

THE EFFECTIVENESS OF E-ADVERTISEMENT TOWARDS BUILDS BRAND IMAGE ON SOCIAL NETWORKING SITES

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Abstract

E-advertising has brought incredible open doors for advertisers and accordingly it has pulled in enthusiasm of part of researchers towards this zone. With this respect, numerous ideas have been made, for example, consumer loyalty, client dependability, perceived e-advertisement effectiveness, customer skill, customer purchasing behaviour, customer value. This expanding number of users of web have additionally constrained association to rebuild their advancements remembering both on the web and virtual conditions. The primary objective of this research paper is recognize the effect of e-advertisement on building brand image. The study was led on a sample size of 160 respondents recognized using non probability judgemental sampling technique. The outcomes demonstrated huge effect of Social networking was found on Build Brand image and effectiveness of e-ad more impact on brand image.

Keywords: Effectiveness of e-advertisement, Brand image, Brand recognition, Social networking sites.

Introduction

The Trend of internet shopping is expanding in individuals, one significant gathering that is utilizing web-based social networking all the more regularly to assemble data is youths for example when choosing what they need to buy, at that point choosing the website from which they can buy that specific item since it is increasingly helpful, prudent, and quick to arrange item on the web. Since youths are going to SNS for their buy choices associations are likewise grasping SNS to have more clear comprehension on what shoppers need. Customers now days grow close associates with online dealers and more often than not purchase items from these merchants as it were. Associations who are utilizing SNS for elevating their items need to distinguish manners by which SNS can make shopper encounters better than anyone might have expected and give them data increasingly simpler, and use e-WOM correspondence viably to all the more likely market their items (Hafeez, Manzoor, Salman 2017). Numerous analysts have discovered that electronic verbal (e-WOM) essentially impacts purchaser buy choice. Zhang (2008) found a solid positive connection between e-WOM and things bought online by buyers. Researching different common thought processes, facilitators and obstructions influencing buy basic leadership towards items, Padmavati (2015) found that expanding number of online item examinations expanded customer's expectation to purchase the thing. Buy expectation alludes to the probability that an individual will buy from any channel of a retailer because of a site visit. For example, it is regular for online customers to play out a ton

of research on e-trailer sites before making a buy. The customers ordinarily secure item data, the customer may buy from the site to make a buy or play out some other activity. In this specific circumstance, buy expectation of customers ends up essential to anticipate the probability of real buy. For example, Amazon.com has a buy goal score of 92, though the equivalent of Flipkart.com is 80 (Internet Retailer, 2013). In the present examination a calculated model is proposed to represent the connections between long range interpersonal communication on viability of e-ad and brand acknowledgment, and how every one of the three of these effect online buy expectations.

Review of Literature

Dawar and Parker (1994) state that Brand recognition creates brand awareness and high awareness prompts the consumer towards making a purchase intention.

Pitta and Katsanis (1995) state that Superior brand recognition in the consumer's mind creates differentiation for the brand and this ultimately enhances the willingness of consumers to buy specific product..

Aaker (1996) conveyed an extensive grouping on brand acknowledgment. He said that brand acknowledgment is estimated by various manners by which customers recollect a brand, for example, pursues: brand acknowledgment – when purchasers have earlier presentation to a brand; brand review – when shoppers review marks that meet a class need; top of psyche – when buyers review the principal brand; prevailing – when buyers review the main brand.

Joshi S. (2012) expressed that the development of web innovation has made e-publicizing as the huge methodology of business correspondence everywhere throughout the world. "Publicizing has been characterized as any paid type of non-individual correspondence of thoughts and data about items in the media with the goal of making brand picture." E-Advertising is a type of elevating brand and administrations to clients of the informal communication locales and to convey promoting messages to pull in clients. Instances of e-publicizing incorporate relevant advertisements on internet searcher results pages, standard promotions, Rich Media Ads, Social system publicizing, interstitial advertisements, online characterized publicizing, publicizing systems and email showcasing, including email spam.

Lin, Yan, Chen, Luo (2017) studied that web has been a mode for correspondence, data sharing and diversion since the 1990s. The movement to Web 2.0 has empowered moment interchanges through applications, for example, Facebook, Twitter and other long range interpersonal communication locales (SNS), clients can make, distribute and offer substance, information and data. Internet based life is a virtual scene that encourages brisk and simple transmission of substance as words, pictures, recordings, and sounds. It enables clients to frame gatherings or networks, share basic interests or objectives, trade assessments or proposals and structure associations with different clients on that stage.

Research Gap

The previous study examined the effectiveness of e-advertising on purchasing behaviour of customer. There were no study conducted towards effectiveness of e-advertising on build brand image on social networking sites,

Objective of the Study

To examine effectiveness of e-advertisement towards builds brand image on social networking sites.

Research Methodology

Customers of online retail stores were respondents Data collection of 160 respondents done through non probability judgemental sampling technique on the basis of likert scale of 1-5 (1 = strongly disagree and 5= strongly agree).

Factor analysis and mediator test was applied to identify the mediating effect of effectiveness of e-advertisement between social networking as independent variable and brand image as dependent variable.

Result and Discussion

Reliability Analysis

Table:1

S.No	Variable	Alpha Value	No.of statements
1	Social Networking	0.803	4
2	Brand Recognition	0.750	3
3	Effectiveness of E- Advertisement & Perception of customer toward E-advertise	0.872	7

The cronbach's alpha value was greater then 0.7 as according to given table.1, so statements were reliable to fine out the result.

KMO and Bartlett's Test

Table:2

S.No	Variable	KMO Figures	Bartlett' Test (Chi Value)	Sig Value.
1	Social Networking	0.790	369.051	0.000
2	Brand Recognition	0.789	209.450	0.000
3	Effectiveness of E- Advertisement & Perception of customer toward E-advertise	0.866	922.369	0.000

KMO value for all the measures were higher than 0.5, so sample was adequate to consider the data suitable for Factor Analysis. Chi-Square values which were significant at 0% level of significance indicating that the statements were not making an unique matrix and so variables were considered for factor analysis.

Factor Analysis

To get the result, test was implemented on flow of adds, references for acceptance, individualization, expectation for efforts. So respective variables convert in one factor only; so, that particular factor which represent all variables can be consider for upcoming research scholars.

Regression Table:3

		Label	P
Brand Recognition	SNS	.722	.003
Effectiveness of E- Advertisement	SNS	.952	.002
Brand Image	Effectiveness of E- Advertisement	-.140	.862
Brand Image	Effectiveness of E- Advertisement	.632	.475

The regression value between social networking sites as independent variable as well as effectiveness of e-advertisement as dependent variable was found 0.722 and 0.952 significant at .003 and 0.002 level of significance indicating significant cause and effect relationship between social networking sites and brand recognition, social networking sites and effectiveness e-advertisement. This means social networking sites explains 72.2% variance in brand recognition and 95.2% variance in effectiveness of e-advertisement. A factor change by one in social networking will lead to .722 change in brand recognition and .952 change in effectiveness of e-advertisement. On the other it was found effectiveness of e-advertisement as well as social networking does not have significant cause and effect relationship with brand image with regression weight 0.140 and .632 significant at .862 and .475 level of significant.

Sobel's Test

Table: 4

Independant Variable	Mediating Variable	Dependent Variable	Sobel's Test	P Value
SNS	EEA	BI	4.131	0.000

Effectiveness of e-advertisement was found significant mediator between social networking and brand image as indicated by sobel's tests value in the table above that are significant at 0% level of significant.

Conclusion

Reliability and factor analyses was applied to re-standardize the standardized questionnaire on

social networking, brand recognition, effectiveness of e-advertisement and brand image to test these questionnaire.

Significant impact of social networking was found on brand recognition and effectiveness of e-advertisement.

Sobel test also indicated that brand recognition and effectiveness of e-advertisement mediate the relationship between social networking sites and brand image.

Finally, from the result it can be concluded that if the organization are promoting their product through social networking sites it improves effectiveness of e-advertisement and it also helps in improving brand recognition, further build brand image therefore organization are suggested to promote their brands on social networking sites so that they can increase brand recognition and also purchase intention towards their brands. In the era of social networking sites most of the buyer's attention can be grabbed on the advertisement of the brand if the advertisement is attractive enough so the organization should make attractive advertisement to grab customer's attention on their brands.

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