

MARKETING EFFORTS THROUGH SOCIAL MEDIA ON BRAND EQUITY AND CONSUMER BEHAVIOR

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Abstract

This literature research discusses marketing efforts via social media and their influence on brand equity and consumer behavior. Along with technological developments and increasing internet use, social media has become an important tool in marketing strategies. This study aims to analyze how marketing via social media can increase brand awareness, consumer loyalty and positive perceptions of the brand. This research also examines the impact of consumer interaction and involvement on social media on their purchasing decisions. The methodology used is a literature review. The research results show that social media has a significant role in building brand equity. High interaction and interesting content can create an emotional connection between consumers and brands, which ultimately increases consumer loyalty and purchase intentions. These findings provide practical implications for marketers in designing effective social media strategies and focusing on increasing brand equity and influencing consumer behavior. Significant changes in consumer behavior in recent years reflect shifting values, needs and expectations in an evolving market ecosystem. The focus on sustainability and the environment, the increasingly rapid adoption of e-commerce and online shopping, the demand for personalization, the increasing influence of social media in purchasing decisions, the demand for transparency, and the provision of seamless and interactive digital experiences, are the key factors that today determine consumer behavior.

Keywords: Marketing, Social Media, Brand Equity, Consumer Behavior

INTRODUCTION

In today's digital era, social media has become one of the main platforms used by companies to market their products and brands. Platforms such as Facebook, Instagram, Twitter, and TikTok provide broad access for marketers to reach their audiences more directly and personally. Social media allows real-time interaction and higher engagement, compared to traditional marketing methods (CHUSNAINI & RASYID, 2022). This has brought significant changes in global marketing strategies. As an effective communication tool, social media not only increases brand awareness but also facilitates closer relationships between consumers and companies.

Brand equity is one of the greatest assets a company can have. Brand equity includes various elements such as brand awareness, consumer loyalty, perceived quality, and brand associations. Marketing efforts via social media have the potential to strengthen these elements, especially through engaging and interactive content. An effective marketing strategy can increase brand awareness and create a positive customer experience which ultimately influences brand loyalty and perception. However, marketing via social media also presents new challenges such as the risk of quickly spreading negative information and managing consumer feedback on a large scale (Gelantia et al., 2024).

Consumer behavior has also experienced a significant transformation with the development of social media. Today's consumers are more informed and critical of existing product choices. They often use social media to look for reviews, recommendations and share experiences. Marketing through social media can change the way consumers process information and make purchasing decisions. Easier and faster interactions between consumers and brands enable more dynamic responses to consumer needs and preferences (Trivedi & Malik, 2022). Therefore, understanding how marketing via social media influences consumer behavior is key for companies to adapt their marketing strategies to create more value for customers.

The increasing rate of social media adoption by society has also brought about changes in the dynamics of competition in the business world. Companies not only compete to attract consumer attention, but also have to manage their reputation in a highly transparent digital environment. The speed at which information and opinions spread on social media can strengthen or damage a brand image very quickly. Therefore, companies need to develop social media marketing strategies that are not only creative, but also responsive and adaptive to consumer feedback. The use of analytical data

and sophisticated monitoring tools is becoming increasingly important to understand trends and changing consumer needs (Kollhorst, 2024).

One of the interesting aspects of marketing via social media is the power of community-building. Through these platforms, brands can build loyal and engaged user communities, forming an ecosystem where consumers can share experiences and testimonials about products or services. This indirectly helps increase brand trust and credibility in the eyes of potential consumers. Influencer marketing is also a crucial part of social media marketing, where individuals who have a large influence on social platforms can be effective intermediaries to convey brand messages. This strengthens the urge to purchase through recommendations that are more personal and relatable for consumers (Breyer-Mayländer, 2024).

However, it cannot be denied that there are risks and challenges that accompany the use of social media as a marketing tool. Negative content or bad reviews can easily go viral and create a reputation crisis for the company. At the same time, ever-changing social media algorithms can impact the visibility of brand content, requiring companies to stay up-to-date with developments on those platforms. Also, the issue of user data privacy is becoming an increasingly crucial issue, requiring companies to be more careful in managing data in order to comply with applicable regulations. Designing a marketing strategy that balances innovation, positive engagement, and ethics is the key to maximizing the potential of social media in increasing brand equity and positively influencing consumer behavior (Zulfiqar et al., 2022).

RESEARCH METHOD

The study in this research is qualitative with literature. The literature study research method is a research approach that involves the analysis and synthesis of information from various literature sources that are relevant to a particular research topic. Documents taken from literature research are journals, books and references related to the discussion you want to research (Earley, M.A. 2014; Snyder, H. 2019).

RESULT AND DISCUSSION

Social Media Marketing Efforts

Marketing efforts via social media are becoming increasingly essential for companies to reach a wider and more diverse audience. One of the main strategies used is planned and consistent content. By designing a content calendar that includes a variety of post types such as blogs, videos,

infographics, and images, companies can keep audience engagement high. This content must be relevant, informative and entertaining so that it can attract attention and motivate the audience to interact and share it. Using powerful and authentic storytelling is also important for building emotional connections with customers (Maehle et al., 2022).

Another strategy that is no less important is the use of influencer marketing. By working with influencers who have a large and relevant follower base, companies can reach certain target demographics more effectively. Influencers can help promote products or services through reviews, tutorials, or other sponsored content that their audience trusts more. Authenticity often makes promotions appear more natural and can increase brand credibility (Chen & Pham, 2023). Additionally, collaborations with influencers also allow brands to leverage their creativity and influence, which can often result in more interesting and engaging content.

In addition to content and influencers, real-time analytics and monitoring are also key components of a successful social media marketing effort. Understanding metrics like engagement rate, conversion rate, reach, and sentiment analysis can provide valuable insight into how a campaign is performing and what needs to be improved. Companies can use analytics tools like Google Analytics, Sprout Social, and Hootsuite to track performance and make data-driven decisions. By understanding trends and feedback from consumers in real-time, companies can be more responsive and quickly adjust their strategies, so that their social media marketing efforts remain relevant and effective (Barlas, 2023).

Apart from content strategy and the use of influencers, a direct interaction approach with customers is also an important element in social media marketing. Social media is a platform where two-way dialogue can occur, which not only allows companies to distribute information but also listen and respond to customer needs and complaints. Using features such as quick replies to comments, live chat, and DM (direct messages) can create a more personal and responsive customer service experience. This method helps build customer loyalty and trust because they feel heard and appreciated (Gorea & Jacobson, 2022).

No less important is the use of the right advertising campaign. Paid advertising on social media platforms such as Facebook Ads, Instagram Ads, and LinkedIn Sponsored Content allows companies to target specific audiences based on demographics, interests, and behavior. With sophisticated targeting features, companies can ensure that their ads are seen by people

who are most likely to be interested in their products or services. The use of A/B testing on advertising is also important to find the most effective format in attracting attention and generating conversions (Mishra & Baldus, 2022).

Collaboration with online communities can strengthen social marketing efforts. Actively participating in groups or forums relevant to a particular industry can help companies shape their brand identity and demonstrate their expertise. Apart from that, holding virtual events such as webinars, Q\&A sessions, and online workshops can be an effective way to increase brand awareness and educate the audience. Online communities allow companies to not only reach new audiences but also build long-term relationships with them. This initiative shows that the company is not only trying to sell products, but also provides added value through knowledge and meaningful interactions (Penttinen & Ciuchita, 2022).

Impact on Brand Equity

Effective social media marketing can significantly increase a company's brand equity. Brand equity refers to the additional value a product or service derives from the brand itself. By having a consistent and active presence on social media platforms, companies can build stronger brand awareness. Posting interesting and informative content, as well as interacting directly with customers, helps create a positive impression and makes the brand better known and remembered by the audience. The more people who remember and know the brand, the higher the brand awareness they have, which is an important component of brand equity (Ayyub et al., 2022).

In addition to increasing brand awareness, positive interactions on social media can deepen customer loyalty. When companies show that they listen and respond effectively to customer feedback, this can increase customer trust and loyalty. High loyalty means customers are more likely to make repeat purchases and recommend the brand to others, further strengthening brand equity. The use of strong storytelling and social media campaigns that highlight a company's values and mission can build deeper emotional connections with audiences, which is important for maintaining loyalty in the long term (Rumra & Muhrim, 2023).

Marketing on social media can also have a direct impact on the perception of brand quality. Through product reviews, testimonials, and content that showcases product use in everyday life, companies can influence how their audience views the quality of their products. Influencer marketing, if used appropriately, can also change this perception by offering a 'real-world'

view of a product or service. When audiences see quality evidence from a variety of trusted sources, this positive view strengthens brand equity. Positive ratings and a positive atmosphere around the brand also increase the overall perception of the quality and value of the product, which can ultimately influence purchasing decisions and increase the company's market share (Ishrak & Al-Mamun, 2022).

In addition to the impact on brand awareness, customer loyalty, and perceived quality, brand credibility can also be significantly influenced by social media activity. Credibility is the degree to which customers believe that a brand is able to deliver on the promises it makes and operates with integrity. By using social media consistently and transparently, companies can build and maintain this credibility (Maduku & Mulder, 2022). For example, responding quickly to customer complaints or negative issues on social media shows that the company is open and responsible, which in turn can increase customer trust.

Additionally, educational content shared on social media can strengthen a company's position as an expert or leader in their industry. When companies provide informative articles, tutorials, infographics, and videos that are useful to their audience, this adds to their credibility as a trusted source of information. This credibility is very important because more and more customers are looking for information through social media before making a purchasing decision. By offering consistently high-quality and relevant content, companies can differentiate themselves from competitors and establish status as authorities in a particular field (Nanda & Butkouskaya, 2024).

Positive reviews and testimonials shared or reposted by companies can also play an important role in strengthening brand credibility. Customers tend to trust the experiences and opinions of fellow consumers more than advertising or one-way claims from the company itself. By showcasing positive reviews and customer success stories, companies can demonstrate valid social proof of the quality and reliability of their products or services. This social proof is a strong element in building credibility, because it shows that many other people have experienced the benefits of the product, which ultimately increases the confidence of potential customers to try or buy the product (Teraiya et al., 2023).

Changes in Consumer Behavior

A. Increased Sustainability and Concern for the Environment

Consumer behavior has undergone significant changes in recent years, especially related to increased awareness of sustainability and environmental issues. Consumers are increasingly considering the environmental impact of the products they buy, from raw materials to production and shipping processes. Companies that offer environmentally friendly products or implement sustainable business practices tend to be preferred. In fact, many consumers are willing to pay more for products they believe are more environmentally friendly or support social causes they care about. This phenomenon reflects a shift in consumer values, where social and environmental impacts become one of the purchasing decision factors (Baydar et al., 2023).

B. Growth of Online Shopping and E-Commerce

The COVID-19 pandemic has accelerated e-commerce adoption and changed the way consumers shop. Physical restrictions and the desire to avoid crowds have made many consumers turn to online shopping to meet their daily needs. Even after conditions start to normalize, this behavior tends to persist because of the comfort and convenience offered by e-commerce platforms (Stephens, 2023). Apart from that, the emergence of technology such as Augmented Reality (AR) which allows consumers to try products virtually also enriches the online shopping experience. Companies that can offer an online shopping experience that is seamless, fast, and tailored to consumer preferences have a great opportunity to win the market.

C. Personalization and Tailored Customer Experience

Modern consumers also increasingly expect experiences that are personalized and relevant to their interests. With the increasing use of data and analytics, companies have the ability to better understand consumer behavior and preferences. This allows them to deliver more specific marketing messages and offer products or services that better suit individual needs. Personalization doesn't just include product recommendations but also spans the entire customer interaction, from email communications to fast and proactive customer service. Personalized experiences create stronger relationships between brands and consumers, driving loyalty and increasing customer satisfaction (Timonina, 2022).

D. Increased Influence of Social Media in Purchasing Decisions

Social media has become the primary platform where consumers discover, research and decide to purchase products. Influencer marketing, customer reviews, and content shared by brands greatly influence purchasing behavior. Consumers more often seek the opinions of influencers they trust or look at reviews from fellow consumers before making a decision. This behavior shows that interactions and testimonials on social media can have a significant impact on brand perception and sales (Alizadehfanaeloo, 2023). As a result, companies need to carefully manage their social media presence, ensuring authentic engagement and quick response to customer feedback.

E. Demand for Transparency and Honesty

Modern consumers value transparency more than ever. They want to know the origins of products, how they are made, and whether the company operates with responsible ethics. There is increasing demand for clear and honest information regarding supply chains and business practices. Consumers do not hesitate to abandon brands that are deemed non-transparent or involved in questionable practices (Roberto & Petimar, 2023). Therefore, companies must strive to be open in communications and ensure that they conduct business with integrity. Brands that honestly admit mistakes and actively try to correct them tend to be more valued by consumers.

F. Shift to an All-Digital Consumer Experience

The digital era has changed consumer expectations regarding speed and convenience. They want fast service, seamless interaction through various platforms, and instant solutions. Omnichannel is key in meeting these expectations, where consumers expect a seamless transition between online and offline shopping. Technology like chatbots, mobile apps, and delivery tracking tools give customers control and clarity over their shopping experience. Additionally, interactive experiences such as live streaming, virtual events, and AR captivate consumers in a more immersive way. Companies that successfully integrate this technology in their services are likely to gain a competitive advantage by delivering a better and more efficient customer experience (Redler, 2024).

CONCLUSION

Significant changes in consumer behavior in recent years reflect shifting values, needs and expectations in an evolving market ecosystem. The focus on sustainability and the environment, the increasingly rapid adoption of

e-commerce and online shopping, the demand for personalization, the increasing influence of social media in purchasing decisions, the demand for transparency, and the provision of seamless and interactive digital experiences, are the key factors that today determine consumer behavior. By understanding and adapting to these changes, companies can build stronger and more meaningful relationships with their consumers, ultimately driving loyalty and sustainable business growth.

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