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FACEBOOK: A BOND BETWEEN A BRAND AND A CONSUMER

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Abstract:

The study has concentrated on the part Face book is playing   in setting a platform for brand communication management online. The other aspect of study is how face book is influencing purchaser's conduct and brand's communication methodologies in the present day situation. The researcher studied this long range informal social networking communication site. Facebook is making a system of promoting, systems administration and stage for shoppers and brands to meet a shared view. In present situation media is modified by requirements of the brands and purchasers. The study has emphasized on how Brand management is completely changed with the rise of online networking site Facebook which has really improved the connectivity, associations, interactivity, engagement and involvement with the prospective customers. This study sets up a connection between changing patterns of brand communication through Facebook and changing buyer conduct and purchasing propensities. As a methodology, the specialist utilized literature review approach for this review and investigated surveys of writing to reach to the conclusion for basic examination of secondary information. The data combining, data synthesizing will help in leading   re-analysis of data which will help to reach to the conclusion. Many researchers have followed this methodology to analyze secondary data.

Key word: Facebook, consumer centric approach, brand management, brand image, marketing.

1.0 Introduction

The study focuses a relationship between brand communication through Facebook and its impact on consumer behavior online. The researcher also discussed that how Facebook has influenced the brand communication patterns and how it has become the most connecting, interactive and common interface to share ,comment, express and modifies consumer behavior and lifestyle on the whole. The study involves in-depth study of how Facebook has contributed to the changes in brand value and perception in the minds of consumers.

The study has focused on the usage of Face-book by brands for marketing communication and its influence on consumer behavior as it has become the most engaging   platform for consumer to feel ,interact ,connect and explore which is the most contributing factor in their changed mindsets and perceptions . The researcher explores the face book as a platform for branding ,advertising and promotions. The research explored that how Facebook has changed the consumer perspective and its buying habits altogether. The study has discussed that how Facebook is creating a network of experience, connect and networking and platform for consumers and brands to meet at a common ground. . Facebook is building significant new functionality for businesses and giving the brands an edge in their branding which has bought a revolutionary change in the marketing patterns of brands on the whole. The study will discuss that how Facebook has become the most connected and   effective platform for brands and consumers to share, interact and connect and has positively contributed to brands and consumer behavior   and giving digital marketing platform for   brand management .

This study will focus on the consumers that how brand communication through Facebook has transformed their lives and making the virtual experience with the brands more real and give them an interactive base to communicate, explore ,express and engaged with the brands. Facebook brand communication helps in a great way in making a bridge which helps consumers and brands in total transformation of their communication, experience, business and marketing patterns. Ramsaran-Fowdar and **Fowdar (2013)** found that Facebook is a visionary social marketing device and can be used for many explorations in the future.

2.0 Objectives:

- To study the importance of Facebook in the life of consumer.
- To understand that how Facebook creates a bridge between consumers and brands.
- To study that how Facebook is providing a digital marketing platform to brand management
- To study the impact of using Facebook on online consumer behavior and attitudes with respect to brand communication.

3.0 Hypotheses:

- Facebook has positively affected brand communication and consumer online behavior.
- Facebook provides a new foundation for branding.
- Facebook has emerged as an effective source of high connectedness with consumers
- Facebook is the most engaging platform which influences consumer's everyday activities
- Brand Communication by brands using FACEBOOK gives an interactive platform to brand promotion.

4.0 Literature Review

The study done by **Smith (2013)** in his research Conceptualising and evaluating experiences with brands on Facebook in the International Journal of Market Research quoted   that regardless of the development in the quantity of brands with a vicinity on online networking, for example, Facebook and YouTube, inquiries stay about how to conceptualize and measure individuals' encounters with brands' substance on social networking, and how to quantify the estimation of individuals' conduct around such substance to marks. By grilling quantitative information earned from 6,400 respondents they sent to Facebook pages having a place with 27 brands crosswise over six brand classifications amid June 2011, this research exhibited an outline of how they composed two arrangements of measurements, and a portion of the discoveries from these measurements: (1) a progression of 'estimation of experience' measurements taking into account the probability of individuals who case to have had constructive encounters with a brand's content on Facebook to say they are prone to do distinctive online networking, buy pipe and brand backing activities for that same brand; and (2) a progression of 'estimation of a fan' measurements that measure the probability of individuals who say they are liable to do diverse social networking activities on a brand's page.

Ellison (2007) investigated the use of Facebook, the relationship between the formation and maintenance of a popular online social networking sites, and social capital. In addition to evaluating the adhesive and eliminate social capital, they explored the assessment of social capital to keep up with the community used to live, and they maintained the ability to call other members of society capital In even one person has the size, Facebook was found with the use of psychological measures interact with happiness, suggesting that it might be low self-esteem on the user experience, low life satisfaction provides greater benefits.

Kabadayi and Price (2014) studied the factors affecting consumers' liking and commenting behaviour on Facebook brand pages, and to analyze the mediating role of   mode   of   interaction   on   relationships   between   personality   traits   and

liking/commenting behaviour. Data was collected using an online national survey from 269 respondents, ages between 18 and 32. The hypotheses were tested using structural equation modelling. Results support nine of ten hypotheses with significant relationships between analyzed constructs. It was found that two different modes of interaction acted as mediators between three personality traits and liking/commenting behaviour on Facebook

According to Facebook Pages and Benefits to Brands by **Bushelow (2012)** in The Elon Journal of Undergraduate Research in Communications   in his research study stated that   Facebook fan pages permit a brand to make an online group of brand clients through the long range informal communication webpage. By squeezing Facebook's "similar to" catch, a Facebook client can turn into a devotee of the page and can connect with the brand and different buyers. This examination meant to look at whether enjoying and between acting with a Facebook fan page affects brand steadfastness and buy goals, and Facebook fan pages make an online brand group. An examination of 104 online overview reactions demonstrates that interaction with fan pages is not in number marker of customer brand dependability or buy aims, and   the brand groups are not shaped on the basis of enjoying a page**.**

Pelletier and Horky (2015) conducted exploratory study   to expand the knowledge of the current literature stream and to attempt to   understand the simple but singularly unique aspect of social networking communication that is the Facebook "Like". To this end, motivations behind liking a brand are explored, as well as the interactions that occur between the company and consumer as a result of this Facebook interaction. The researchers looked at differing levels of interaction for liked product and service brands on Facebook. Specifically exploring if there are differences with how Facebook users engage with liked product and service brands. The authors first engaged in an exploratory, qualitative-based research to look at the motivations and consequences associated with liking product and service brands, using a sample of 160 Facebook users. Next, an ANOVA analysis is performed using an online sample of 264 respondents recruited from Amazon Mechanical Turk. The qualitative analysis reveals differing motivations for liking brands on Facebook and suggests that generating Facebook Likes can indeed have positive, if unacknowledged, outcomes for the firm. Further, while there is no significant difference in perceptions of brand knowledge between product- and service-based brands, there is a significant difference in perceptions of brand connectedness between brand types, with consumers reporting a greater sense of connection to the service brands and higher levels of brand attitude and purchase intention for product-based brands. It is also shown that consumers have a greater intention of reading and liking posts from product-based brands.

Another research done by **Parsons(2011)** in the research journal Social media from a corporate perspective: a content analysis of official Facebook pages by Parsons (2011) stated that at the point when talking about promoting and advertising technique today the dialog would be fragmented without considering the utilization of online networking. What is online networking and why ought to organizations be considering building up a vicinity in social networking? The quantity of individuals who use online networking is continuously increasing.   Organizations were scrambling to attempt and figure how to use online networking to achieve the a great many buyers who use it every day. The study emphasized that how organizations use online networking in their promoting and publicizing technique by content examining the authority Facebook pages of 70 worldwide brands

Another study done by **Hollenbeck and Kaiakati (2012)** it was revealed that how do customers speak to their characters on online social networking stages? In this article, they concentrated on purchasers' utilization of brands on their Facebook pages as unpretentious prompts to speak to their selves. They added to a comprehension of how numerous selves associate to educate brand associations. The study has offered bits of knowledge into how and why buyers either mix or incorporate their genuine and perfect selves or pick one of them solely when these selves strife.

Another study done by **Das (2011)** revealed that social networking sites has influenced the social and personal behavior of consumers and proved itself as an indispensible medium of entertainment and communication among the youth. The SNS has affected the daily life of general users and in near future it will be a boon to advertising and branding. No doubt the SNS branding has its pros and cons but how we can use and reap the benefits of reaching to the masses in the world covering all the geographical boundaries. However, this study focuses on the evil effect of cyber crimes and what measures to be taken to stop the crime. The researcher focused on the preventive measures to be taken in the form of strict cyber laws for saving human values. These days' promotions have taken a new shape in the modern scenario as focus is being shifted to customer. It is now consumer centric approach and brands are using the digital platform to reach to the massive users within no time and with less cost.

Another study done by **Pempek (2009)** stated that millions of contemporary young adults use social networking sites. Students communicated on Facebook using a one-to-many style, in which they were the creators disseminating content to their friends. Facebook was used most often for social interaction, primarily with friends with whom the students had a pre-established relationship offline. In addition to classic identity markers of emerging adulthood, such as religion, political ideology, and work, young adults also used media preferences to express their identity.

Baek-et-al (2011) researched that the expanding uptake of the interpersonal organization site Facebook, mass correspondence specialists have started concentrating on what drives individuals to utilize the site and what sorts of data they connect with. Maybe in view of the relative curiosity of Facebook, little research has scratched underneath the surface to investigate why individuals take part in specific capacities the site offers. Thoughtfulness regarding these engagements and the inspirations driving them could enhance current mass correspondence approaches, particularly in basic commercial enterprises, for example, news media, where customary models are attempting to develop. This study investigated client inspirations for taking part in connection sharing through Facebook, revealing thought processes that broaden past those of past exploration. The discoveries likewise considered the impact of those inspirations on connecting recurrence, and connection substance, acquainting inspirations that include with current perspectives of interpersonal organization locales as data centres. It likewise has given new media scientists and specialists with novel knowledge into an undeniably vital Facebook conduct.

5.0 Research Methodology

Approach of Research- Qualitative

Data collection – Structural method with systematic, orderly data collection

Type of Data - Secondary

Data Collection Tools – Journals, Magazines, Internet

The study based on the relationship between brand communication and consumer behavior through Facebook. The application of information technology as well as the psychology of consumer and brands are involved in this study. The study is not limited to these two streams. As one way, the study revolves around the concept of branding on Facebook, which talks about brand communication, on the other way it is linked to the patterns of the consumer response and habits, how customers are involved in branding strategies evolved by brands on Facebook. In this research, the researcher investigated and found out that the best way to link all the stream and reach to the conclusion can be done with the help of literature review as a methodology. The researcher has done methodical and orderly analysis of available review and draw conclusion on the basis of deep analysis and understanding of available secondary data. The researcher seeks to research the accessible information on this subject for combining and producing new scopes identified with the subject.

5.1 Method, approach and research design

The qualitative approach used in this study is based on systematic, arranged and orderly analysis of secondary data . The structural method is used with theoretical analysis and

discussion to common theme in different streams to emerge the essence of the study. The auxiliary strategy is utilized with hypothetical investigation and discourse to regular topic in various streams to rise the substance of the review. The review based characterizing, sorting and arranging the topic for understanding the review. This strategy is utilized by numerous analysts for expressive investigation of different information accessible on various medium, for example, print, electronic and other The literature available in the form of research reports, research literature in different double blind peer reviewed journals as well as periodicals, magazines, reviews and web pages.

In this research study the researcher considered different innovative techniques used by different researchers recommended for future scope of study. The researcher with the help of review of literature observed and analyzed the thoughts and studies done by different researchers and deeply understood the concepts behind it.

6.0   Data Analysis

After evaluating and analyzing the theoretical literature from different sources- academic and nonacademic information available including print and electronic as well as all the secondary resources, the researcher find that the Facebook has become the lifeline of businesses and the soul of the consumer's everyday routine which has greatly influenced their mindsets. The researcher found that Brand post novelty and brand post consistency have a significant positive effect on both brand post likes and brand post shares. These days' brand marketing patterns have taken a new shape in the modern scenario as they are following **consumer centric approach**. Brands are using the Facebook as a **digital marketing platform** to reach to the masses within no time and with less cost . Facebook has become consumer engagement engine as well as search engine as it is a hub of information with connectivity and with maximum access and global connect which modifies consumer behavior and specifically genuine online shopping conduct. Top brands have started perceiving Facebook as the main platform to explore ,engage and connect with the heavy traffic of consumer. On the basis of review of literature researcher concluded the data in the form of model, which will ultimately help the other researchers to understand the concepts easily who are working in the similar field .The complex data has been   simplified and presented in   systematic manner. It will not only make the research easier but also help in understanding the trends in brand marketing patterns and consumer behavior towards Facebook usage. The data analysis and conclusion will help in forecasting future research areas, trends and patterns in social networking sites and uses of Facebook for branding strategies by the brand as well as new marketing and communication patterns .

7.0 Limitations

At times, for a researcher it becomes very difficult to get suitable and relevant data which can be trusted easily from secondary resources. The subject of research is blend and merger of different streams including psychology, mass communication, information technology and management. The researcher find it difficult to link all the domains and to choose what to include and what is to be ignored while finishing up the research .

8.0 Findings and Conclusion

The social networking sites are platform for connecting, sharing ,experiencing and expressing one's feelings. Facebook gives the brand a platform to showcase their attributes, portrays their brand image and letting the consumers experience the brand virtually before going for the final purchases. Facebook has evolved as an effective tool for understanding consumer personalities,   attitude, behavior ,perceptions. tastes, liking, disliking, nature and expectations from the brand .This is the only interactive base which gives the consumers a privilege of sorting out any queries and issues with the brand which actually gives a very transparent and healthy relationship with the brand. Facebook helps in social participation via e-events ,e-launches, e-contests which gives a user to become a part of the brand itself. Facebook considered to be the most engaging platform these days. Facebook is the most engaging and developed platform for businesses and is a benchmark in the field of technology. This is the only platform which gives complete freedom of expression to the users to comment, say or showcase their feelings, emotions with complete ease at public stage. Facebook fan pages permit a brand to make an online group of brand clients through the long range informal communication webpage. The users get the benefit to clear their grievances, sorting their issues with the brand instantly .Facebook   has become the complete one stop solution for all business and personal purposes and a commendable stage to make user feel more connected and helps in maintaining relationships amongst each other more healthier.

FIG1.0 FACEBOOK AS A COMMUNICATION MODEL BETWEEN BRANDS AND CONSUMERS
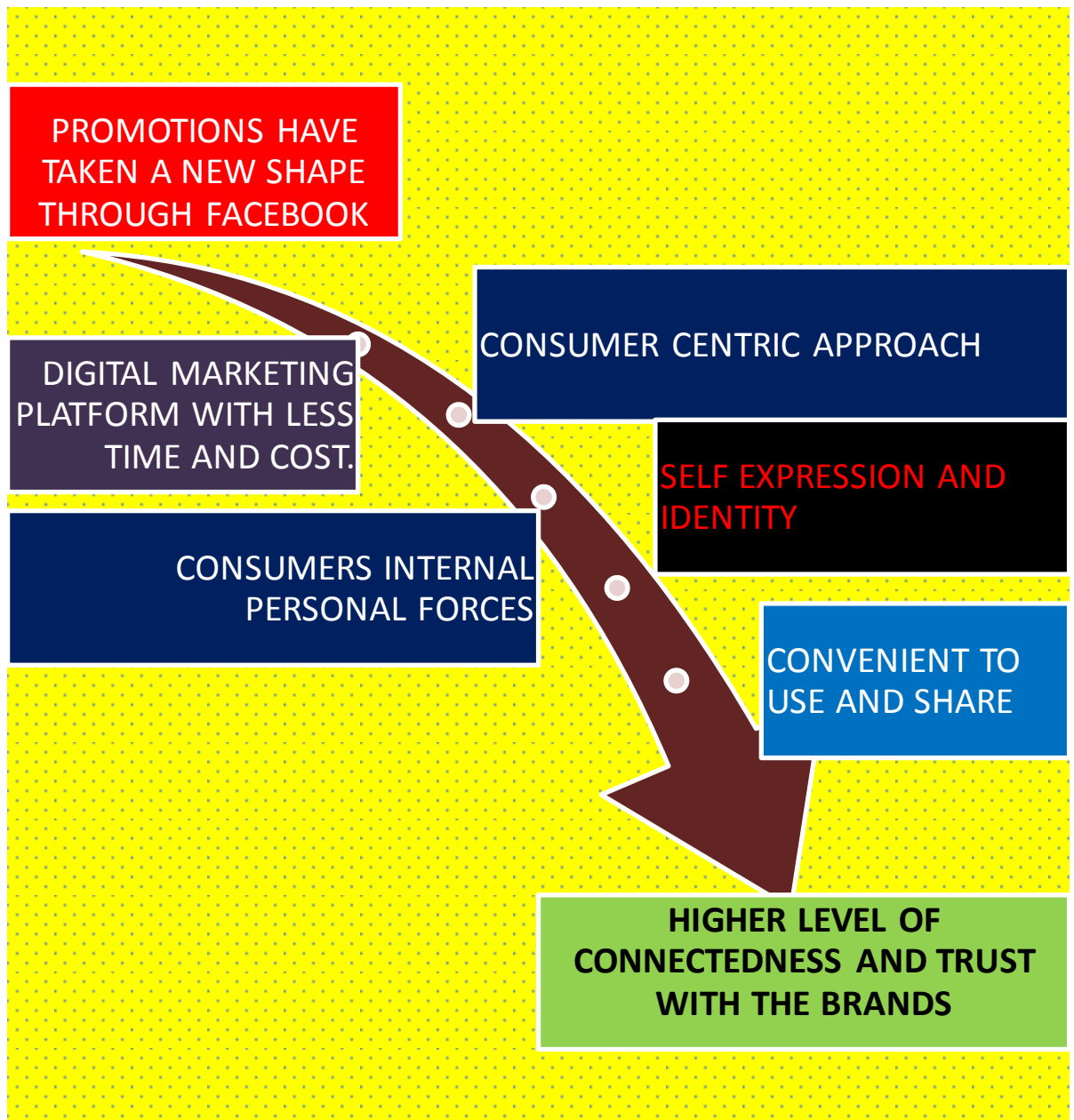
The above model explains the factors which make Facebook as a connecting and sharing platform for brands and consumers.

Facebook makes the consumer feel More important and worthy of being a part of brand and brand gets a complete idea about consumer's perceptions ,expectations and mindsets.

Facebook has become the most indispensable part of everyday life of everyone that sustaining without the Facebook page gives a feel of disconnectedness at times. Facebook

make brands play their strategies to compete with new and innovative features as well as have an access to the increase in businesses and popularity. The brands gets a clear picture of what attributes and services are in demand in the market and accordingly they can design, showcase their collections, varieties to the consumers. Every brand feels it mandatory to have Facebook brand page to have a clear vision of their standing in the market. The Facebook brand page fans gives an expression that how much popular a certain brand is and to what extent it is competitive in their branding strategies . The response on client's issues, queries and grievances makes a brand superior and committed in the eyes of consumer. Facebook has become an invisible though the most connecting platform for businesses and consumers. Unknowingly or knowingly it has brought revolutionary changes in the lifestyle and thinking patterns of brands and consumers and created an inseparable bond between the two.

There is a need to explore different dimensions of the study. Facebook gives immense opportunities to develop brand image and creation of brand value in the heart of the user as it is serves almost all functions from a search engine of information to web of shopping and after sales services and has become an integral part of communication in today's time.   In this area of research there is great scope for exploratory statistics.

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