondents respectively highlighting these elements. Promotional offers/discounts also garnered significant appeal, with 9 respondents emphasizing their attractiveness. Brand storytelling and interactive campaigns/contests were perceived as appealing by 7 respondents each, indicating a balanced mix of content and promotional strategies resonating with the audience.

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Rate of overall visibility of Blinkit's social media presence in Pune City
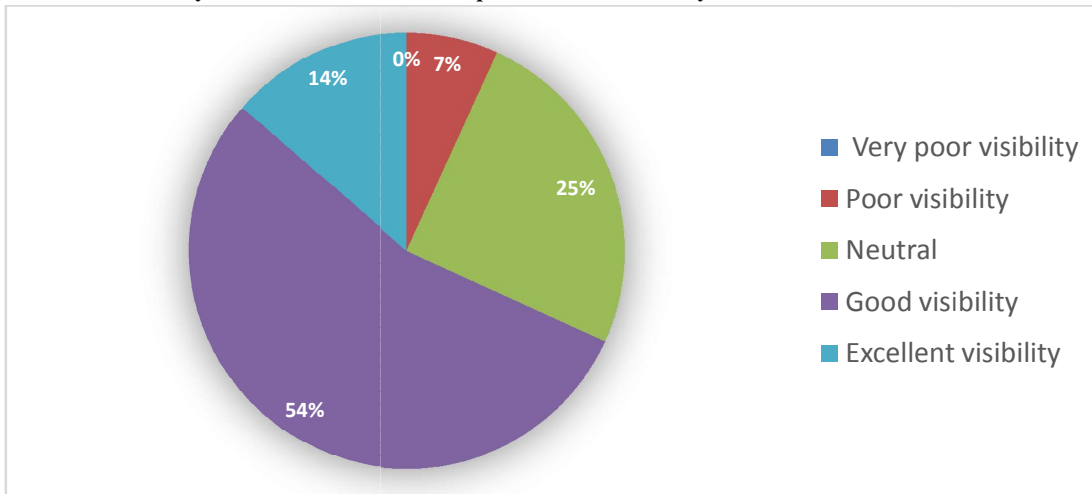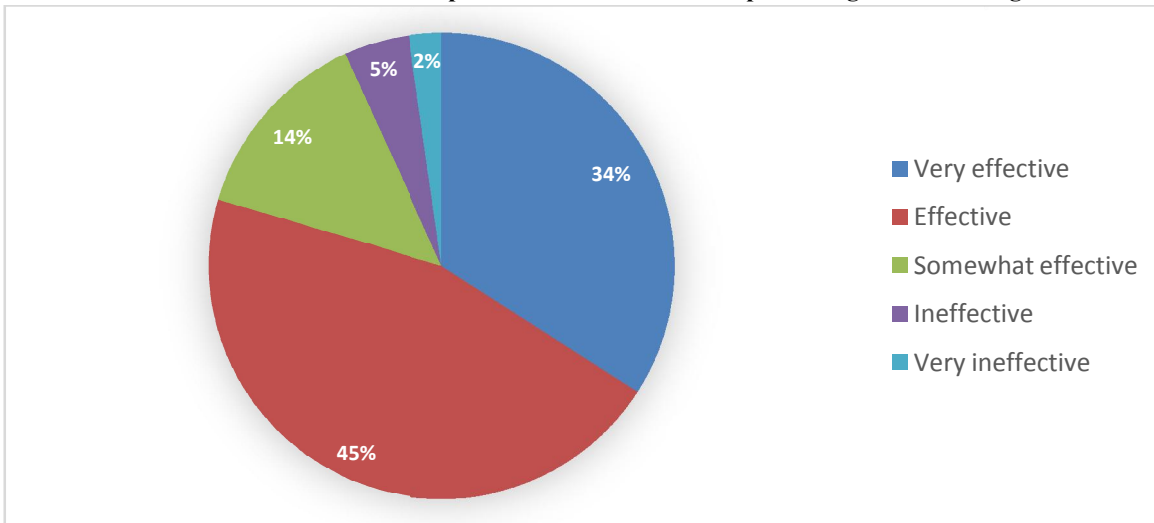

Interpreting the data, the majority of respondents (30 out of 44) rated Blinkit's social media visibility positively, with 24 respondents considering it good and 6 respondents considering it excellent. However, there are still 14 respondents who either rated it as poor or neutral, suggesting that there might be room for improvement in enhancing Blinkit's social media visibility in Pune City. This data highlights both strengths and potential areas for growth in Blinkit's social media strategy in the local market.

Impact of Blinkit's Social Media Presence on Its Brand Image
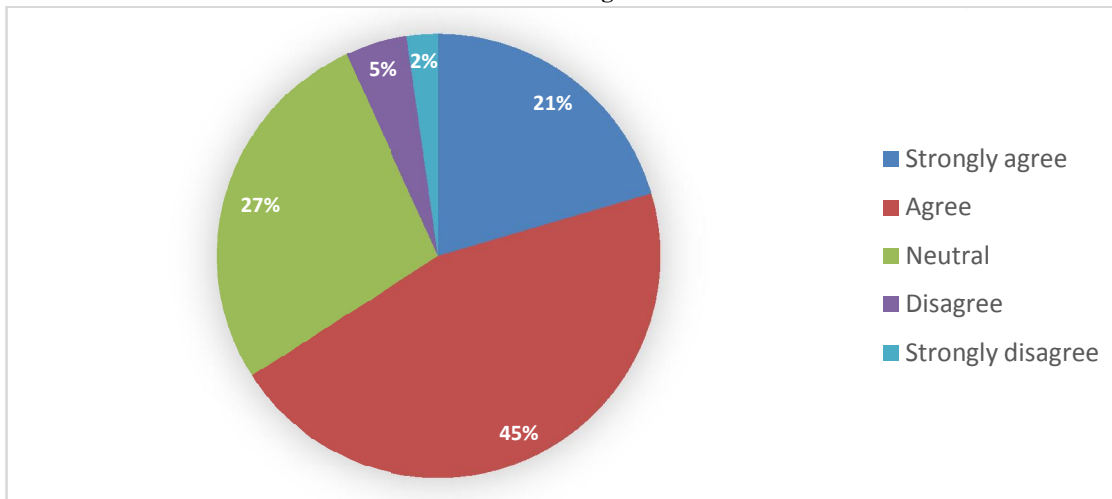
Based on the data, a majority of respondents either agree or strongly agree that Blinkit's social media presence positively impacts its brand image. Only a small number of respondents disagree with this notion. Therefore, the general sentiment is that Blinkit's social media presence has a positive effect on its brand image.

Overall rate of the effectiveness of Blinkit's presence on social media in promoting its brand image

The data reveals that the majority of respondents perceive Blinkit's presence on social media as effective or very effective in promoting its brand image. Specifically, a combined total of 35 respondents rated it as either effective or very effective. A smaller portion of respondents found it somewhat effective, while only a few considered it ineffective or very ineffective. Overall, it suggests a positive perception of the effectiveness of Blinkit's presence on social media in promoting its brand image.

V. FINDINGS

The findings indicate a generally positive perception of Blinkit's social media marketing strategies among respondents in Pune City. Engaging content and customer reviews/testimonials emerged as the most appealing aspects, resonating with 11 and 10 respondents respectively. Promotional offers/discounts also garnered significant attention, with 9 respondents highlighting their appeal. Additionally, the majority of respondents (30 out of 44) rated Blinkit's social media visibility positively, with 24 considering it good and 6 excellent. This positive visibility seems to correlate with the impact on Blinkit's brand image, as a majority of respondents agree that its social media presence has a positive effect. Moreover, the effectiveness of Blinkit's social media presence in promoting its brand image is perceived positively by a significant portion of respondents, with 35 rating it as either effective or very effective. However, there remains room for improvement, as 14 respondents either rated Blinkit's visibility as poor or neutral, suggesting potential areas for enhancement in its local social media strategy.

VI. CONCLUSION

The study on the impact of social media marketing on the brand image of Blinkit in Pune City reveals compelling insights. Social media has significantly contributed to enhancing Blinkit's brand visibility, engagement, and customer interaction within the Pune market. The company's strategic use of platforms like Instagram, Facebook, and Twitter has effectively conveyed its value proposition, promotions, and customer testimonials to a wider audience, fostering trust and loyalty among consumers. Moreover, the interactive nature of Blinkit's social media campaigns has facilitated real-time feedback, allowing the brand to promptly address concerns and adapt to market preferences. Overall, social media marketing has played a pivotal role in shaping a positive and dynamic brand image for Blinkit in Pune, positioning it favorably amidst competitors and driving sustained growth in brand equity.

Suggestions:

Instagram is the top most application used by individuals, so promoters should surely try to make a presence on this platform for their products.

Analyze customer sentiments and feedback on Blinkit's social media platforms to gauge brand perception and image.

In the present situation people go for online shopping more as compared to the traditional shopping method, so they should implement marketing strategies for providing the best experience to the customers.

Blinkit should strategize new ways of marketing on all social media sites for attracting more customers, as they get majority of business from the web.

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