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Digital Brand Management
Impact of Social Media Marketing on Brand Image.

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<p>Abstract</p> <p>Nowadays, there are several channels or media for communication. Among them social media platform is quite popular throughout the world. It's a great privilege for companies and business to think about the utilization and benefits come from this media. Many more companies are going through online prompting and campaigning to boost their service to their existing customers and targeting the new one as well. This thesis has great significance in case of academic area and managerial sector. Starting with the gap of this thesis, new study can be investigated and management can rouse by comprehending the utilization of social media.</p> <p>Finding out the actual effect of using social media platform as business prompting and advertising on brand image is the key target of this thesis where a clothing brand H&M is used as study tools. By targeting the combination of social media users and H&M brand's customer, a survey has performed and collected the data.</p> <p>This thesis has designed into five chapters. A quantitative method suits with this study and the sample size stands at 129 where all the participants are from several Finnish universities. To get the valid and solid result, five hypothesizes has been generated in this thesis and the result has come out by testing those hypothesizes and it shows the significance of digital brand management by proving the effects of social media marketing on brand image. By using proper tactic and the social media platform that suits with the brand, it might be benefited in several ways.</p> <p>To maintain pleasant flow on this web-based stage it needs to be more attentive and strategic to go through that and also its important to make sure that whether the regular updates are convenient and useful. At the same time, they also got to maintain communication and feedback to their customers since it makes the brand more attractive and reliable.</p>		
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Miscellaneous (Confidential information)		

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1 INTRODUCTION

1.1 Background

Development is ongoing in the firms throughout the whole world since it is high time with the benefits coming from information and communication technology (ICT) along with several digital platforms. That is why there are so many new born products, items and firms in the market and these are taking the market competition in another apex level. The revolution in social media marketing has come with usefulness, disadvantages and several argues for customers, buyer, firms and several market organizations. Thus, if the small and old one want to be avail in the market then they need to be more tactic and up to date with their marketing and branding strategy (Valtari & karkkainen 2016).

Thus, at this stage of market, firms or brands need to think about customer bonding management by this platform and many of them are already coping this tactic and others are planning for that. Besides, it is well surveyed that most of the time there is something behind of purchasing decision of a buyer if they get information about product usefulness from this platform (Pham & Gammoh, 2015).

According to statista (2020) report, there are multi-level of online tasks. Among them, using of web based several medias or social media platform is quite trendy nowadays. Since the number of its users are drastically going up. It was 2.86 billion on 2017 and now stand at 3.6 billion while it is anticipated that it will be boost at near about 4.41 billion by 2025.

Table 1 Number of social media users worldwide

Year (*projected)	Number of social network users worldwide (in billion)
2017	2.86
2018	3.14
2019	3.4
2020	3.6
2021*	3.78
2022*	3.96
2023	4.12
2024*	4.27
2025*	4.41

Source: Statista 2020

In this period of competitive market stage, upgrading the brand is quite key topic for the firms since it reflects the goodwill of a firm. A business with great brand value always pulls the customer closer than others and give customer gratification as well (Lake, 2020). Even though there were few studies in the recent times had done on this topic but yet a very of researches have investigated in the regard of detecting the effects of a company's movement on social media platform to boost their own brand.

1.2 Purpose of The Study

Figuring out whether digital marketing such as marketing through social media affects to build brand image for companies is the key purpose of this thesis. Detecting the effect on brand value or brand image of a brand, few independent variables are chosen and they are brand publicity, E-Wom and client involvement.

1.3 Consequences in Scholarly Area

This thesis has consequences in academic or scholarly area. Almost every research has consequences in academic area and it has too. Finding out the consequences of the researches those have been completed earlier and whether there is any gap or missing

issue with that and also tactic covering lackings in working, are the purpose of this thesis by social media updates with several techniques which uplift the brand image.

1.4 Consequences in Organization

In case of organization, this thesis assists organization to understand the consequence of social media marketing with help of several views. An organization can't always run or improve by using so called traditional media platforms.

In this case, digital platform such as social media marketing might assist organization to get the actual does and don'ts to uplift its brand image by using several web-based marketing independent variables. Administration or managers might get the proper ideas about things to do next with right tactic. Once the firms can impose the right tactic then it is quite likely to boost its brand image.

1.5 Research Question

1) Does social media marketing has any effect on brand image and what are the relationship between E-WOM, posting interactive post, client engagement and brand image?

1.6 Theoretical Structure

Nowadays, choosing the right method of marketing to boost a brand's brand image is viral topic. If it is chosen the proper method and dependent variables;ie. brand publicity, word of mouth and purchaser's involvement for social media marketing then it uplifts brand image and it also can frame a pleasant structure of this study. Similarly, if the criteria for social media marketing is determined in well manner then it also boosts brand image (Bond,2010).

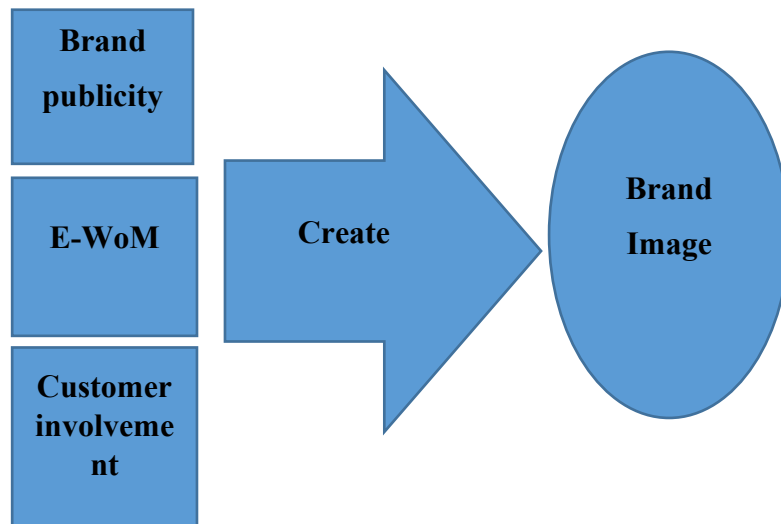


Figure 1 Theoretical structure

Source: Author's own work.

1.7 Thesis Design

In this thesis it has been designed into five chapters where the first chapter represents the background, purpose of the thesis and the main research question. Second one audits literature review and hypothetical foundation. The third part sets out a comprehensive explanation of the methodology. The fourth one stands for the results from hypothesis testing whereas the final one is determined about answering the main research question, limitations and directions for prospect study.

2 LITERATURE REVIEW

2.1 Concept of Social Media

Among the digital platforms, social media comprises people in social networking by different stage. There are several types of social media such as Facebook, WhatsApp, Twitter, snapchat, Instagram and so on. It has several types of activities. Such as, calling, video sharing, micro blogging, media sharing. People can make audio or video calling by using Facebook, WhatsApp while users can share and transfer photos and video by media sharing stage; i.e. YouTube (Alexa, Alexa & Stoica 2012).

As per Kaplan and Haennlein (2010), among all the digital platforms, social media is well known nowadays since it is providing numerous communication channels for its users and going up dramatically by grabbing billions of people by web-based networking and most all of them are definitely a customer of any brand. For instance, on this period of ongoing outrage of COVID-19, it grabs a pleasant percent of users of total population and its nearly 45% (Datareportal, 2020). This media is providing with several activities;ie. messaging, bookmarking, recording and so on.

In Finland, according to a survey near about 62%, among surveyed people specified that their usage of social network has been drastically went up on the period of COVID-19 restriction to stay at home and movements. ([Statista Research Department](#) 2020).

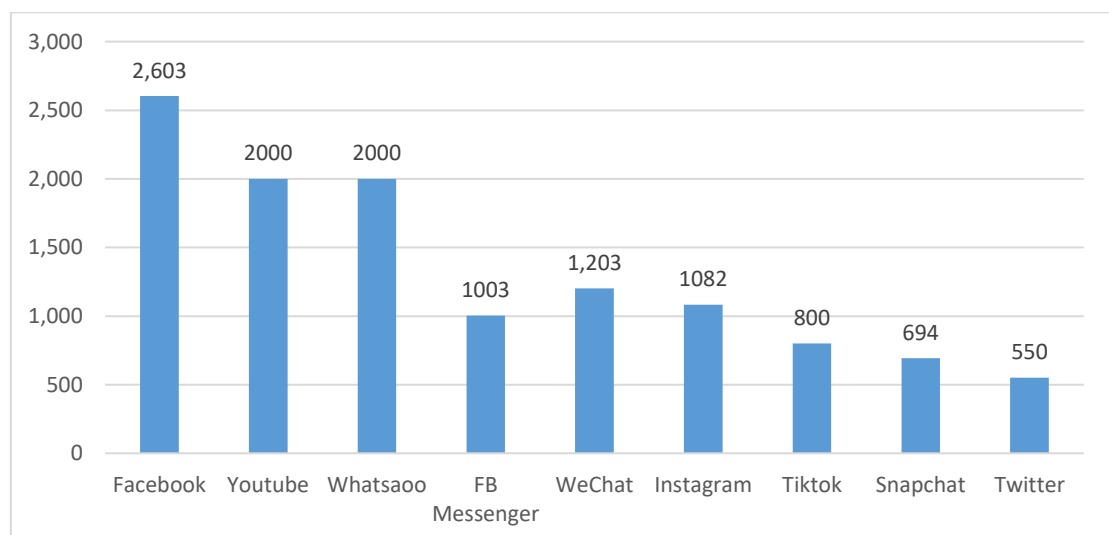


Figure 2 Worldwide social media users as of July 2020

Source: Datareportal

2.2 Significance of Social Media

The overwhelming portion of the total population is being grabbed by social media network. Nowadays, most of the social network users are connected with at least any one of the social networking platforms and they are willingly or unintentionally buyer of any brand. Thus, firms can easily make a business profile in social media platform and share, update information about their products and business to their customers. By this way of networking firms can easily go for marketing directly to their customer heads-up their business easily (Rathore et. al. 2016).

At the same time, firms can attract more and more new customer by direct marketing in this platform and their existing customers will bring new one followed by E-WoM. To do so firms need to be more tactic and active in this platform so that their existing customer can say good things to others about their products (Abreza et al., 2013). For example, by beneficial movement in social media platform in USA the organizations have been attracted lot of customers and also been able to uplift their brand value (eMarketer,2013).

Nowadays, it's quite important for a firm to think seriously about their movement towards this platform since it minimizes firm's cost, efforts and time along with providing the great possibilities to attract new customers, get more profit and enhancing brand image.

2.3 Digital Markeing and Marketing in Social Media Platform

Marketing is web-based platforms well known as digital marketing. This marketing platform provides with great opportunities to the firms to uplift their brand image by utilizing social media platform in well manner. Since it is high time for companies to set themselves in social media stage.

It makes the advertising and prompting faster than usual way to that and companies can contact, communicate, receive complain or can give feedback quickly. Thus, a pleasant portion of the firms are seriously moving forward this platform and near about 3 out of 4 realize that their step through this platform is actually effective (Buffer 2019).

2.4 Concept of Brand and Branding

In general, brand is the invisible thing of a product or firm which can't be touched or seen. With this brand theme a product can be marked from many ones. But a brand can be assigned by using few things. Such as tag, logo or both. (Keller 1993).

According to Alhaddad (2015), among many others parts of a firm, the key part is its brand which exposes a firm to its customers by providing with an overall scenario of it. At the same time, by this a customer may decide whether will choose or not that brand to perform their buying activities. Since it is a competitive time in the market for several brands. Thus, a brand has to play strategic role in the market to grab the comport position in the market. Unless having proper strategy and advertising policy, the brands with less popularity is quite likely to vanish from market soon. (Kapferer 2008).

Nowadays, the digital platform; social media is a stage for the brands to earn a lot of opportunities and possibilities directly toward its customers. Every work has its own result or reward. In the same way, a brand always represents the company to its customer or to the great number of people. Thus, to go for boosting the brand is quite important for the firms since it is time for competition and globalization. In this a firm will be able to find themselves with great manner among a bunch of brands or products (Gardner, 2013).

Brand positioning is one of the most worth strategic decisions of a company since its not only a positioning but also great monetary value along with its sophistication from others one. It can be said that a pleasant portion of the expenses of a firm come through creating brand image (McDonald and Wallace, 2011).

When a firm or product decides to build its brand in a progressive way then it must have to think its inimitability, sophistication and great quality to achieve its brand success in well manner and considering these worth parts is quite significant for branding of a firm or product (Samhoud & Hamurcu,2013).

2.4.1 Significance of Brand and Branding

Alhaddad (2015) depicts that now it's time for globalization, communication and information technology. The competition in the business world is quite high in every market. Thus, companies have to seriously think about branding to keep their business flow, customer satisfaction and creating new customer. When companies will go for branding, they need to know the customer satisfaction prior to get the acknowledgement from them since its one of the most prominent parts of a company. Normal brand image is quite vulnerable to compete in the market since every brand has its own customer who has great significance for branding. Often a customer of a brand can be indirect prompter of it to others, too. Considering this, a firm or product can be affected by progressively or negatively by its customer. Thus, creating positive brand has great effect on its brand image Elizabeth Smithson (2015).

By achieving positive brand image, a company may run in long way in the competitive business market. It is strategic to go for branding by not to focus the name of the company at the beginning instead of taking other worth measurers. When the customers have been acquainted with those terms then they can think about their brand selection since its assumed that customers are more conscious about their choices and quality of the product of any brand (Investopedia, LLC 2017b).

Due to the hike in the using of social media platform, there are an overwhelming portion of those users are entirely or partially connected with several brands or their preferred brand. When a company think to go for online advertising, they must need to choose proper and suitable marketing channels and variables to do that since customer can easily compare between brands and the experience from friends and family (Sprout Social ,2016).

However, users of social media platform and followers of any brand are not always bound to the brand or so on since very often they come and visit social media in their leisure period without having any specific intention to any certain brand or products those are available in this platform (Haven, 2007). Branding is not just prompting any product or service in social media or in other media. It always requires professionalism with suitable business tactic since it reflects the whole organization's image to its customers. While do so, sophisticated policy along with keen sight on branding can attract a lot newer customers and also can create customers bonding between existing one and company (Keller, 1993).

2.5 Establishing Brand Awareness Through Social Media Marketing

Now it's time for globalization and as the competition is in apex level thus organizations are always running to enlarge their business area with great concept from its clients. Unless having positive brand concept from them a brand can't run in the long way in this business world since most the firms are connected in social media platform to boost or uplift their brand image (Pharm & Gamoh,2015).

As Standberry S. (2019) indicates that a overwhelming portion of population are using social media platform thus it can be a great opportunity for the firms to introduce, grab and boost their products or services through suitable social media marketing policy to these audiences and from them it's likely to have a pleasant number of people as brand loyal customer.

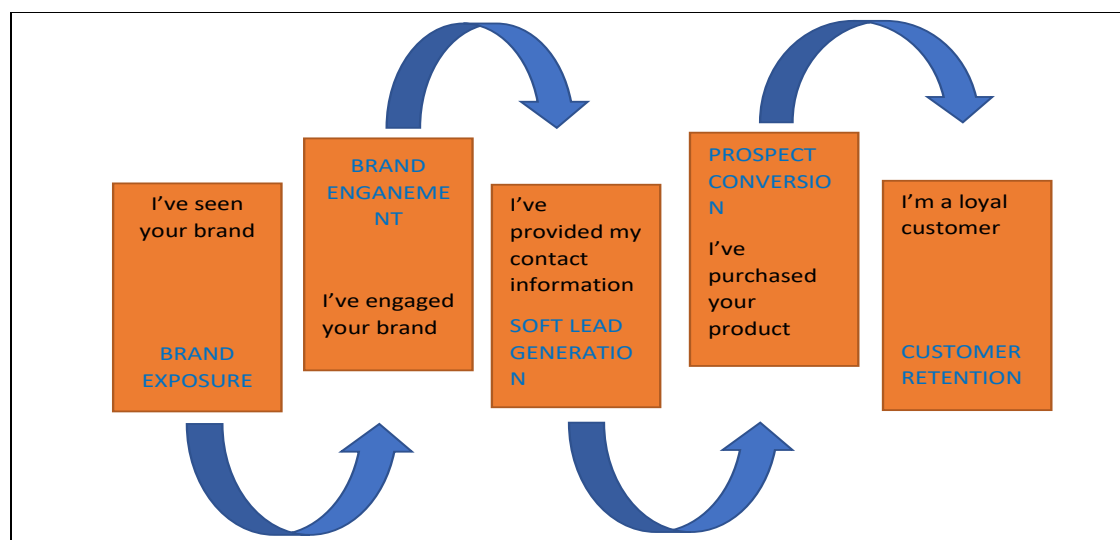


Figure 3 Sales funnel

Source: Author's own work.

The first stage is about expose or introduction of a brand where a firm can introduce its product or service in well manner to the greater number of people. Customers are always opportunistic to their preferences to choosing a brand or product. While it's been seen by these audiences then it's time to attempt attracting possible customers to engage in brand.

In the third stage, customers will be providing their contact details if the exact business tactic is followed to do that. Once the possible customers provide their preferences and

details as well then, they are likely to search and cart desire product or service for the purpose of purchasing.

In the last step customers declare themselves as loyal customers by purchasing it's product.

2.5.1 Brand Publicity

According to Hearst Newspapers, LLC (2017b) brand publicity is the first and foremost step to go for online branding in social media platform. Unless having familiarity about brand and product its quite challenging to have possible future customers of a certain brand or product. In this stage a brand tries to open informations and details about their service and product to its possible customer or a greater number of audiences. Brands try to attract more and more people to its product or services by using its policy.

Hypothesis 1 (H1) Regular brand posts on web based social media platform impact brand image in a progressive way.

Brand needs to understand the proper way of advertising or prompting of a brand in social media. Get to know the brand or product is not always that effective for branding unless the brand choose the right track to do that. Advertising policy should be crucial but clear to the audiences since there is possibility to make the audiences or customers feel bother over it (Sprout Index, 2016).

Hypothesis 2 (H2) Marketing on social media boosts customers perception.

2.5.2 Electronic Word of Mouth (e-WoM)

Electronic Word of Mouth (e-WoM) is quite significant in digital brand management. While do marketing in social media platform it has great impact on customer's purchasing decision and brand image. It is considered a way to spread the information about brand or product to the others without having any monetary value. For example, if somebody buy a certain product or receive any service from a company and then he/she tells to his/her circle about that service is considered as e-WoM.

E-WoM can impact a brand either in progressive way or negative way. Thus, while firms think to advertise its product or services in social media platform they must have

to consider this future consequences of e-WoM. If they go online along with strategic movement and uniqueness of product or services then its quite likely to get positive impact of brand in near future by its clients to clients (Fourcommunication ,2019).

Hypothesis 3 (H3) Trendy posts through web based social media platfrom to groups impact a brand image progressively.

Sprout (2016) depicts that campaigning through social media assists a brand to grab new customers as well as provide brand awareness to the existing ones. However, it might come with pessimistic brand image unless having proper campaigning tactic.

Hypothesis 4 (H4) Beneficial movement through social media platform has great impact on a brand image in progressive way.

2.5.3 Client Involvement

Customers are always opportunistic to their preferences to choosing a brand or product. While it's been seen by these audiences then it's time to attempt attracting possible customers to engage in brand.

However, users of social media platform and followers of any brand are not always bound to the brand or so on since very often they come and visit social media in their leisure period without having any specific intention to any certain brand or products those are available in this platform (Haven, 2007).

Hypothesis 5 (H5) Customer's involvement in social media network has important connection amid it and brand image.

2.6 Challenges of Adopting of Social Media in Branding Purpose

When a firm decides in the regard of digital marketing through social media platform then it obvious to have a scenario about several challenges existing in this competitive business market since every firm has its own policy and strategy towards social media marketing (Hollebeek, Glynn, & Roderick, 2014).

There are hundreds of social media platform nowadays. So, it's quite challenging to pick and go with the right one. In this stage, a firm may face several monetary problems,

problem with the getting or attracting of new customers. At the same time, the business market is quite competitive and its always changing and comes with lot of challenges to adopt and being up to date with those things (Thrope H, 2019).

Since there are several social media platforms and their audiences are huge in number. Thus, choosing the right platfrom along with the right audience are also a great problem for companies while go online. But yet, its comparatively likely to create and engage more customer in this platform than others one since its cost effective, time consuming and faster.

Once the customer creation and engagement are done then its not all about that process since there are lot to do observing the campaign, advertising, promotion and quality to ensure the customer satisfaction come as possible challenges to the companies (Pasare B, 2019).

3 METHODOLOGY

Actual implemented methodology is comprised in this chapter. This chapter considers the choices concerning the methodology. It includes strategy of the study, population of the study, survey, data collection, used tools, analysis, validity and reliability.

3.1 Strategy of The Study

There are several strategy or plan for a research to go through the respondents to get the responses and it is the basic approach to conduct a research which comprises few key insights and these are plan, conceptual structure, study, implements and methods.

Several researchers depict methodology as an elegant substitute of methods. Methodology is a well-matched pool of patterns, target directed methods, exploration and inference (Reich, 1995). To succeed the research goal, research layout is used to collect the data and its analysis. It is crucial to perform the research activities to make sure the utmost figures and lowest cost, time and endeavor in proficient way (Kothari, 2004).

As per Saunders et al. (2007), method or study is the one of the most important parts for a research and there are several sequences to discover a research result in well manner and it requires to have logical question, gap or something behind it. These few things are the reasons to conduct this research gaining knowledge on the concern field of study.

This investigation theme has come in focus after a great endeavor in the regard of writing something logical on this area. It emphasizes about the utilization of social media marketing for companies and brands. A main research question has been set covering several parts of the research. At the same time, theoretical background and structure of the thesis have drawn with the help of several books, magazines, journals, websites and other means of e-data.

In this research and in its whole journey research structure accomplished as like as a blue print. The data has collected and analyzed from the target population. Lastly, the investigation process has been accomplished and recommendations are also strained. It is worth to say that conducting and finishing a thesis is always challenging and laborious. In some extents, it seems quite relevant information to the author while it

may not be the same to the supervisor. Thus, numerous add-ons and inferences have been happened while the writing process was going on.

3.2 Research Approach

Structure of the research can be descriptive, qualitative, quantitative, investigational, exploratory or explanatory.

3.2.1 Descriptive approach

As per Saunders et al (2007), illustrating a circumstance, obstruction or plan with hypothesis, descriptive approach are more formalized. Any attempt or step in the regard of handling any issue or the circumstances of a certain group of people, this approach is suitable.

He also depicts that in case of collecting data it's important to have adequate knowledge on the circumstances since it needs to investigate spectacle or service. Descriptive approach is quite complex and it needs keen competences to perform a fruitful investigation (Blumberg et al. 2008).

3.2.2 Qualitative approach

What people express, perform and understand the difficulty of their world in perspective of the respondents are the key goal of qualitative approach (Burns 2000). Mostly, qualitative approach is structured in a way to look for the answer of why and what. This type of method is non numeric which may be an outcome of every investigation design.

This approach takes time to collect data by using a brief slope to open ended questions, physical interview, online questionnaire (Saunders et al, 2007). Blumberg et al (2008) illustrates that qualitative approach is designed not as much of functional than quantitative approach but yet it's quite fruitful to attain unforeseen statistics. Since in case of exploratory approach, it is quite common have characteristics from this approach. When choosing the right tactic, it's quite vital to framework the required conditions.

3.2.3 Exploratory approach

In case of lacking of explicit knowledge of the researcher's exploratory approach is effective to choose (Blumberg et al, 2008). He further depicts that finding out the ongoing situation in another logical and effective way by presenting scenario and asking questions to the respondents, this approach is quite common and actual. This type of investigation may be categorized in way of the literature, cross-examining the experts and the concentrate on group of people (Saunders et al. 2007).

Every method has advantage and disadvantage in case of conducting certain study. Exploratory method has these too. Getting the depth view of knowledge by researcher is the key usefulness of this approach. The process of the interview comes with an explicit outcome from the people who response to the survey. At the same time, it has some demerits as well. In case of conducting the interview, the interviewer needs to be quite proficient. Likewise, very often it might turn into traditional unfairness since it has subjectiveness and due to its structure (Blumberg et al. 2008).

Representativeness is the basic thing in case of simplification. At same time, in terms of non-alliterativeness covering the outcomes in a comprehensive sense, it cannot be simplified. In any case, it might be concentrated by doing design of the selection and certify that the exact tactic is chosen. Blumberg et al. (2008) settles that which outcomes will might come by adopting qualitative or quantitative method is mostly depends on qualitative approach.

3.2.4 Explanatory approach

Try to treasure out the actual connection concerning two features of any certain or ongoing situation is the key goal of explanatory approach (Saunders et al. 2007). To spot the critical reason of any incident and try to explicates the reason of that certain incident is also the key goal of this approach.

For example, why the infection of COVID-19 is rising in Finland day by day? The outcome can be probably the unconsciousness of people or due to cold weather. Detecting the actual reason behind any circumstance, a researcher prerequisite is to be exact in using the right tactic.

3.2.5 Quantitative approach

This thesis is planned and designed in a way of descriptive study and quantitative method is utilized to collect the data by using a questionnaire and the survey method was cross sectioned. This approach mostly relies on numeric data and figures. In a way of numeric form, this approach is apprehensive in case of gathering and exploration of data (Blaxter et al. 1997). Similarly, collected data can be investigated with help of SPSS, Excel and so on (Saunders et al. 2007).

Developing and testing of hypothesis is quite common in this approach. Finding out the reason of any issue or ongoing circumstance, hypothesis is developed. Survey is the basic idea in case of performing the quantitative research and it can be done by using questionnaire in google form, physical interview, telephone interview (Saunders et al.2007). The questionnaire comes with a group of questions and options to pick out as response or answer.

3.3 Population of the study

The group of conceivable inspections and a data illustration can be structured is called population of the study (Akinwande & Owalabi, 2009). The situation embraces of a cluster that styles up the entity of interest in several study.

This thesis is based on Finland and it has a developed economy with supportive government. People can access to the internet and several internet compatible devices anytime and anywhere.

3.4 Survey and Data Collection

Prior to the developing of survey questionnaire, five scale measurement is followed by esterby rules. The questionnaire of this survey is formed followed by the literature review and those questions are set in a google form.

At the beginning of the survey, the questionnaire have been sent to several students including my friends, near ones along with my peer at university and dormitory as well in Finland. At the same time, they have been requested to forward the questionnaire to

their next one if possible. To perform this study a-129 responses has been utilized at sample.

The questionnaire is arranged into two parts and they are hypothesis and demographic respectively. While sending the questionnaire the respondents have received the questionnaire along with a cover letter mentioning that its only and solely for this thesis purpose and it's a anonymous survey along with no possibility to disclose their data to anywhere. While developing the questionnaire it's always been taken into account about the respondents time and thus it as simple as possible.

3.5 Inquire About Used Tools and Analysis

Since the questions in the questionnaire has formed followed by the theoretical part along with Esterby's measurement scale as it is popular and well used standard. Conducting a study, go through the survey is basic and foremost tools (Akinwande and Owolabi, 2009). Once the data has been gathered from the respondents then it's been set into SPSS and have taken the necessary and solid figures to perform the result part of this thesis.

3.6 Validity and Reliability

In case of quantitative research, which outcomes are reliable is detected with the help of reliability degree by a particular time frame. It requires to have an exact demonstration of the entire population. Hence, it depicts that by using the identical tactic if result of the investigation is imitated, then the research results can be measured as reliable and solid.

To get the reliable and valid result, it's quite significant using the responses from survey. Test of stability is another form to achieve the reliable outcomes (Charles, 1995). At the same time, it has some demerits as well. This tactic might cause extra provoke the response provider which may cause several problems and these are unnecessary pressures, variation in manner and so on. (Joppe, 2000). He also depicts that ensuring the exact measurers those have been decided to apply is the main goal of the validity checking. (Joppe, 2000).

A validity and reliability test have been checked in this study. Checking the validity and reliability of this a technique has been considered and it is Alpha technique. In this study, to test the validity and reliability of the tools applied, total 9 figures have been taken and it stands for 0.772 Cronbach Alpha. This alpha shows itself quite solid.

4 RESULT AND TEST OF HYPOTHESIS

4.1 Narrative Figures

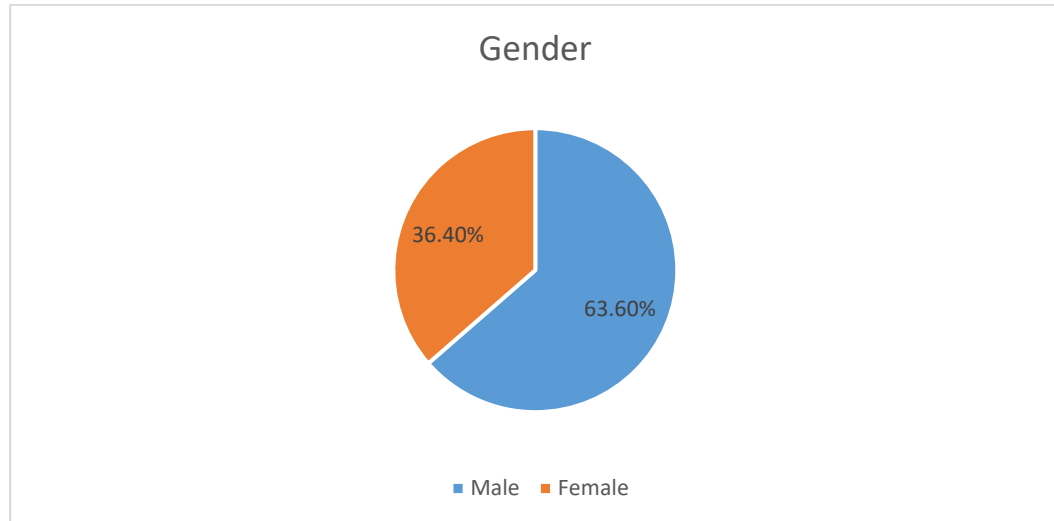


Figure 4 Gender of the respondents

According to this pie chart, the biggest portion of the respondents were male while the female participants were stand at 36.4%. In this survey, the overwhelming portion of the respondent were young and their number and age were 100 and 20-30 respectively.

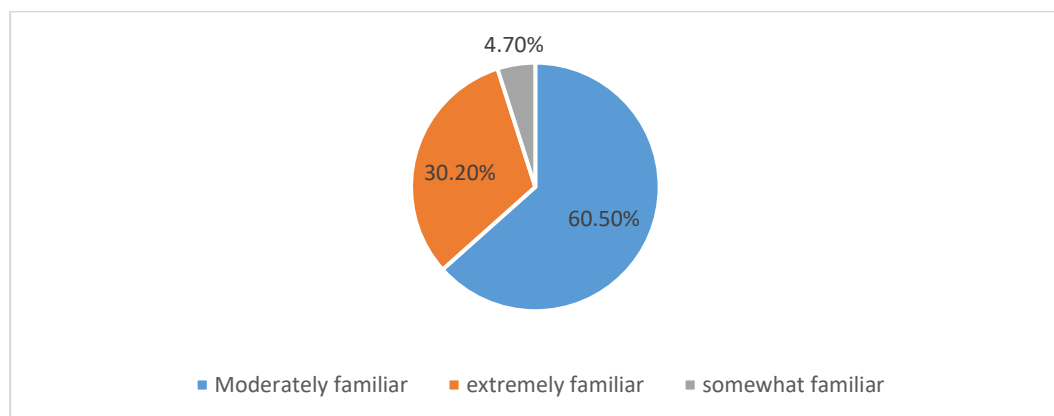


Figure 5 Familiarity of H&M on social media

Moreover, pleasant portion (60.5%) of the respondents are acquainted with H&M moderately whereas 30.2% of them are fiercely and 4.7 percent are some extent familiar.

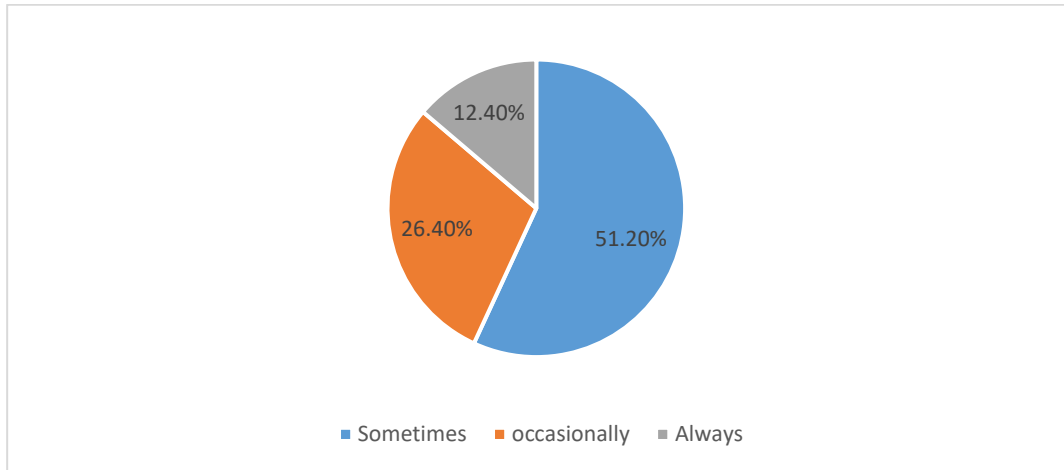


Figure 6 H&M on social media

As per this pie chart, 12.40% of the total respondents see H&M on social media platform and the visitors who see it sometimes are the biggest in this term and they are more than half of the total population.

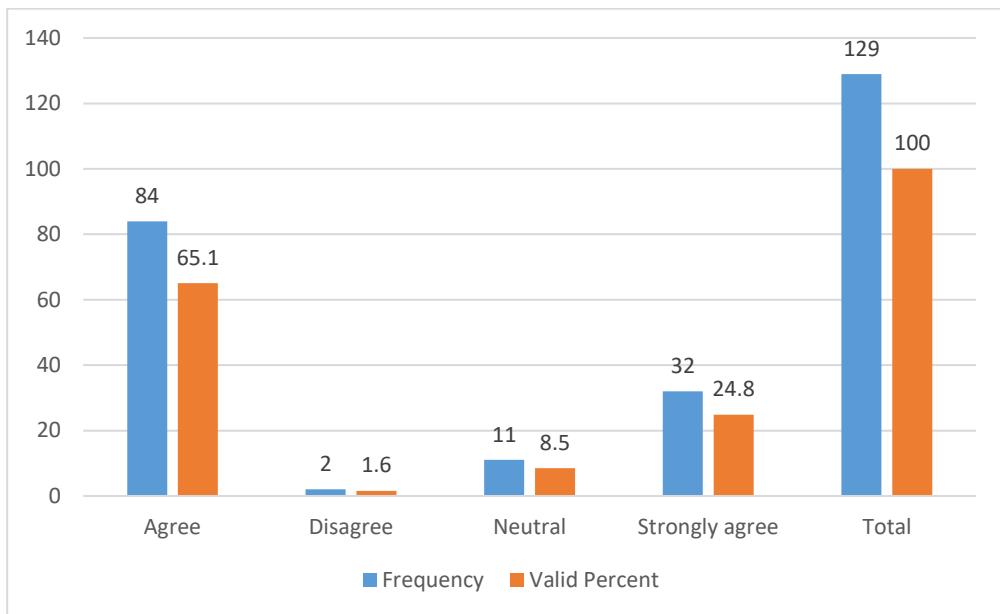


Figure 7 Useful information on H&M's social media platform

According to this histogram a biggest portion, 65.1% of the respondents agreed on that they get the useful information about H&M on its own social media stage whereas 24.8% of them strongly said they don't think that it provides useful information on social media platform and 1.6% also disagreed on it. At the same time, 8.5 percent of them were completely silent about their opinion.

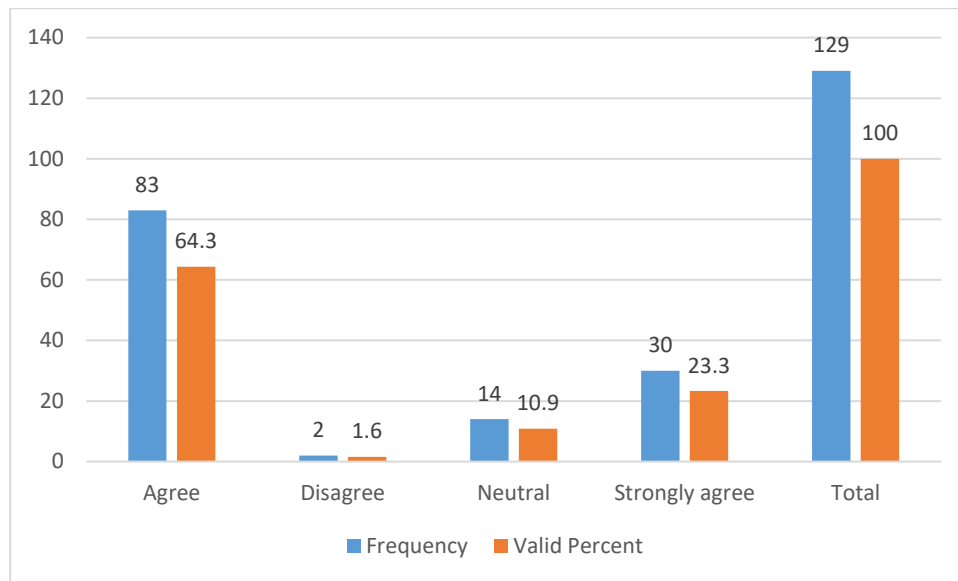


Figure 8 H&M and it's up to date information on it's social media platform

This figure shows that 64.3% of the respondent believe that H&M provides information about it's own clothing product on it's web-based platform whereas a very slight portion of them, 1.6% disagreed on it.

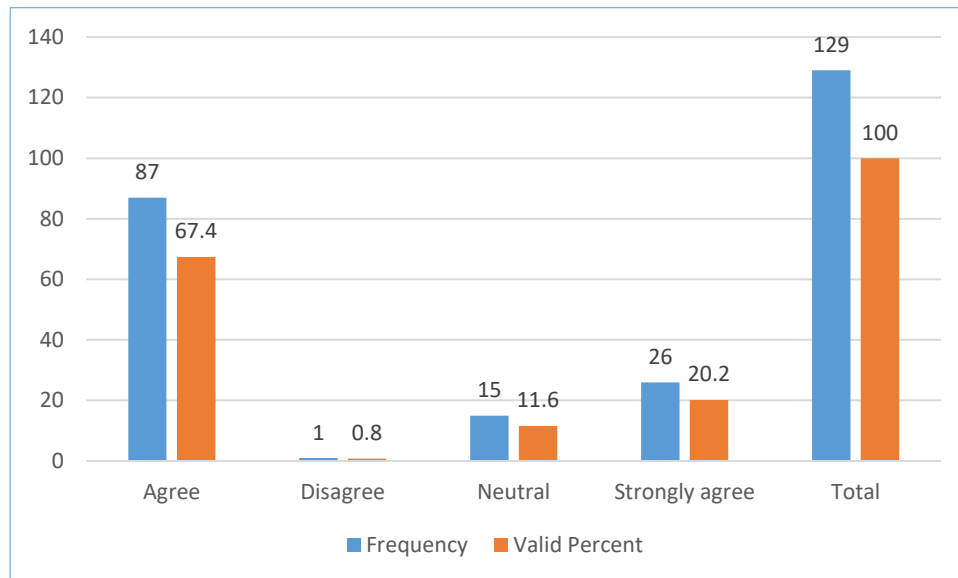


Figure 9 Social media posts about brand and reliability of it on brand image

As this histogram illustrates that 87 out of 129 of the respondents believe that more and more social media posts in the regard of the product make it more reliable whereas a respondent think it is meaningless and 15 of them were neutral about their opinions.

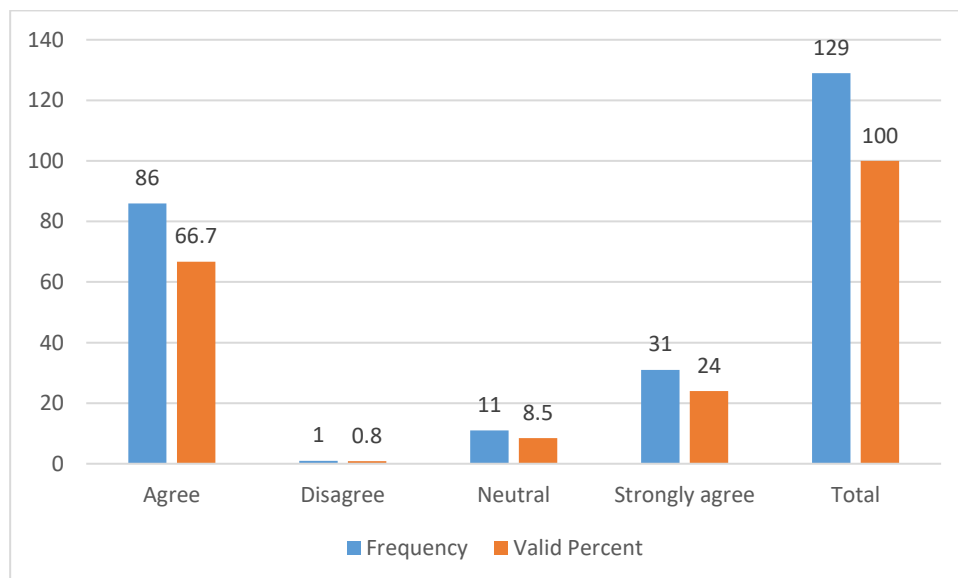


Figure 10 Promotional posts and H&M

According to this chart a overwhelming portion (66.7%) of the respondents have the same opinion on H&M's promotional social media updates and they agreed on it. At the same time 31 of them strongly believe that it provides promotional posts about its

brand and it affect the brand image in a progressive way. While 0.8% of them don't believe on it and 11 of them think nothing on it.

4.2 Test of Hypothesis

H1 Regular brand posts on social media platform impact brand image in a progressive way.

H2 Marketing on social media stage boosts customers experience.

Table 2 Model summary 1 and coefficients

		R	R square	Beta
1		0.460	0.212	
	H&M's social media provides timely information on its product.			0.304
	Communication on social media may create more positive image.			0.342

In this regression, dependent variable is brand image of H&M and independent variables are timely information and communicative content. This model illustrates that the relationship between updating timely information and brand image are 0.304 on the other hand the relationship between communication and brand image is 0.342

So, this table depicts that both independent variables have positive relationship with the dependent variable. Here the R-square is 0.212 and it means the solid influence on brand image that means 21.2% variation on brand image is influenced by social media updates and communication. So, hypothesis 1 and 2 are accepted.

H3 Trendy posts through web based social media platform to groups impact a brand image progressively.

H4 Beneficial movement through social media platform has a great impact on a brand image in progressive way.

H5 Client's involvement in social media network has important relationship between it and brand image.

Table 3 Model summary 2 and coefficients

		R	R square	Beta
		0.625	0.305	
	H&M's social media provides relevant information about its product.		.	.563
	More and more brand posts of H&M make it reliable and create more brand image.		.	-.045
	How important are the following things to your purchase decision.			.030

This model illustrates that the dependent variable is brand image of H&M Company and independent variables are timely information on products, brand posts and influencers on purchase decision. The relationship between influencer on purchase decision and brand image is (.030).

Unless the influencer on brand image the other two independent variables have positive relationship with the dependent variable and also R-square 0.390 has great effect on brand image. Besides, among all variations, a pleasant portion, 39% of them impacted by the independent variable.

Therefore, hypothesis 3 and 5 are accepted whereas hypothesis 4 is rejected since it has negative relationship with brand image.

5 DISCUSSION AND CONCLUSION

5.1 Answering The Research Question

Outcomes of the empirical study and the conceptual framework matched in this investigation. From this study it's comprehended that social media marketing has great impact on brand image. According to the survey, a great number of people in Finland use social media. At the same time, it is expected that in the upcoming days or years it will be a new pattern of marketing than traditional marketing. But yet, it has several challenges while utilizing this form of marketing.

In view of the outcomes, brand which are available via online media is commonly viewed as marginally more imperative in a perspective of consumer trust on a brand. Furthermore, brand web-based media correspondence was seen as having marginally greater impact on brand image. Notwithstanding of this, the information didn't show any sort of take a broad view, huge contrasts with respect to coordinate effect on useful or pragmatic brand image by brand correspondence itself on social media.

Target market and social media marketing has great connection to create effect on brand image. To know that how long those market utilize their time on this platform. It can be again said that the outcomes from this investigation are quite noteworthy with the connection to approaches on brand communication amongst on this platform and several number of people.

This research has conducted on the topic of "Digital Brand Management": "Branding in social media and impact of social media on brand image" and the entire thesis has gone through in Finland. This thesis comprises a main research question and the goal is to answer this question. Does social media marketing has any effect on brand image and what are the relationship between E-WOM, posting interactive post, client engagement and brand image?

According to this thesis result if the posts are instructive, regular brand posts are available and trendy post to the groups make positive brand image. Customer involvement is also considered as significant element to create a positive brand image while beneficial movement through social media platform does not have any effect on brand image.

By providing the circumstantial information and the provocation that inspired the scholar, this investigation started. From the entire study it's been seen that the actual impact of social media marketing and how important marketing tool it is. There are also possibilities to engage with several markets and get to know the clients through this channel. This type of networking comes with a bunch of offers for the companies and brands by engaging with their clients which never been possible.

The appearance of the general effects of web-based media on brand image, is that brands should begin with the assumption that social media is similarly huge as to the brand image, immediately they start shaping their marketing methodologies.

5.2 Managerial Implications

This research works has the following managerial implications:

Since regular brand posts on social media platform has positive effect on its brand and it also can create more and more loyal customers so managers should continue their brand publicity in well manner to achieve this positive brand image.

To maintain pleasant flow on this web-based stage it needs to be more attentive and strategic to go through that and also its important to make sure that whether the regular updates are convenient and useful. At the same time, they also got to maintain communication and feedback to their customers since it makes the brand more attractive and reliable.

5.3 Limitations and Directions for Further Research

It is quite important and modern trend from previous years and till now on. It is not possible to forecast exactly the effect of any marketing media but yet, it's quite motivating to go for a marketing tool with the hope of a greater brand image. There are hundreds of social media platform nowadays and lot of obstacles are also available there. Some companies have found Facebook for faster and smooth communication while others seen the same on Instagram.

Similarly, YouTube has been considered as popular networking channel for those who needs broader discussion and presentation in the regard of their products and services. Likewise, many of the marketers found combination of Facebook and YouTube have great effectiveness in the regard of social media marketing. Hence, in this sector further study would be quite suitable.

Companies should go for social media marketing by considering several online or social media activities. Such as online survey, blogs and so on. Through the participation of consumers online to seek recommendations might also provide the company with vision to co-originate. Firms may utilize the dominance of social media to dominance with several upright amenities that might promptly come with great significance for them. Research has to go with more comprehensive demographic data to detect the variation between different customer stage in depth more precise and specified means to extent the impact on brand image.

In this competitive time, many more business and brands are trying and looking for the actual utilization of several social media channels. Not all of them are fruitful to go with that. Since there will be lot of companies and brands in this platform in the upcoming days or years then it is quite significant to go with proper strategy and planning. Before that companies need to understand and analyze this marketing channel and its effectiveness. Unless having the proper knowledge on this platform it is quite likely to face a lot of problems in near future after its implementation.

There is no doubt that social media marketing is getting lot of popularity nowadays and seen as a great and effective marketing tools. But yet, it might come with bad effect for the brands with the quick views of frustrated clients. Comments and direct opinions from those customers may create a threat for the companies to stay in the market with business goodwill. Therefore, it is noteworthy to engage with customer and try to learn and study their actual needs and preferences.

According to this investigation, the real impact or power of social media has been detected in case of boosting brand image in this ongoing time. The effect of social media marketing in case of gaining profit is not clearly detected here but it is quite predictable that by using right tactic of social media marketing might create high brand value, boost existing brand and create a great number of customer involvement. To get very to the

point more and more outcomes, future studies need to be more extensive by choosing several industries rather than choosing a single brand or sector.

At the same time, it is also significant to have a proper view on competitors marketing policy in this platform since it really affects the business and customers decision in the regard of purchasing. Brands ought to make sure the persistent and appropriate existence on social media and so on since many social media platforms as conceivable and most respondents specified that a brand can be more acceptable to them those are contemporary on social media platform. Furthermore, social media presence should be accompanied with constant posting of relevant content on their platforms.

At the beginning, companies may start with this platform on the inside and get to know the actual effect will be then more convenient. After that, companies may have a look on those brands, started implementation of social media marketing in recent years, is really going well or not. Several effectiveness and challenges have been discussed in the literature review part and there are so many in previously conducted research.

The questions those are included in this questionnaire has been formed from the theoretical part. Thus, from some extent it may seems vague to get that why these questions are here and what is the relations between these questions and the results. To do research in near future in this area it needs find out more specific gaps in the working to go with that along with several brands and industries rather than prefer only one brand or sector.

While conducting the survey only eight (8) days have been spent on this purpose. Thus, the respondents are 129 in number. New studies should conduct with the target of having a bigger sample and to get that investing more days on it is quite essential. If more days are invested and more responses are collected in the future then there are possibilities to get the more exact and sophisticated results.

Since targeting the right audience is another great advantage from social media marketing. By following few open informations from people's social media platform might bring lot of chances to reach to those people with the purpose of marketing in well-designed manner and also conceivable to invite them in sales funne. Gender, interest, geographical location can be the open information in this case.

This thesis comprises 5 hypotheses along with twenty-three (23) questions in the questionnaire to get the answers and responses from respondents as well as to get the research result. Therefore, new studies and research in upcoming days or years need to think about additional hypotheses and questions as well.

Moreover, this study was based on Finland and the result is based on the responses from the people of this country. It could be a combination of two countries to see the actual effect on brand image by cross sectional study. Such as Finland and Bangladesh could have been selected as base countries since these two countries have different people, economic background, culture, business and marketing policy.

Several South Asian nations are engaging in social networking vastly and they are getting benefits from these platforms. They have targeted social media platform since it connects to low cost while doing traditional marketing relates with great cost. Companies can easily access into social media and create free of cost advertising policy for their brands and products.

Therefore, in near future, studies may conduct with the objectives of doing cross country comparison, comparison between developed and emerging economy in the regard of impact of social media marketing on brand image.

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Appendices

Appendix 1

Questionnaire

1. You are

- Male
- Female

2. How old are you?

- Under 20
- 20-30
- 31-40
- 41-50
- 51-60
- Over 60

3. Familiarity level with social media platform.

- I have used it once
- I have used it less than 5 times
- I have used it more than 5 times
- I have used it frequently
- Never

4. How often do you use the following social media?

	Daily	Weekly	Monthly	less than once in a month	Never	Frequently use
Facebook						
Twitter						
LinkedIn						
Google +						
Instagram						
Pinterest						

5. How often do you use traditional media? (TV and printing media for instance)

- Never
- Almost never
- Occasionally/ Sometimes
- Almost every time
- Frequently use

6. What is your acquaintancy level about H&M brand?

- Very acquainted
- Fairly acquainted
- A bit acquainted
- Slightly acquainted
- Not at all

7. What is your regularity level to see H&M on social media platform?

- Almost never
- Occasionally/ Sometimes
- Almost every time
- Always
- Not at all

Brand Exposure

8. H&M's social media supplies with useful informations about its products on their socila media platform.

- Agree
- Disagree
- Fiercely agree
- Fiercely disagree
- No idea

9. Up to date data about it's stuffs are available on it's web based platform.

- Agree
- Disagree
- Fiercely agree
- Fiercely disagree
- No idea

10. Basic data in the regard of advertising are available on it’s social media stage.

- Agree
- Disagree
- Fiercely agree
- Fiercely disagree
- No idea

11. More and more brand posts of H&M make it reliable and create positive brand image.

- Agree
- Disagree
- Fiercely agree
- Fiercely disagree
- No idea

12. While communicatin on socila media a brand can be more? (tick the correct option)

	S. Agree	Agree	Neutr al	Disagr ee	S. Disagree
Reliable					
Credible					
Attractive					
Desirable					
Memorable					
Communication on social media may create a more positive image for a brand					

E-WOM

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

- Recommended a product or service to friends
- Shared content from companies, brands or products (e.g. posts, photos, videos)

14. Have you ever 'liked' or 'followed' a brand on social media, because a friend of yours 'liked' or 'followed' it?

- Once
- Occasionally
- Never

15. How positive was your impression about first purchase?

- Poor
- Fair
- Good
- Very good
- Excellent
- None

Client Engagement

16. What is your purpose for using the following social media? (you can select more than one)

- News and Article
- Messaging & Communication
- Sharing Photos and Videos
- Job Searching
- Products and services news

17. Which one of the following have you done after getting to know about H&M on social media?

- Commented on a company or brand page
- Bought something
- 'Liked' or 'followed' a company or brand page

18. When you have bought a product after first getting to know about it on social media?

- After one day
- After a week
- After one month
- After 3 months
- Never

19. How important are the following things to your purchase decisions?

	Not importa nt	Slightl y import ant	Some what import ant	Very importa nt	Extremel y important
Brand or company communication on social media					
Comments and posts by other social media users					
Advertising in social media					
Advertising in traditional media					
Recommendations from friends					

Brand image

20. The clothing brand H&M is a prominent company.

- Agree
- Disagree
- Fiercely agree
- Fiercely disagree
- No idea

21. The clothing brand H&M has wide-ranging experience.

- Agree
- Disagree
- Fiercely agree
- Fiercely disagree
- No idea

22. The brand H&M is a delegate of the clothing industry.

- Agree
- Disagree
- Fiercely agree
- Fiercely disagree
- No idea

23. The clothing brand H&M is a consumer-focused company.

- Agree
- Disagree
- Fiercely agree
- Fiercely disagree
- No idea