

The Impact Of Social Media On Brand Positioning And Its Associated Marketing Strategies

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Introduction

Since the advent of Social Media in the early 21st century, it has revolutionized the way users interact, communicate and influence each other at the global level. It has also brought significant changes and modifications in the marketing domain as well. One of the key changes that Social Media have brought to the marketing domain is regarding the impact on [brand positioning](#) and its associated marketing strategies.

Background

Considering the power of competitiveness for customers and the need to manufacture doable brand esteem, buyers appropriately transform into the essential fixation for any marketing brand positioning. Marketers should, in this manner, prosper to get the thoughts of shoppers and make a customer recognition that would impact them to need to share the marketers brand with their companions. A significant part of the time people are continually restless to share something that is sensational and of impetus to them. Regardless of the way that the rule motivation behind why Social Media stages were made was to interface people in total discourse, then again, marketers found these stages drawing in the market their companies despite how their brands are not welcome in Social Media. Some online customers consider them to be one of a kind and odd (Tuten and Solomon, 2017).

Associations have found Social Media as a place where they can build rich; unmediated purchaser encounters impressively speedier than already. This has given Social Media the ability to help brand positioning and ask people to endeavour things which may unavoidably incite more arrangements returns, especially when the campaign happens to become a web sensation (Saravanakumar and SuganthaLakshmi, 2012). Commonly a respectable brand isn't tied in with being picked over an opponent in the market area, yet rather, it should offer a response to the prospects issue.

In this way online brand positioning isn't only about another brand finding its way in the Social Media field, in any case, really, it is a brand that is starting at now settled which can be rehashed online. It is in this way that a fair brand positioning procedure for both online and detached brand positioning should be set up to help all channels have a mutual synergetic effect (Hoffman and Fodor, 2010). A

couple of associations have possessed the ability to have vague brands and characteristics that are typical for the reality of their separate brands.

Branding And Positioning Through Social Media

Social media is now being strategically used to pick up the consideration and inclusion of consumers by numerous companies the world over (De Varies et al. 2012). When organizations incorporate social media programs in their marketing, the fundamental return they are searching for is to enhance their association with their customers and to build their deals. Also, social media has numerous utilizations in product positioning. Also, social media is vital for product positioning, positioning, acquisition, and retention of the product.

The significance of incorporating social media in the product positioning system is the way that the measure of dynamic social media clients is now extensive and developing. Through the presentation of cell phones, social media has turned out to be versatile and ever-present, making nearness on social media vital to companies.

The absolute most essential parts of social media, from a product positioning and marketing viewpoint, are that the clients are in control of the content they see, share, make, or comment on, and marketing endeavours are economical, exceptionally quantifiable and targetable in contrast with customary media.

Nonetheless, this does not mean that promoting conventional media is obsolete. Rather, customary media and online media, for example, social systems, ought to be utilized as commonly supporting directs in marketing efforts. One of the advantages of conventional broad communications originates from its viability in making product recognition quick in the general gathering of people.

Benefits And Limitations

Online Networking Platforms may be the most prominent preferred standpoint in the low or non-existent expense and low measure of assets required to have an Online Networking platform nearness. Subsequently, Online Networking Platforms have opened up more conceivable outcomes, particularly for private ventures.

Through social systems administration locales, companies may have coordinated conversations and collaborations with people (Gallaughier & Ransbotham, 2010). This sort of individual collaboration may make and reinforce product faithfulness towards companies that are currently taking an interest in conversations on Online Networking Platforms.

Through Online Networking Platforms, electronic word-of-mouth is also becoming a significant strategy, yet the distinction is that the scope of one consumer's conclusions is exponentially more

noteworthy than it would be outside of Online Networking Platforms. Nonetheless, this implies negative informal exchange will likewise have more reach on Online Networking Platforms.

Online Networking Platforms regularly permit exact focus on the coveted statistic or target market (Simoes & Dibb, 2001). For example, exchange discussions frequently serve some particular gathering of individuals, and sub-classes permit focusing on subgroups.

The quantifiability of Online Networking Platforms and the information they give is a gigantic preferred standpoint. Information obtained from Online Networking Platforms might be utilized to increase profitable bits of knowledge on product recognitions or to help in making more compelling procedures (Simoes & Dibb, 2001). It is conceivable to screen and investigate the product continuously in different routes by utilizing information from Online Networking Platforms or to analyze the posts made by clients on Online Networking Platforms, empowering the planning of marketing efforts that are precisely focused on in light of the division of groups of onlookers on profound levels (Lariviere et al. 2013).

It might be contended that customary broad communications are more effective than Online Networking Platforms in making product mindfulness because of the span of vast, broad communications battles. Be that as it may, the downside of making product mindfulness through promoting in conventional broad communications is the absence of exact focus on conceivable outcomes and quantifiability, and along these lines, definitely some indistinct level of the consumers came to by the publicizing isn't a piece of the intended interest group.

Targeting Consumer Perception

In spite of the fact that there has not generally been a concession to how to gauge product perception (Lassar et al. 1995), one, for the most part, acknowledged view is that reliable with an associative system memory show, product perception can be characterized as perceptions about a product as reflected by the bunch of associations that consumers interface with the product name in memory. Hence, product associations are the other enlightening hubs connected to the product hub in memory and contain the importance of the product for consumers.

One approach to recognize product associations is by their level of deliberation, that is, by how much data is compressed or subsumed in the association. On this basis, (Lassar et al. 1995) classify product associations into three noteworthy classifications: traits, advantages, and mentalities. Qualities are those spellbinding highlights that describe a product, for example, what a consumer thinks the product is or has and what is included with its buy or consumption. Advantages are the individual value consumers append to the product traits, that is, the thing that consumers figure the product can improve the situation them. Product states of mind are consumers' general evaluations of a product.

The associations identified with the tendencies speak to a more prominent level of reflection than

those alluding to the qualities, as they are more available and stay longer in the consumer's memory (Faircloth et al. 2001). A further particular component of the tendencies is that they have a positive nature, that is, the product value is more prominent, the higher the level. Consequently, and given the enthusiasm of working with a multidimensional measure of product associations, we will look at the associations concerning the tendencies.

Product Functions And Associations For Establishing Brand Positioning

While the delimiting product works, the best trouble lies in the modest number and the separating idea of studies looking at their dimensionality. Besides, most works don't make an unequivocal refinement between product tendencies and product tendencies. Product tendencies are associations identified with the physical or unmistakable properties that are available in all products, even in those sold without a product or with an obscure product.

Product tendencies, then again, are associations identified with immaterial credits or images added to the product because of its product name; that is, they speak to benefits that must be gotten from products with a product.

The study aims to propose that estimating product works through the measurements of assurance, individual distinguishing proof, social ID, and status.

The assurance work, understanding by this the guarantee or certification of value, depends on the evaluation that the product is solid, productively does its execution characteristics and meets the created desires (Bendixen et al. 2004). Essentially, it is fitting to associate this tendency with the perception that the product is connected to products with an appropriate level of execution and is worried about advantageously fulfilling consumer needs (Bendixen et al. 2004) (Faircloth et al. 2001).

The socially recognizable proof tendency depends on the product's tendency to go about as a correspondence instrument permitting the consumer to show the want to be coordinated or, despite what might be expected, to separate himself from the gatherings of people that make up his nearest social condition. Consumers keen on this tendency will decidedly value those products that appreciate decent notoriety among the gatherings with which they have a place or try to shape some portion of it (Homburg et al. 2005).

The status work communicates the esteem level of the consumer and the distinction that the consumer may be involved in after utilizing the product (Homburg et al. 2005). As per (Homburg et al. 2005), this tendency depends on five attributes of the product:

- image of the person's energy and societal position;
- the impression of social approval;

- selectiveness or constraint of the offer too few individuals;
- the commitment of enthusiastic encounters, and
- specialized prevalence.

Along these lines, the status work, much the same as the socially recognizable proof tendency, is uncovered on account of the need of people to impart certain impressions to individuals in their social condition. Notwithstanding, the distinction between the two tendencies lies in the way that the social ID work is identified with the want to be acknowledged by and feel individuals from specific gatherings. Then again, the status work compares to the person's want to accomplish esteem and acknowledgment from others, without this essentially implying the product is illustrative of their social gathering.

The above tendencies will produce value to the organization in the degree that they condition the consumer reaction to the advertising of the product. Subsequently, (Chen & Chang, 2008) characterize product value as the differential impact that product information has on consumer reaction to the promotion of the product (as far as consumer perceptions, inclinations and conduct, e.g., product decisions, understanding of duplicate focuses from an advertisement, responses to a coupon advancement, or evaluations of a proposed product expansion). Along these lines, he comprehends that product value is sure if consumers respond all the more positively to a product and the way it is advertised when the product is recognized when contrasted with an anonymous or falsely named, and accordingly obscure, rendition of the product.

The impact of product works on consumer reaction constitutes an exceedingly imperative subject while breaking down the value the product has for the organization.

Problem Statement

The aim of this study is to evaluate and identify the factors because of which Social Media has changed the brand positioning dynamics.

Research Objectives

The following are the research objectives:

- Analyzing the capabilities of Social Media to influence consumerism and marketing
- Evaluating the brand Position in the digital era
- Identifying and evaluating how Social Media has influenced brand positioning.

Research Questions

To direct the research in an appropriate direction, the following are the research questions:

Primary Research Question

- How has Social Media influenced the brand positioning dynamics?

Guiding Research Questions

- What is brand positioning?
- How has brand positioning changed in the digital era?

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