Original Article

Analysis of Social Networking Sites: A Study on Effective Communication Strategy in Developing Brand Communication

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Abstract - The Internet is a developing information technology with the validity of immediacy and speed; in this way, it brings globalization to every angle of communication. We live amid a worldwide communication explosion where the utilization of social media between people for personal and professional use is prevalent. Social media and social networking are no longer in their earliest stages. Social media continues to develop quickly. Advertising worldwide to consumers are important ways to lock in brands and individuals. Today, social media advertising has taken a new mode but has more advantages than conventional media like print, television, and radio. Brand communication is becoming specific, personal, interactive, engaging, and social. The advent of social networking sites has transformed the world in this new age. Social networking sites present possible openings for modern forms of communication and transactions between producers and consumers. This study aims to understand the efficiency of brand communication strategy using social networking sites (SNS) to promote and advertise brands. This efficiency is determined with the help of surveys from people who use these sites, and the content of two social networking sites is analyzed.

Keywords - Brand, Communication, social networking site (SNS), social media, and Internet.

1. Introduction

The emergence of internet socialization, especially social networking sites such as Instagram, Facebook, Twitter, YouTube, and WhatsApp, has made it easy for one person to communicate and transact with hundreds of thousands of people about products and services and their businesses engaged in. At present, audiences of conventional media, such as print and electronic media, are decreasing, while the user population of social media has been increasing since October 2020. Facebook has over 2.74 billion monthly active users (MAUs), which is about a 12 per cent boost in Facebook users. This is compared to 2.38 billion users in October 2019 (Facebook.com 2020).

It is becoming apparent how the social media community is increasing; therefore, it is transforming business transactions on social media sites. Vukasović and Strašek (2014) state that the internet has become a primary source of communication, information, and entertainment, and interestingly, it is also acting as a force for business transactions since the emergence of the internet as a channel for commerce, one of its significant uses has been for marketing. Thompson (2002) opines that the internet is likely to be the multiple business locations for many successful enterprises; one among them is promotion and brand communication alertness through social networking sites.

The internet presents the chance for organizations/companies to assess a wider audience and establish a persuasive value proposation that was not envisaged before and also provides new techniques for promotion, interaction, and relationship building. The web offers customers various options and information to make informed decisions (Vukasović, Rok Strašek, 2014). Cleland (2000) also contributed that the internet is presenting buyers and sellers with a fundamental shift in how they interact, as there is communication through electronic connection, with interactive opportunity, that enables the brands to establish a one-to-one dialogue setting with their clients, and this is, however, changing the fundamentals about clients, interactions, services and brands, which is activating the need for new branding strategy and techniques. The internet is bringing fresh utilization; therefore, organizations must continuously upgrade to follow tend and use the improved chances posed by internet mobility and new technologies. Social media turned out to be visual and audio multimedia in the form of communication; this is, however, attractive to businesses and every other user. According to Cleland (2000), social media's unique distinctiveness can be summarized into three.

- Information Cost Reduction: The cost of acquiring information and the information itself is notably cheap and sometimes free.

- The Possibility of Two-Way Communication and Interaction: Social media altered the conventional media's mode of communication and interaction by providing and building one-to-one relationships and means of identifying each other.
- Elimination of Time and Space Barrier: Social media is a global network that is accessible at any time and from everywhere, regardless of where the internet device is located. These traits removed the barrier of time and space in the physical world.

These characteristics all together make the medium prevailing. The internet allows individuals and organizations to develop customer and suppliers interactive relationships; these defining characteristics have also enhanced the explosive growth of the internet.

Social media has recently changed communications, moving how we devour, deliver, and interact with information based on explosive movement to the web. Social media websites like Facebook (FB), Twitter, etc., have made gigantic impulse on the communication platform with the end-users of various items and services missing within the conventional medium. Marketers use social networking sites as marketing instruments to create brand relationships. The tremendous customer base development enables marketers to utilize social media networking sites as a modern medium of advertising products and services, reducing conventional media advertising from reaching the mass customers and not realizing the actual returns. (Vukasović, Rok Strašek, 2014). Social networking sites are extra mutual and interactive for marketers compared to traditional media.

Social media advertisement is a remunerated form of brand, services, or business promotion, and it needs adequately planned communicative information and budget. Advertising is customer-centric; that is, customers play a vital role in the advertisement because they are the ones who will determine the fate of the product being advertised. Some importance of social network advertising includes (Jothi et al., 2011):

- Popularizing your brand's thought or benefit to the target group.
- Advise target people about your brand or service's availability within the market.
- Encouraging sound competition within the market.
- Giving social benefits for the brand.
- Making the targeted group connect and keep them intact with the brand.

Zarrella (2010) also points out that advertising on social media contributes to brand opposition in the market; advertising on social media provides valuable information about products and services and encourages innovations. Other than it too promotes customer satisfaction. These days,

people from different walks of life, large and small scale businesses, significant and event events, and concepts are based on social networking promotion to find expression in the market. Eric (2008) indicates that Facebook, Instagram, etc., have emerged globally as personal, product, and service branding centre. Every brand on social network sites has the same significant features and benefits, such as the ability to create a page, display and share information, the opportunity to add multimedia and lots more.

Social media is an expression commonly in use nowadays but sometimes hard to define or understand; therefore, by breaking it down, we make it easier to explain. As media is a means of communicating, such as a daily newspaper or a radio, social media has become a tool for social communication. Think of traditional media as a one-way road where one will peruse a daily paper or tune in to a report on the television. Still, have the exceptionally constrained capacity to give their thoughts on the matter. On the other hand, social media is a two-way road that allows communication.

Another way of defining social networking as a site, according to Sharma (2013), is that it could be a place where individuals can utilize networks of online friends and group participation to keep in touch with current friends, reconnect with old friends or make real-life fellowships through comparable interface or bunches.

Social networking is a web-based service that enables an individual to build a public profile within a bounded system, having a structured list of other users with whom they share a common idea and views, converse with other users, and access their pages and details provided within the system (Boyd and Ellison 2007). Social networking users must provide a profile of themselves by filling out an online form. Users are expected to give information about themselves, their personalities, and their appearances. Some social networking sites demand users' photos, but most will provide details about one's age, preferences, likes, and dislikes. Some social networking sites, Facebook especially, allow users to customize their profile pages by adding multimedia content. (Geroimenko & Chen, 2007)

Although social networking sites majorly serve as a communication channel among individuals, the marketing strategy has also entered this medium for its users; people get to know different kinds of brand communication through the various social media networking sites. Individuals are provided with the opportunities to interact with brands and gain knowledge about their services in a motivating way (Nicole, 2007).

2. Effective Communication Strategy

Communication is an irreplaceable organizational formative device. It penetrates each aspect of the

organization and maybe a powerful instrument of social interactions and a medium through which all connections are set up and maintained. Communication is the transmission of common understanding through the utilization of images. The term communication is determined from the Latin word, (Communis), which infers "to share" (Ezezue, 2008:65). Sharing denotatively induces "partaking" or "co-operating" in this way; it implies, maybe, a social activity. Still, unless a common understanding comes about from transmitting pictures (verbal or non-verbal), there is no communication (Donnelly, Gibson and Ivancerich, 1984:34).

Effective communication is vital for objective organizational achievement. Organizations that are endeavouring to become superior communicators must fulfil two partitioned assignments. To begin with, they must improve their message – the information they wish to disseminate. Also, they must improve their understanding of what individuals are attempting to communicate to them; they must endeavour not only to be heard but also must hear others.

3. Brand Communication

According to Aaker (2010), Brand communication entails all communication efforts of an organization intended to bridge the gap in the opinion the target audience has about a brand Branding your products and services and effectively communicating that brand is fundamental in determining success in promoting and building value of your products and organization. (Luo &Donthu,2006). Furthermore, this is all about utilizing the most effective and appropriate media to convey the brand's value offer. In business, clarity of communication is vital if messages reach the target audience and extract the required feedback or response from them. Lim (2010) mentioned that it is essential in every form of communication; brand communication must be clear, constant, and consistent. A brand message must be direct and honest about what a brand is and not. The news of brand communication should preferably be developed once and then can be twisted slightly to suit each communication medium to ensure uniqueness. Also, brand communication must continually repeat the same brand message. Products and services that are branded give an assurance of quality and value. Social media has the outstanding benefit of connecting businesses and business owners to end-users directly, timely, and even at a low cost (Kaplan and Haenlein, 2010); social media is presently the centre of attention for many industries because it helps facilitate various marketing, such as promotions, market communications, public relations and also products and customer management. (Akar and Topcu, 2011)

Farzana et al. (2014) submit that social networking will play a crucial part in the future of marketing; basically, they can displace customer's annoyance with engagement, and, internally, they offer assistance to convert the conventional

focus on control with an open and collaborative approach that's more conducive to success within the present-day marketing environment. Subsequently, advertisers have instantly received social media to construct enduring connections with youthful consumers. They target social network users based on profile information and engage them with promotions to catch their attention. Supporting this, Borges (2009) states that consumers of these present days want to be approached differently compared to the past years, and most of the conventional media styles do not catch customers' attention anymore. Social media marketing is an innovative model of developing solid relationships with buyers, and the benefit of social networking sites includes low-cost brand-building staffing advantages.

The beginning of social networking can be linked bulletin board system (BBS) of the 1980s; this system permits users to create personal profiles and enables them to share information by sending private messages, public messages, and post events at low-speed connectivity. After introducing social networking technology into the internet space, it started growing massively and getting recognition among internet users. (Zarrella, 2010). Twitter can enable users to share about 140- characters' of thoughts in seconds, whereas users can easily share links to tell stories about their businesses, services, and products. However, this makes tweets from users exciting and interactive, giving more possibility of an increase in followership by considering the news sharing and stories about the organization they serve. (Lacy and Hernandez, 2009). According to Smith (2010), Facebook is becoming one of the excellent social network sites for communications consuming users' time in these present days. While many other social media sites have tried to imitate Facebook's success or even compete with it in one area, Facebook has proven that the primary asset in which its services are developed (the social graph) is much more defensible and more substantial than others once envisaged.

Social media is not restricted to social networking sites like Facebook but integrates blogs, business networks, collaborative ventures, endeavour social systems, gatherings, microblogs, photo sharing, product/services audits, social bookmarking, social gaming, etc., like video sharing and virtual universes. These platforms have moved the accentuation of Web administrations from being consumption-based towards becoming more intuitive and collaborative, subsequently providing new openings for interaction between organizations and the public (Henderson and Bowley, 2010).

Therefore, Social media have become a critical portion of consumers' everyday lives. It has been assessed that as of January 2020, 3.80 billion individuals worldwide utilized a social media stage at least once a month, and the average time went through summed to 135 minutes per day (Statista 2018a). In an endeavour to capitalize on this solid utilization,

nearly each buyer brand is shown on social media, and promoters and marketers are energetically coordinating social media in their advanced methodologies. Brand nearness on social media can take numerous shapes, counting paid show advertising(paid media), brands taking an interest in social systems as a brand persona, distributing branded substance (possessed press), and branded engagement openings for shopper support (earned media) (Ashley and Tuten2015). Concurring to the 2018 CMO Overview, the longest-running noncommercial study among beat marketers within the field of showcasing, social media investing presently accounts for 13.8% of brands' add up to promoting budgets (Moorman 2018).

3.1. Section A: Brand communication through social networking sites

A few brands are related to colours. When think of Coca-Cola, probably think of Pop but likely think of red paint. The solid affiliation individuals have with coke and the rosy colour. The visual identities of early 21st-century digital businesses sprang out of no obstructions, globally accessible, unconstrained, individual participation on the web. The blue colour of digital media users will relate to Facebook. Likewise, Google celebrates its everyday appeal by changing its claim symbol to mark famous commemorations and contemporary events. Particular brand communication gives information or is pointed at driving straightforwardly to coupons, mailshots, coordinate reaction advertisements, and social organizing websites. It invigorates short-term conduct. Advertisements donate a genuine brief-term nudge towards an expanded choice of brand. At first, the same brand has been chosen before, and if it is selected by other people (congruity). Presentation to an advert can also increment the likelihood of the brand being bought; the single bump rehashed additional time.

4. Theoretical Framework

About theoretical frameworks that address the social networking sites' users and usage.

4.1. Section A: Social Network Analysis Theory

The development of this theory is credited to Jacob Moreno (1934); the communication framework of social network sites is based on complex connections and intuition between users. This presumption is vital when a social network investigation takes put. Subsequently, it can be said that links through social media stages can be partitioned into a set of hubs that speak to the substance and data traded between the users. This association and constant interaction contribute to uncovering communication designs and the diverse parts of each component of this electronic arrangement. Hence, there are distinctive parts that users play through social networks. For illustration, an individual or organization may be a connection or a bridge between other individuals and institutions that have not had links before. Besides, four important concepts significantly relate to social

network analysis: network mode, content, density, and the level of examination. To a great extent, these components offer assistance in distinguishing the characteristic highlights and nature of relationships and intuition between people or organizations inside the network. The network mode is the channel or channels the communicators receive to send a specific message.

This massage incorporates the contents or the meanings that target the beneficiary. Notwithstanding the nature of the contents, when the beneficiary peruses or interprets the message, they are affected or influenced by it, either negatively or indeed. After that, the feedback shifts depending on this impact. Therefore this analysis incorporates the type of relationship and interaction between individuals and official social networking site owners and the media substance circulated by different users. For illustration, the relationship may vary between users on social networks. One individual could be a source of news or information, and the other is a just beneficiary of that information and affected by it. Network analysis is still a developing field with an extraordinary bargain of opportunity for modern and transformative contributions, but its history goes back at least 80 a long time (Moreno, 1934).

5. Method of DATA Collection

The survey method was adopted for this research. This study adopted survey and content analysis to know the efficiency and the impact of communication in branding any product and services among the target market through social networking sites like Facebook and Instagram. Therefore for this study, a survey was conducted randomly among Facebook and Instagram users by sending questionnaires online to collect the personal view of the respondents. A well-structured research instrument (questionnaire) containing 12 items on the subject of discussion was adopted and used in collecting the data. The overall population is the social networking user community. Still, to gather viable information, the testing is obliged to the target populace, like youthful grown-ups and graduates between the age of 18 years to 45 years. The data collected will be analyzed and coded. The data will be analyzed by simple frequency calculations and presented in a tabular format for easy understanding. It will be further investigated with the aid of a simple percentage. The researcher used the questionnaire as the instrument of data collection. SPSS version 20, which has frequency counts and simple percentages, was used, while data were presented in tabular form for better understanding.

5.1. Section A: Presentations of Data and Results

Table 1 examined internet usage, and it has been found that 6% of the respondents use it 2 to 3 days a week. 18% of the respondents use 1 or 2 hours per day, and the remaining 38% of users access the internet more than 3 hours a day. New media and its innovation is a rising slant in communication that draws in nearly all individuals if they are

computer literate. So this advanced media has more snatchers towards its transmission, and the web is becoming a part of fundamental communication among students and experts.

Table 1. Usage of internet

	Frequency	Percentage
Once a week	0 (0%)	100%
2-3 days a week	3(6%)	50(100)
1 or 2 hrs a day	9(18%)	50(100%)
More than 3hrs a week	38 (76%)	50 (100%)

Table 2. Awareness of social networking site

	Frequency	Percentage
Yes	49(98%)	50(100%)
No	1 (2%)	50(100 %)

Table 2 above shows that about 98% of social media users are responsive to social networking sites, and as it were, 2% of them are clueless. The concept of computer-based communities can be traced back to the early days of computer networks; recently, after the introduction of the internet, online social networks started being progressively used for commercials. In the initial day, an online social network is an internet platform where people interact, often through profiles representing and presenting themselves to other users (Donath and Boyd, 2004). Social media have developed quickly, and some sites, like Facebook and Instagram, have accomplished mass advertising and penetrated deeply within months of their beginning; such applications have encroached on their client's utterly different methodologies to connect with more individuals.

Table 3. Number of profiles on social network sites

	Frequency	Percentage
Facebook	48(96%)	50(100%)
Instagram	44(88%)	50(100%)
WhatsApp	50 (100%)	50(100%)
Twitter	28 (56%)	50(100%)

The study reveals that all the respondents that are, 100% of respondents have profiles on WhatsApp. Moreover, 88% of respondents of the same group have profiles on Instagram, 56% of respondents have a Twitter account, and 96% of respondents have a Facebook profile. Users can have numerous reports on various social media sites. Facebook is valuable for communication, self-promotion, knowing almost friends' community, and discovering the missed out school and college mates. The peers utilize Facebook, WhatsApp, and Instagram for the same reasons to share information and communicate. Due to these reasons, Facebook, WhatsApp, and Instagram were better known among internet users. Youth populace compared with other social networking sites.

Table 4. Adverts communicated in these SNS

	Frequency	Percentage
Instagram	34(68%)	50 (100%)
Facebook	30(60%)	50 (100%)
WhatsApp	19(38%)	50 (100%)
Twitter	3 (6%)	50 (100%)

From the preceding illustration, users find Instagram and Facebook as well interactive and communicated social network site reason while respondents 68% and 60%, respectively, found both as the sites which promote and advertise brands, products and services; however, they are both beneficial for the brand owner as they get to reach large target audience through this medium.

Table 5. Exposure to different kinds of adverts

	Frequency	Percentages
Display ads	31 (62%)	50 (100%)
Pop up	22(44%)	50 (100%)
Flash ads	22(44%)	50 (100%)
Video ads & Others	44(88%)	50 (100%)
Others	2(4%)	50 (100%)

Table 5 reveals that 62% of respondents have come across display advertisements in these social organizing locales like Facebook, Instagram, and Twitter; In comparison, 44% cut over pop-up advertisements and flash advertisements on different websites, and 88% of users found video advertisements on YouTube and other destinations. Google, Yahoo, and News Worldwide have bought themselves nearness within the social networking sites with distinctive communication techniques to have an imaginative appearance in substance and show (Stroud, 2007). The detailed method of reasoning for these acquisitions contrasts, but all have a common topic of basic getting to the gigantic audiences of these sites.

Table 6. Agreeing to adverts appearing on social media

	Frequency	Percentage
Agree	44(88%)	50 (100%)
Disagree	1 (2%)	50 (100%)
Neutral	5 (10%)	50 (100%)

From the above table information, 88% of users concurred and fulfilled with advertisements on social media sites. However, 1% of the users oppose this idea and are unsatisfied with the specific data communication. As it were, 10% of the respondents found it neutral. The internet has demonstrated a channel in bringing the changes forward and opening up their scale in making reliability.

Table 7. Access to adverts

	Frequency	Percentage
Often	8 (16%)	50 (100%)
Sometimes	22(44%)	50 (100%)
Never	4 (4%)	50 (100%)
Depending on ads	16(32%0	50 (100%)

In table 7 above, the study reveals that 16% of the respondents often check the adverts that pop up to them. At the same time, they use social networking sites, 44% of the respondents claim they sometimes do check the adverts of various brands that pop up, amazingly 4% do not even bother to check what the adverts are all about, while 32% agree that it depends on the type of adverts before they could access it. Borges (2009) opines that in the present day, consumers need to be engaged differently than in a long time past, and numerous conventional media strategies essentially do not work any longer. Social media marketing could be a revolutionary way to construct strong connections with clients more extended than the first contact with them; they should be fun, fully engaged, and appealing and intuitive messages.

Table 8. Communication Brand That Attracts Users

	Frequency	Percentage
Display Adverts	32(64%)	50 (100%)
Flash Adverts	8(16%)	50 (100%)
Interactive fan pages	14(28%)	50 (100%)
Games	3(6%)	50 (100%)
Updates on fans' pages	15(30%)	50 (100%)
Quiz	4(8%)	50 (100%)

Brand communications that capture the attention of users the most are display advertisements, interactive fan pages and updates on fan pages, with 32(64%),15(30%), and 14(28%) of the users confirming this, respectively. Most social networking websites empower brands to use suitable individuals within the proper discussion at the right time (Shih, 2009). These days communication on branding in social media is more individual, exciting and influencing among the user community.

Table 9. Impacts of brand communication on users

	Frequency	**Percentages**
Agreed	41(82%)	50 (100%)
Disagreed	2(4%)	50 (100%)
Neutral	7(14%)	50 (100%)

According to the study, 82% of the respondents agreed that the social network strategy used to communicate brand has an impact on them as social media users, and 14% of the respondents do not know if the brand communication is effective or not, probably because it is not every time they find it interactive, we can as well regard it as a confusion of mind. The rest of the respondents, about 2%, say that social networking brand communication does not impact them as users. Still, it is efficient for other communication purposes, like sharing ideas and interacting with friends.

6. Conclusion

Disseminating information about a product or service significantly contributes to brand competition in the market. It provides information about a product or service and promotes creative innovation. Social media as a communication medium has many distinct features from other media, such as consumer engagement (customers/users). Customer engagement can be characterized as including the customer in building the brand. This means making users' judgments a portion of the brand-building procedure. Social media gives an excellent stage for deep customer engagement. In addition, promoting product brands also facilitates customer fulfilment when they are given a sense of belonging. The covered-up reality is that no brand can advance without a viable communication strategy to pull in its users or clients. Diverse brands presently use social network communication to get recognized in their target market world; therefore, making the fan pages interactive and informative is vital in brand communication and in achieving the purpose of using the such medium. Adequate beneficial information should be more preferred and communicated than advertising: people do not constantly desire to buy products via social networking sites. So, if the brand is well-spoken and recalled by the target users/audience, at that point, it is the most important victory to the company for its advancement through social media. A limited way of promoting is best: the regular display advertisements and pop-up advertisements make the users disregard them. So promoting must be intuitive, unique, and within the imaginative shape that holds the users; it ought to target a group of people than the mass; in any case, an advertisement is facilitated for a group of people at a point, there would be no advantage in conveying specific information if it were not targeted at a group of audience. Including more mixed media components intelligently in the fan pages will benefit the brand.

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