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Abstract

The aim behind this study is to analyze how social media can be utilized for branding purposes, what ought to be mulled over when utilizing web-based life for branding purposes, and to inquire about the effect of social media on brand image in contrast with conventional media.

Ideas identified with branding, online networking lastly branding in social media are presented and inspected in the hypothetical piece of the theory. The experimental piece of the thesis comprises of a quantitative survey study among consumers between the ages of 15 and 60.

The outcomes demonstrate that the general importance of social media for branding and its effect on brand picture is commonly equal to those of conventional media. In any case, there might be huge contrasts relying upon the focused-on portion of customers. The outcomes demonstrate that the socio economics and online networking utilization indicate a significant relationship with purchasers' impression of the effect of social media on brand image.

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CHAPTER 1: INTRODUCTION

1 INTRODUCTION

Social media has turned into a broad communication. No other usual channel has a comparative group of viewers worldwide than Facebook with its more than 1.86 billion energetic months to month users (Zephoria Inc 2017). The quantity of web-based social networking customers is additionally anticipated that would develop in Facebook, yet in addition crosswise over other internet-based stages. As per Statista (2017), the measure of social media users will go up to 2.67 billion before the finish of 2019; and, it is anticipated that by 2020, there will be 2.95 billion webs based on this media. Accomplishment in online networking has turned out to be one of the key objectives of organizations' general marketing procedure.

The age of information technology and digital media offers a great deal of new chances and backings for the market members. Producing and beginning another product or package has turned out to be considerably much easier for organizations than any time in recent memory by taking favorable circumstances of such qualities. Accordingly, the quantity of new businesses has been rising quickly and rivalries among those and existing ones have been more tightly than ever too (Valtari & karkkainen). Hence, it might be well said that social media era is bringing the possibilities and difficulties for the both associations and consumers. To be fruitful, a successful digital marketing strategy that allows its competitive advantages is crucial to exposing such circumstances.

Regardless of the vulnerability of estimating rate of profitability (ROI) from social media marketing, especially, while being joined with conventional advanced methodologies, for example, email marketing social media advertising is observed to be particularly important when an organization endeavors to expand group of viewers visit and brand awareness, or needs to produce movement to its website(s). (Statista 2017a).

The theme of the thesis is branding in web-based life and the effect of social media on brand image. With regards to this thesis, branding is characterized as the exercises that mean to upgrade brand value. Brand picture alludes to purchasers' impression of a brand. The purpose of

the thesis is to look at how internet-based life can be utilized for branding purposes and to explore the effect of online networking on brand picture in consumers point of view. The thesis analyzes what things ought to be mulled over when utilizing online networking for branding purposes and furthermore it looks at the utilization of social media to the use of conventional media and the centrality of internet-based life to the importance of traditional media as an influencer on brand picture.

1.1 Background

1.1.1 Social media

Social media is a growth of uses dependent based on web 2.0 and it enables the customer to fill its substance. Social media networking will stop if there isn't any consumer filling content. The characteristic social media is the message that is passed on for one individual as well as many individuals. The message tends to be quicker than the other media since the communication with numerous customers makes this media sparkling. Social media can be as gatherings, microblogging, social networking, social bookmarking, wikis, podcasts, videos, rating and social bookmarking (Kaplan and Haennlein, 2010, Weber 2009). Weber also includes search engines as a definition of social web and describe them as reputation aggregator with the task of aggregating sites with the best invention or facility to propose and generally set things in order of status (Weber, 2009). Weber approaches the query of branding in social media.

Social media is an umbrella term that comprises of different kinds of web-based life. Now and again it might be hard to decide if a site, application or stage fits the meaning of social media or not.

Regularly the word social media is utilized synonymously with online interpersonal organizations to allude to sites, for example, Facebook, Google+ and LinkedIn. Nonetheless, the broad idea of web-based life likewise incorporates different sorts, for example, blogging, miniaturized scale blogging, web-based rating, social news, social bookmarking, discussion, and different mixed media stages (Cite 2012; Grahl 2016). Numerous social media stages comprise components from at least two of these classifications (Cite 2012).

Social networks are electronic applications or stages that permit correspondence between clients, which might be through data, remarks, messages, pictures or different kinds of correspondence (Oxford Dictionaries 2016a). This network incorporates sites like Facebook, Google+ and LinkedIn, and more often than not client profiles are a key piece of the stage (Cite 2012). These are the kind of online networking that are frequently talked about and alluded to when the term web-based social networking is utilized.

Online journals are sites that are refreshed consistently (Oxford Dictionaries 2016b) which comprises of articles. They are normally centered around a particular theme or an individual blogger's life by and large (Cite 2012). What makes web journals social, is the capacity to make 20 comments on blog entries.

Forums and message panels are most likely the oldest method of (Cite 2012), and predate the use of the term, social media. The purpose of forums and message boards is to run a platform for dialogs by members (Grahl 2016) and the discussion usually rotates about roughly exact topic (Cite 2012).

Microblogs contain websites like Twitter and Tumblr (Cite 2012). Microblogging service area center on quick posts (Grahl 2016), which may involve of text, images or video that generally seem to other users who have 'followed' the one who is sharing the post (Cite 2012).

 Media sharing stages let their users to upload, share and view media contented, which is typically images or video (Grahl 2016). Media sharing platforms comprise YouTube and Instagram for example (Cite 2012).

Social media platforms and social media as a concept is continuously evolving. Hence this list of subcategories of social media is not intended to be comprehensive, instead it only covers the most common types of social media. There exist also other types of social media, and new types of social media are being formed continuously, which may not fit into any of the previously mentioned subcategories.

1.1.2 Significance of social media

Social network infiltration worldwide is consistently expanding. In 2017, 71 percent of web clients were informal organization clients and these figures are required to develop. Long range social communication is a standout amongst the most well-known online activities with high client commitment rates and growing portable conceivable outcomes. Social networks not only enable users to communicate beyond local or social boundaries, but also offer possibilities to share user-generated content like photos and videos and features such as social games. Social advertising and social gaming are two major points of revenue for social networks (Rathore et al. 2016)

Within the light of their predominance and leverages, most associations around the world have begun considering deliberately how they can benefit from social media to form beyond any doubt they reach their clients as well as contributing to their customers' experience (Leeflang et al., 2014; Leung et al., 2015; Tuten and Solomon, 2015).

In fact, in contrast with conventional communication platforms (i.e. TV, radio, daily paper), social media speaks to a more imaginative and gainful communication channel providing clients with tall interactivity and individualization as specified some time recently (Leeflang et al., 2014). This can be in addition to its capacity to rapidly and effectively provide the data required and get input given by clients in a fast and exact way (Shilbury et al., 2014).

For example, as expressed by Abreza et al. (2013), utilizing social media comprises of a number of profits for the firms' brands such as growing the customers' information, locks in the client more, and interacting productively with clients. Similarly, associations have gone through an impressive exertion and cash in designing their showcasing methodologies utilizing social media applications. Agreeing to eMarketer (2014), almost $138 billion were expected to be contributed in this zone by 2014.

Within the USA alone, firms' consumption on the limited time campaign posted on the social media stages has too been developing marvelously over the later a long time to reach around $4.2 billion by the conclusion of 2013 (eMarketer, 2013).

Such a successful part of social media from the authoritative viewpoint has been found that that a firm's value can be enhanced by a firm's advertising effort directed through social media

platforms (2016; Yadav et al., 2016). Kimet al. (2015). Along these lines, for this sort of relationship to be set up on a B2C level, a cooperation between the online advertiser and the client must be based on the web-based social networking stages which are propitious. According to Mahan (2011), customers are more likely to be motived to use social media platforms and to interact with sport organizations using such platforms by the role of hedonic motivation.

There are different reasons why an organization may choose to go on the online; it can either be to create or set up a brand, develop contacts, assemble deals or to set aside extra cash by actualizing different procedures that cut existing costs the organization is right now acquiring. Whatever the explanation behind organization going online, the job and estimation of the system is on a very basic level essential to capture.

The following are three esteem power laws that apply to social organizations and networks. These laws draw the significance of having tremendous complex designs on a relationship. Despite the fact that the Sarnoff's law and Metcalfe's law were not begat by the creators explicitly for the internet-based life systems, they have similarly been grasped as a result of the similarity they hold on for the social life organizing structure (Killian and McManus (2015).

Within the Nordic region, more that 75 percent of the internet population are Facebook users, Facebook being the most used platform in both Denmark, Finland, Norway and Sweden. The second and third utmost used stages vary between countries. In Norway, the three most used social media platforms are Facebook, WhatsApp and Instagram - all three of which are, in fact, owned by Facebook. (Audience Project 2016 p. 2-3).

1.2 Brand

Generally, a brand has been seen principally as an identifier of merchandise and ventures, that empowered organization to isolate its items or administrations from contenders. For example, American Marketing Association (AMA) characterizes a brand as "a name, term, sign, image, or plan, or blend of them which is proposed to recognize the merchandise and enterprises of one dealer or gathering of venders and to separate them from those of contenders". (Keller 2013).

Today, be that as it may, brands are believed to mirror much something other than the results of the company. A brand is accepted to be one of organization's most significant resources showing the essence of the organization and making it unmistakable according to general society (Alhaddad 2015; Investopedia, LLC 2017a). For example, Jeffery (2010), depicts a brand as "a

shopper impression of an item or administration" that "may incorporate the entire organization, for example, Disney or Apple".

He features that marking drives buyers to investigate the organization's products and administrations, yet reminds that customer discernment isn't just influenced by marketing operations, yet in addition by close to home encounters and other people's recommendations Thus, Kapferer (2008 p. 2) expresses that "a brand exemplifies in its name and its visual image all generosity made by the positive experiences of clients or prospects with the association, its products, its channels, its stores, its communication and its kin." A visual brand personality, which means the manner in which business needs to be seen by buyers (Investopedia 2017b) - in the case of being as important and claim in as ever - isn't sufficient, if purchaser view of a brand is antagonistic for reasons unknown.

Source: WURKHOUSE on 25 July 2018

In a competitive world, it has turned out to be basic for brands to by one way or another emerge from the group. It is contended that "it's the end for normal brands" that absence of character, and proposed that just brands that augment fulfillment - e.g. by offering to a great degree low costs or rewarding experiences - will endure. It very well may be even addressed if organizations can mark something through paid advertising techniques. (Kapferer 2008 p. 2) Especially in social life media, brand can be comprehended as the connection between an association and its gathering of people. For example, Gardner (Brandisty), states that "a brand is earned, it is a reward for the diligent work of building genuine, enthusiastic associations with the crowd." According to this view, mark shopper connections frames an establishment for the creation and conveyance of significant worth in the present competitive world.

1.2.1 Branding

Branding comprises of an organization separating itself from its opposition, by making an exceptional idea with unmistakable and elusive attributes aimed for particular target markets, and

all the more critically consolidating these with a recognizing name and picture that can be related with quality and fulfillment. (Building a Brand, 2004)

As indicated by Milevsky and Smith (2009), branding comprises of two sections:

– The predictable satisfaction of the brand guarantee and raising of desires.

– The improvement and task of unmistakable visual and identity driven qualities and the progressing exertion to mirror the brand decidedly through all marketing and correspondence vehicles. (Miletsky and Smith 2009, 68). The motive of branding or brand building is to create and efficaciously talk brand that is different from the competition, to which consumers have a sturdy brand focus and a high-quality manufacturer image, which lead to manufacturer equity. Differentiating a brand from the opposition is referred to as manufacturer positioning. Brand positioning consists of defining the brand's distinct values, desires and characteristics (Geel-hoed, SamhoudandHamurcu2013) and the use of these as a groundwork for growing a manufacturer that is perceived through shoppers as distinct in evaluation competing brand. A robust brand is a vital intangible asset which may additionally have widespread financial value. According to De Chernatony, McDonald and Wallace (2011), it is estimated that at least 20% of the price of companies on foremost stock markets comes from brands.

1.2.2 Importance of branding

Branding is truly necessary to a commercial enterprise due to the fact of the general influence it makes on your company. Branding can alternate how human beings discover your brand, it can strength new business and enlarge company awareness (Alhaddad, 2015).

According to Elizabeth Smithson (2015) the most important causes branding is vital to a commercial enterprise is because it is in what way a corporation receives consciousness and will become acknowledged to the consumers. The emblem is the most important element of branding, mainly where this aspect is concerned, as it is genuinely the face of the company. This is why an expert brand layout has to be effective and easily notable, making an impact on a person at first glimpse. Printed promotional products are a mode of attainment this across.

Brand recognition is comprehended as the insignificant dimension of awareness and can be estimated utilizing a helped review test, a promoting research procedure that is utilized to decide how well a brand or e.g. its ad is recalled by a test gathering of people when they are given proposals or prompts about it (Web Finance Inc. 2017d).

Brand recognition is best when people in general, or organization target market, can express a brand without being unequivocally presented to the name of the organization, yet rather through different traits or visual signifiers, for example, logos, trademarks or hues (Investopedia, LLC 2017b) Brand recognition, otherwise called helped review, alludes to shoppers' capacity to affirm earlier experience with a specific brand when given the brand as a signal. Implying that, a consumer can distinguish, in various conditions, that a brand has been seen or heard previously.

As indicated by Sprout Social (2016), 86 percent of the online networking clients need to and do pursue brands via social networking media. Fundamental activities that influenced individuals to pursue brands on social is their enthusiasm towards goods and services, enthusiasm towards brand advancements and entertaining content.

On the other hand, following a brand does not straightforwardly relate with commitment. As per Haven (2007), commitment contains of four segments: includement, connection, closeness and impact. The dimension of commitment components can be followed by following e.g. site visits, time spent, site visit and hunt keywords, contributed comments, exchange and communication, feeling tracking, and content shares.

An expert look and well-strategized branding will assist the organization construct believe with consumers, possible clients and customers. People are more probably to do enterprise with an agency that has a sophisticated and professional representation. Being top branded offers the impression of being industry professionals and makes the public sense as even though they can have faith your company, the products and services it presents and the way it handles its business. (Keller 1993).

1.3 Aim of the study

The issue is present and vital to organizations that work in the purchaser markets, and to some prospect to those that work in the business-to-business markets, in light of the possibility that online networking has turned into a critical promoting channel for brands, its effect on brand value and brand picture is huge, and because of its nature it requires an alternate sort of methodology in contrast with correspondence on customary media. It is vital to know how fundamentally social media involvement may influence brand value and brand picture, so organizations can assign assets to it consequently.

In this way the research questions comprise of the accompanying:

1) What are the effects of social media on brand strength?

2) What is the relationship between E-WOM and brand image

3) What is the relationship between posting interactive post, client engagement and brand image?

4) and what is the effect of social media on brand picture in contrast with conventional media?

In Norway, the arrogances towards social media advertising have been fairly doubtful and social media has not generally been considered as a serious promoting channel. In the event that still a couple of years back, unadulterated nearness in social networking was comprehended as an awesome credibility for small brands to increment worldwide connect and interface with buyers, with quick marketed social media platforms, the circumstance has changed drastically. (Grapevine 2017a).

The huge potential online networking offers for achieving buyers, expanded rivalry for attention, and pattern towards paid advertising, joined with publicizing basic and enabled social media-based consumers, influences additionally smaller organizations to think about their social media attendance and advertising activities more deliberately than earlier (see e.g. Valtari and karkkainen 2016).

1.4 Academic relevance

This study takes into consideration, the work that has been done by previous researchers and aims to fill a gap in literature. Scholars such as Kim and ko (2010) found out that social media marketing activities have a strong influence on a brand's reputation; LaRoche et al (2012) found

out that social media boosts brand awareness and fortifies trust; Shen and Bissel (2013) found out that social media enhances brand image while Michaelidou et al (2011) found out that social media improves brand relationship. However, the question of what social media activities aid firms in building brand equity is left unanswered, this is the gap which this research seeks to fill.

1.5 Managerial relevance

This research work would be beneficial to managers and firms in the following ways:

• Help managers see the importance of implementation social media marketing: It would help managers see the need to implement the use of social media if they aren't doing so already.

• Encourage managers in understanding how social media can be used to enhance the customer-based brand image of firm.

• Support firms realize how social media activities would be of benefits to them.

• Act as a tool for firms and managers to re-evaluate their present social media portfolios.

• Prepare managers with appropriate knowledge to re-adjust and make proper decisions regarding social media, which would help firms in attaining their brand objectives and enhance brand image.

• Offer recommendations that would help firms develop policies that support the achievement of their branding purposes using social media.

1.6 Conceptual framework

To frame a comprehension of what brand awareness implies in web-based life setting, the focal ideas, for example, brand, brand awareness were characterized. In view of a few studies, utilization of online networking does positively influence brand awareness (see e.g. Abdelmoety and Gounaris 2014; Hutter et al. 2013). Bond (2010) has recommended that brand awareness is a result of client commitment in internet-based life setting. Xu and Chan (2010), then again, contend that informal exchange has coordinate association with brand awareness. Such

discoveries were upheld by an exploration made by Shojaee and container Azman (2012), who recommend that brand presentation, electronic informal exchange and client commitment have positive connection with brand awareness in social media life. These variables shape a hypothetical structure to additionally examine solid activities that impacts brand image through social media stages Facebook and Instagram.

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┌──────────┬────────────────────────┐
│          │  Brand Exposure        │
│          ├────────────────────────┤          ╭──────────╮
│ Social   │  Electronic Word-of-   │          │  BRAND   │
│ Media    │  Mouth                 │   ───▶   │  IMAGE   │
│          ├────────────────────────┤          ╰──────────╯
│          │  Customer Engagement   │
└──────────┴────────────────────────┘
```
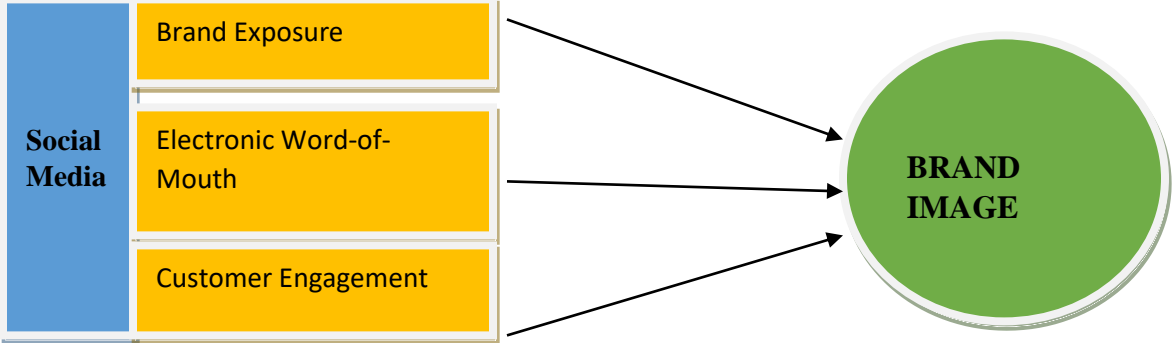
Figure: Conceptual framework

CHAPTER 2: LITERATURE REVIEW

2.1 Brands on Facebook and Instagram

Instagram has initiated its promoting business particularly inside the most recent year, and run of the typical clients are following a greater number of records than previously. This, together with the expanded number of dynamic brands is Instagram, has made more clamor inside the mode and expanded the measure of content in clients feed. Thus, brands' natural reach and commitment levels have diminished shape what they were prior (Cohen 2016). However, as indicated by most recent insights, brands are as yet getting multiple times more commitment in Instagram than in Facebook, which urges advertisers to put more accentuation on Instagram. In any case, Facebook is regarded magnificent as far as scale and reach. (Heine 2017) Combined utilization of these stage, is in this way, legitimate.

Facebook has more than 60 million dynamic brand pages, and even 50 million active business Pages. In spite of the fact that 75 percent of the brands pay to advance their posts, just 2.5 million organizations pay to be active sponsors (Smith K. 2016). As an expansion to internet-based life nearness for a brand, Facebook offers an extensive variety of various promoting conceivable outcomes that might be utilized to achieve diverse marketing goals of an organization.

Likewise, because of Instagram's visual nature and high client commitment rate, it has been viewed as an important advertising device. The quantity of brands utilizing Instagram has consistently developed. Roughly 50 percent of brands use Instagram, yet the number is relied upon to develop to more than 70 percent in 2017. (Myers 2017).

2.2 Brand exposure in Facebook and Instagram

Social networking stages, for example, Facebook and Instagram, empower repeated gathering of people exposure, particularly among those purchasers that pursue the brand. Brands can make brand pages to Facebook and Instagram to make sure being normally found, to share data, attach connects to firm possessed destinations, (for example, web-store), and distribute brand related content. Distributing brand posts often and reliably, expands the general introduction of the brand among its followers. Also, through earned shares, likes and comment (e-WOM) posts can

be (in any event to some degree) seen by devotees' contacts (in Facebook). As potential clients see and experience a brand various occasions, they turn out to be progressively acquainted with it and possibly shape increasingly inspirational frame of mind towards the brand (see e.g. Halliburton 2013).

Records support the utilization of Facebook and Instagram for brand presentation. As indicated by Sprout Social (2016) study with over 1.000 clients of Facebook, Instagram and Twitter, about 58 percent of the respondents were bound to purchase from a brand that is followed in social media, and more than 60 percent expected to see presents two to four (2-4) times before making a purchase decision. Just 15 percent of the respondents stated, that visit a post just once to be sufficient to make them follow up on it.

2.3 Establishing brand awareness through social media

Nowadays, social media is turning out to be one of best tools to market products and services and stand out of the crowd. When branding is done correctly through social media, it can and will help to connect with target market in an optimal way. Social media branding is about reliably utilizing the right methods to engage with target market on social media platforms. The aim or purpose of using social media is to boost brand awareness to people. By utilizing the power of social media branding, a company can build a robust network of customers who are not only loyal to the brand but also eager to purchase from the company (Standberry S. 2019).

Branding is a significant stage for any business that helps to sustain business in a longer period. Branding is about defining what companies stand for and at the same time attracts prospects that are likely to turn into customers. At the beginning of branding stage, every business lead is important. Social media branding makes easy for a company to attract more relevant people into the sales funnel by giving them a reason to trust the company (Standberry S. 2019).
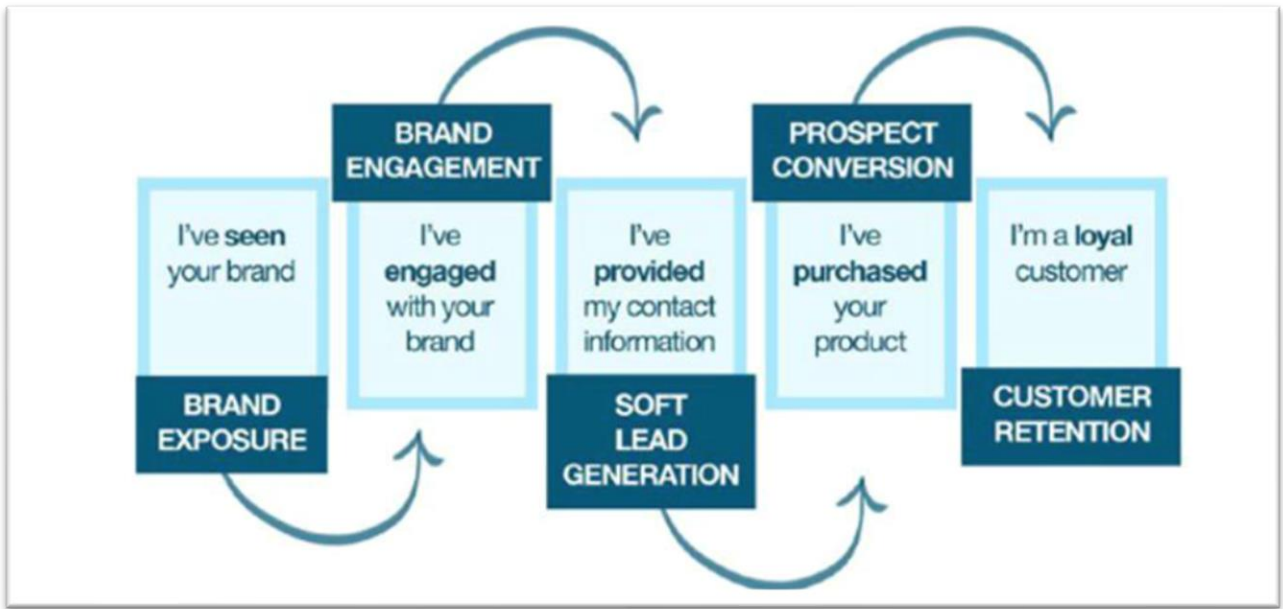
Figure 2 Source: LYFE Marketing

There are four key areas in social media marketing that a company need to work on improve company's branding image through social media. Every company needs to focus on these four key areas while doing marketing activities on social media.

Identity: in order to become a successful with social media branding, marketer need to know own business. Especially, what defines the brand and how does the brand differentiate from others? What does it seek to achieve by branding through social media? It is easier to craft the right message when the marketer knows about own brand's identity.

Audience: Understanding and knowing target audience is main part of social media branding. Audience allows taking a precise, tailored approach with branding efforts. If a marketer wants to help the audience, he needs to get into their shoes.

Content: the type of content company shares on social media that really shapes the brand. The content has the power to make or break social media marketing campaign. So, developing and sharing appropriate content is very important to create brand image.

Design: Visual elements play a critical role in how followers perceive the brand on social media, which is why aligning the brand design with marketing goals, is a step that cannot afford to ignore. (Standberry S. 2019)

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This is the common way of using social media for branding and marketing purposes.

2.3.1 Brand exposure

Advertising exposure allows to presenting promotion to buyers, with attempts to accomplish organization objectives, for example, motivating target customers to purchase a product or service (Hearst Newspapers, LLC 2017b). Also, brand exposure can be understood as introduction of a brand to target customers to accomplish organization objectives. Exposure is connected to familiarity (and acknowledgment). The Mere Exposure Effect, also called as the familiarity principle, describe a phenomenon that causes individuals to rate or feel things and individuals more positively if being presented to them frequently and consistently (Joshua Kennon 2012).

H1 Brand image is positively affected when the brand frequently updates its contents on social media.

It is a potential hypothesis to describe brand exposure relationship with brand awareness: familiarity grows through customers' unintentional participation in advertising correspondence procedures, for instance, as followers get presented to a brand in social media (see Shojaee and canister Azman 2012).

However, familiarity is only one part of the overall challenge of creating brand awareness. It is significant that a brand is associated with the right reasons rather than wrong reasons. How much a product is known, doesn't really make it significant to a chosen market, nor regarded or favored by consumers. (Aaker 1996, p. 17; Keller 1993, p. 10) One of the greatest adversaries of marking is overexposure - customers get tired with the "buzz" easily and are continually looking for something new. (Gobé 2001 p. 306.) for instance, the respondents of Sprout Social Index (2016), considered posting an excessive amount of limited time content as the most irritating thing that brands can do in social media. Indeed, even 46 percent of the respondents had un-followed brands that posted an excessive number of promotional messages and 41 percent brands that posted irrelevant information.

Although social networking sites enable repeated exposure, brands need to think about what sort of substance and how much substance is published. Brand awareness and familiarity to-wards the brand can be expanded with an appropriate marketing technique, yet strongest 27 brands are managed for strategic awareness rather for general awareness. (Aaker 1996, Keller 1993)

H2 Consumers perception of brand strength is (positively) affected by communication in social media.

2.3.2 Electronic Word-of-Mouth (e-WOM)

Word-of-mouth is an unpaid type of promotional advancement, wherein one consumer tells to other customers about brands, products and services (Entrepreneur). Electronic Word-of-mouth (e-WOM), therefore, allows to consumer-based brand or product advancement in within digital channels. Word-of-mouth has direct connection with brand awareness (see for example Xu and Chan 2010), and it has turned out to be one of the most powerful promotional tools, as individuals have greater prominent trust towards brands and organizations that are prescribed by friends and family. 84 percent of worldwide consumers believe that WOM is the most reliable source of product suggestion. On the other hand, 77 percent of purchasers are more willing to purchase a new product when they find out about if from family or friends. (Goehring 2016).

H3 Brand image is positively affected when the brand offers contents that are popular among the friends on social media.

Trusov, Bucklin and Pauwels (2009), argue that electronic WOM is connected to the number of new individuals who subsequently join brand sites (sing-ups). Also, Trusov et al. suggest that carryover impacts from WOM are longer than of traditional promoting activities, and produce considerably higher response elasticity. So, encouraging WOM might be useful for a brand. One probability is to make a challenge, a reward framework or offer some sort of incentive that will be also convincing to new customers. Buyers may need a reason to share information, and having incentives connected to a campaign may build the feeling of sharing something important. Incentives are dependent on the organization, yet some of the incentives that are most likely shared with free cost of sending, samples or trials. Incentives might be costly, and therefore not reasonable for organizations with limited resources. (Bailey 2014)

However, increasing the number of followers of the company by offering incentives doesn't really influence engagement positively, as it might lead expanding number of followers that are not truly expansion of a brand (Sprout Social 2016). Furthermore, it should be remembered that not all WOM is positive. Negative WOM might increase negative brand awareness. In this manner, social media actions, content and brand awareness might be promptly considered to avoid mistakes that may damage for brand image.

H4 Brand image is positively affected when the brand offers advantageous campaigns on social media.

2.3.3 Client engagement

As indicated by Sprout Social (2016), 86 percent of the online networking clients need to and do

pursue brands via social networking media. Fundamental activities that influenced individuals to

pursue brands on social media is their enthusiasm towards goods and services, enthusiasm towards brand

advancements and entertaining content. On the other hand, following a brand does not

straightforwardly relate with commitment. As per Haven (2007), commitment contains of

four segments: includement, connection, closeness and impact. The dimension of commitment

components can be followed by following e.g. site visits, time spent, site visit and hunt keywords,

contributed comments, exchange and communication, feeling tracking, and content shares.

H5 There is a significant relationship between client's assignation on a brand's social media platform and brand image.

2.3.4 Social media versus traditional media

Conventional media comprises of media, for example, TV, print, radio, regular postal mail and open air, which are traditional types of promoting (Quilici, 2011). Publicizing in conventional media includes numerous difficulties including the extensive measure of valueless contacts, high costs, and the decreasing effect identified with the progressions of media conduct and the computerized unrest (Karjaluoto 2010).

Conventional media depends on a one-to-many model. The brand message is made and imparted to a mass crowd through customary media channels, as a single direction correspondence. This single direction correspondence isn't as compelling in making commitment or advancing informal, in contrast with online life. (Hausman, 2014).

Internet based life is multidirectional and continuous, and it empowers need based correspondence and utilization of substance, in the ideal minute in time and in the ideal amount. Social media contradict the customary media correspondence model and change the principles of correspondence markets. (Juslén 2009). Via web-based networking media clients can take part in direct discussion with brands and with one another, which makes it a decent stage for relationship and informal advertising.

At the point when Web 2.0 was presented, it changed the correspondence to two-directional; it empowered an exchange among clients and associations. This two-directional vertical commitment can be found below. (Blanchard, 2011)

ORGANIZATION
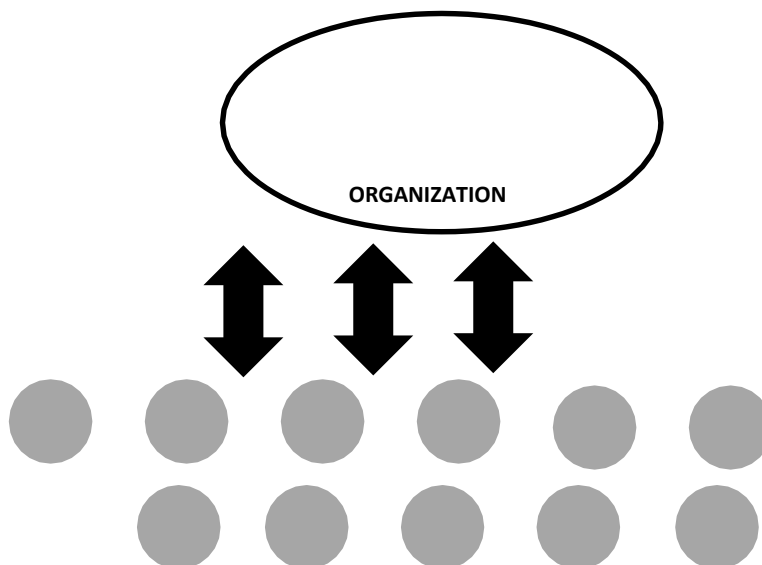
Figure.3 Vertical engagement: two-directional (Blanchard 2011)

Today social media allows users to share content, links, comments, and post their opinions that reach a multitude of other users rapidly.

H6a Branding in social media has great impact on brand image.

H6b Branding in traditional media has great impact on brand image.

2.4 Challenges in utilization social media for branding purposes

Every company spend millions of dollars on branding and marketing to create their positive brand image to people. Companies try to formulate great strategies and consider mass media campaigns as the cutting edge. Nowadays, social media is a great opportunity for marketplace because consumers are increasingly use social media for variety purposes compared to other Medias. On the other hand, social media marketing also have some challenges which are as follows:

2.4.1 The liquification of the economy challenge

Majority of the valued produced by the world economy comes from agriculture to manufacturing in the 19th century, and in the 20th century manufacturing to service, and from service to information in this 21th century (Martin & Midgley, 2003). As indicated by Lambrecht et al. (2014) organizations buy and sell digital information as an product due to its unique qualities: Information is (1) not-rival, implying that consumption doesn't diminish accessibility to other people, (2) it has close to zero marginal cost of production and distribution even over large distribution, (3) it has lower cost of inquiry than items sold in offline stores, and (4) decreases transaction costs.

Therefore, as opposed to products and services, information is highly liquid, implying that it flows easily in our time of ubiquitous digital network systems. It really makes formerly important barriers, similar to national borders, permeable, complicating the web regulations, for example regarding content copyright or worldwide trade licenses. In any case, the border of the firm has become progressively penetrable also, and sometimes this is problematic. There are

frequent database trades or robberies by hackers, with real systems networks attacks by organized groups or governments (Fernandes, Soares, Gomes, Freire, and Inácio,2014).

2.4.2 Challenge to manage customer creation and engagement

Marketers have long acknowledged belief that the consumer co-creates value (Vargo and Lusch, 2004). Promoting is a procedure of performing acts in interaction with the customer, who is an operant and fundamental asset for the firm. Consumer cooperation may include labor, data, service specification, quality control, information sharing and explicit capabilities (for example design) (Mustak, Jaakkola, and Halinen, 2013). However, in numerous prototypical new organizations the customer creates almost the majority of the worth. Instances of this are organizations like Facebook, AirBnb, and Uber, organizations with modest human asset or other resources. This is consistent with the perspective on Grönroos and Voima (2013) who emphasize the consumer role in worth creation since co-creation is fundamentally based on the increased value created due to buyer and seller connection.

Now we can say that promoting and branding practice is shifting away product management and toward product management. Thus, we may find that learning about offline stage platform management will be versatile to online platform. In the online based setting, technology reliability, interface ease of use and decreased costs turns out even more crucial (Mikkola and Skjøtt-Larsen, 2006). In this shift toward online platform, key promoting capacities incorporate encouraging engagement (Hollebeek, Glynn, and Roderick, 2014), and the capacity to manage two-sided markets. Active ways to connect with customers through social media may contain utilizing traditional promoting instruments online, for example, customer service, customizing the offer, arriving at social media influencers and utilizing customer creativity to develop together with customers (Constantinides, 2013). Moreover, there is frequently a need to foster user generated content (Smith, Fischer, and Yongjian, 2012) and to recognize influential users (Trusov, Bodapati, and Bucklin, 2010).

The following research questions may arise:

2.4.3 Challenge of targeting the right platform and audience

Social media like Twitter, Facebook, Instagram and LinkedIn they all have different purpose and users are also use them for a specific reason. Finding those reasons and purposes of users with what the users wants to see and engage with can be a game of trial and error. In contrast with public speaking, presenting content to social media is a curate effort and is customized to a particular group of audience. Knowing what their interest and who they are so can be difficult. It takes persistence. Refrain from sounding the same and equivalent in all posts. It can attract new eyes to the content. But thing is that, when it's a one-individual show, it can be very challenging to be the voice for the many individuals in the organization (Pasare B 2019).

2.4.4 Challenge of staying up-to-date with latest trends on a daily basis

Social media is continuously changing in every time, so biggest challenge will be staying up to date with social media. This change can also be changes to one of the platforms, for example, Facebook presenting a new algorithm or function, a customer managing a community management issue or even simply day by day trending events in famous culture that warrant a reactive social post. Given how rapidly space is developing, this is just about a full time works in itself and turns into a genuine balancing the more every day's tasks. Responsive content and posts are the other tricky bit of the job to balance activities, given that these usually need to consider customer signoff time and design resource means customers are always keeping a company on company's toes (Thrope H (2019).

Chapter 3: RESEARCH METHOD

In this chapter, the research method is discussed. It also introduces the research methods to be adopted, data sources, data collection instruments to be used and data analysis.

3.1 Research design

Saunders et al. (2007) define research as somewhat that people accept in order to discover out things in a systematic way, thereby increasing their knowledge (Saunders et al. 2007). That "something" is the reason why this research was carried out in arrange to pick up information on the range of study. Most analysts decipher methodology as a favor equivalent word for strategies. In any case, Reich (1995) gives disparate view to this, he characterizes methodology as a congruous collection of presumptions and objectives basic methods, the methods, and the comes about of carrying the strategies out being interpreted and assessed (Reich, 1995).

According to Ojo (2003), research design is a "plan, structure and strategy of investigation used to provide answers to research questions and to control variance". Research design may be descriptive, test or exploratory whereas survey strategy may be cross-sectional or longitudinal. This study uses clear research plan and a cross-sectional study method for data collection using a survey as an instrument for data collection.

According to Punch (1998), research design is the fundamental plan for a piece of research and includes four main ideas; "the strategy, the conceptual framework, the question of who or what will be studied and last but not the least concerns the tools and procedures to be used for collecting and analyzing empirical materials".

3.2 Population of the study

According to Akinwande and Owolabi (2009), the population of a study refers to "the set of potential observations from which a sample is drawn". It includes of a group that makes up the object of interest in any study. The population of this study cuts in Norway. To be specific, students in the Bachelor and Master level students at different universities in Norway.

3.3 Sample size

Concurring to Punch (1988), sampling may be an exceptionally vital subject in research methodology. Agreeing to Bailey (1982), a sample can be characterized as a parcel of a add up to populace from which findings are being made. The test ought to always be seen as an estimation of the whole population instead of the population in itself. He states that there are two sorts of examining strategies; probability and non-probability inspecting. For the reason of this research, non-probability examining is utilized and particularly, comfort sampling is received. This study adopts a sample size of 150.

3.4 Questionnaire development and data collection

While making questionnaire we keep in mind about Esterby's five principle for questionnaire (Esterby-Smith et. al, 2012). We have developed our questionnaire with the help of our literature review, from there we get idea what would be our hypothesis. To keep those things in mind we have designed our questionnaire. An online survey was conducted using Google Forms. We send email to our school and dormitory mates for directing examination then we ask for them to send this survey to others those they know as students in different universities in Norway and we have sent the poll who are familiar to us. This is called snowball strategy.

We have utilized snowball inspecting strategy, since we know numerous students from our class. We have used two section one for hypothesis and other one for demographic information of respondents. Nominal data has been collected from demographic section. Nominal data is just labels (gender, age) type. Likert scale has been used to measure the respondents' attitudes, feelings and opinions about our statement.

In collecting data, Armstrong and Overton (1977) has criticized mail study for having a potential of non-response inclination. Non-response inclination basically implies individuals not reacting to the survey sent by means of emails or other electronic implies. Armstrong and Overton (1977) state that the foremost commonly suggested assurance against non-response inclination is the

decrease of bias or inclination. In direction to cut and combat non-response inclination, the following steps are taken in the questionnaire:

a) Conducting the survey, a cover letter is involved which explicates to respondents that data attained will not be cast-off any other purpose than this thesis and would be treated with privacy.

b) The survey is designed as simple and short as possible to minimize respondent's time.

3.5 Research instrument

Concurring to Akinwande and Owolabi (2009), questionnaire is the foremost broadly utilized instrument in a study think about. Based on this, an organized survey was drafted, which comprises of closed-ended questions. The five-point sort rating scale is utilized in measuring reactions to most of the questions. The questions utilized within the survey are drawn from literature.

3.6 Validity and reliability of research instrument

Agreeing to Bailey (1982), a research instrument is considered reliable "if the measure does not change when the concept being measured remains constant in value. However, if the concept being measured does change in value, a reliable instrument will indicate change" Bailey (1982) further discourses that the validity and reliability quality of an instrument alludes to the consistency of the reactions from the respondents from one group of the instrument to another. This study uses the Cronbach Alpha Strategy to test the reliability of the instrument utilized.

Table 3.1

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No of Items
.780	.778	16

Reliability of the analysis instrument was performed for each scale (area) interior the instrument, and a blend of all scales utilizing the Cronbach alpha coefficient. The result shows that the total instrument yielded a constancy statistic of 0.78. The coefficient is high enough to taken into consideration and to conclude that the instrument is reliable.

3.7 Common method bias

Due to research instruments the variation in the respondent's reply and not the predisposition of the one's usually indicates to common method bias (Mackenzie and Podsakoff, 2012). In this research to avoid common method few preparations are implemented, followed by Mackenzie and Podsakoff (2012). The survey has gone through to respondents who are educated and are well known with a popular brand H&M. All vague idea has been evaded in the questionnaire to present it as simple as possible to the respondents. Similarly, reflective recall type questions have been ducked as well.

3.8 Data analysis

By using SPSS collected data was analyzed and to test hypothesis regression analysis was used since regression analysis is a popular statistical method used to measure relationships between variables stated hypothesis. To get a pure and brief appearance of data, the use of tables is utilized in the course of presenting the assembled data.

CHAPTER 4: PRESENTATION OF DATA, INTERPRETATION AND ANALYSIS

4.1 Descriptive statistics

The overwhelming portion of the sample consist of 92 male respondents whereas 55 were female respondents. Besides, the sample was formed up of mostly young respondents 114(77.6%) out of 150 with the age group between 20 to 30 years. However, it is important to note that the data has been collected throughout the Norway and total respondents is 150. Among them, 72.4% (105 respondents) frequently use social media and 22.8% use it more than five times daily. Among the frequent users 77 respondents use Facebook and 70 of them use it daily basis. Besides, 23 and 25 respondents use twitter frequently and daily basis respectively whereas 55 of them never use it. Likewise, 72 respondents use google+ daily and 18 of them never use it.

In the same way, 35 respondents frequently use Instagram and at the same time 50 of them never use this network. Moreover, we detect 25 snapchat users it frequently and 30 of them use daily basis. On the contrary, only 37 respondents frequently use traditional media whereas 48 and 46 of them use it sometimes and occasionally respectively. Besides, 7 of them never use this media.

Moreover, majority of the respondents are familiar with H&M brand as stated 88(60.3%) are moderately familiar with the brand, 41(28.1%) mentioned extremely familiar and 8(5.5%) are somewhat familiar. Likewise, 95, a majority of the respondents are more likely to trust a brand that is present on social media.

Similarly, a nice portion, 73 of the respondents are sometimes experience H&M brand social media, 36 stated they experience it occasionally and 17 of them always come in contact with this brand. The above-mentioned information is just a summary of the different tables that is available in the appendix.

Total sample size of our research is 150, most of them were male (92) respondents and female respondents were (55), 3 respondents were missing. In addition, the most of the respondents

were young (20-30) respondents (114).

Furthermore, our sample was well split between different level of people and most of them use social media frequently (107 respondents, 72.4%). Most of the respondents are familiar with the H&M brand as 41 answered that they are extremely familiar with the brand, 88 answered moderately familiar, 8 answered somewhat familiar and 6 answered slightly familiar. In addition, most of the respondents 95 persons (66%) are more likely to trust a brand that is present on social media.

This all information is a summary of our sample, details will be presented step by step. Finally, it can be said that our sample is good enough to generate valuable result regarding our thesis topic.

4.2 TEST OF HYPOTHESIS

Model 1

H1 Brand image is positively affected when the brand frequently updates its contents on social media.

H2 Consumers perception of brand strength is (positively) affected by communication in social media.   **Model 1**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.666ᵃ	.443	.435	.462
a. Predictors:				

Coefficientsᵃ				
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.

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		B	Std. Error	Beta		
1	(Constant)	.505	.140		3.620	.000
	The company that frequently updates its contents	.147	.080	.137	1.838	.068
	brand Communication	.556	.071	.582	7.797	.000
a. Dependent Variable: Brand Image of H&M Company						

This is a multiple regression, where dependent variable is brand image of H&M Company and independent variables are brand communication and informative content. This model shows that the relationship between updating contents and brand image is 0.147 on the other hand the relationship between communication and brand image is 0.556. So, both independent variables have positive relationship with the dependent variable. The model R-square (0.443) shows the strong power or influence on brand image that means 44.3% variation on brand image is influenced by content update and communication. So, hypothesis 1 and 2 are accepted.

H3 Brand image is positively affected when the brand which offers products that are popular among the friends on social media.

H4 Brand image is positively affected when the brand offers advantageous campaigns on social media.

H5 There is a significant relationship between client's assignation on a brand's social media platform and brand image.   **Model 2**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.529ª	.280	.264	.519
a. Predictors: (Constant)				

Coefficientsª						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.579	.178		3.254	.001

		.035	.045	.062	.779	.437
	The brand which offers products that are popular among the friends on social media	.035	.045	.062	.779	.437
	The brand offers advantageous campaigns on social media	.196	.070	.216	2.795	.006
	Relationship between client's assignation on a brand's social media and brand image	.404	.084	.391	4.826	.000
a. Dependent Variable: Brand image of .H&M Company. Significant at 10%						

This is a multiple regression, where dependent variable is brand image of H&M Company and independent variables are popular products among friends, advantageous campaigns and relationship between client's assignation on social media and brand image. This model shows that the relationship between offering popular products among friends and brand image is 0.035 on the other hand the relationship between advantageous campaigns and brand image is 0.196. And finally, the relationship between client's assignation on social media and brand image is 0.404. So, all independent variables have positive relationship with the dependent variable. The model R-square (0.280) shows the power or influence on brand image that means 28.0% variation on brand image is influenced by popular products among friends, advantageous campaigns and relationship between client's assignation on social media and brand image. So, hypothesis 5 and 6 are accepted. On the other hand, though the relationship between offering products that are popular among friends on social media and brand image is positive but this hypothesis is rejected because of significant (10%) level. That means there is no valid relationship between offering products that are popular among friends on social media and brand image.

H6a Branding in social media has great impact on brand image.

H6b Branding in traditional media has great impact on brand image.

Model 3

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.414[a]	.172	.147	.568
a. Predictors: (Constant),				

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.782	.331		2.367	.019
	1.What is your gender	.077	.101	.061	.762	.447
	Social media has great impact on brand image	.556	.071	.582	7.797	.000
	How familiar do you with H&M brand	.196	.063	.268	3.092	.002
	Traditional media has great impact on brand image.	.108	.048	.194	2.252	.026
a. Dependent Variable: Brand Image of H&M Company						

This is a multiple regression, where dependent variable is brand image of H&M Company and independent variables are impact of social media on brand image and impact traditional media on brand image. The result of this model shows that the relationship between impact of Social media and brand image is 0.556 on the other hand the relationship between impact traditional media and brand image is 0.108. So, both independent variables have positive relationship with the dependent variable, but social media has great impact on brand compared to traditional media. The model R-square (0.414) shows the strong power or influence on brand image that means 41.4% variation on brand image is influenced by social media and traditional media though familiarity with the H&M brand included with this model. So, hypothesis 7a and 7b are accepted.

CHAPTER 5: SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1 General discussion

This research has consequently far investigated the topic "Branding in social media and its impact on brand image" by using H&M as a study and the study gone through in Norway.

- Creating a brand image via branding in social media, they need to remain the posts informative since the informative post i.e. information about product, promotion, offer and timely information as this study detect a positive relationship between brand exposure in social media and brand image.

- This study discovered that the relationship between offering products that are popular among friends on social media and brand image is positive but this hypothesis is rejected. Therefore, brand should be more conscious on other variables.

- This research work also revealed that there is no significant difference between branding in social media vs traditional media. However, this study showed that client's engagement with brand is much more in social media than traditional one. Thus, brand should be more focused in social media.

5.2 Managerial implications

This research works has the following managerial implications:

- Building positive brand image through social media, they should maintain brand exposure contents on their social media platform since this study discovered that more and more brand post makes a brand reliable and create positive brand image.

- Brand should ensure the brand posts timely and informative.

- They should confirm interactive communication on social media as it makes a brand attractive, credible, popular and familiar as well.

- Brands would certify consistent and pertinent presence on social media and on as numerous social media stages as conceivable, as most extreme respondents specified that they are more likely to believe a brand that's existing on social media. Besides, social media nearness ought to be go with steady posting of suitable substance on their platforms.

5.3 Limitations and direction for further research

Since the abstract nature of some of the notions that were studied in this research, it was slightly problematic to limit what were the relevant variables that are correlated to the subject of the study and what questions might be used to accurately measure these variables in a questionnaire that was sent to respondents. Future studies should consider more accurate variables.

The work is limited to just a single brand (H&M) which serves as a study. This limitation similarly distresses the generalizability of the results as it is limited to clothing industry and may not be reachable in other industries or brands. Future studies as connecting to this topic should examine brands diagonally various industries.

The data of this research is based on a consumer survey; hence the respondents reported all the data by themselves. Thus, the respondents might sometimes not response to the questions exactly that corresponds with reality. The quantitative research method is not very capable of enabling the formation of more insightful explanations behind a certain behavior (Madrigal and McClain 2012). In addition to this, even with the total 28 questions of the questionnaire, it was not

possible to cover the research subject from all possible points of view. Further research should include more accurate questions in the questionnaire.

Another limitative factor was the time constraint in the gathering of the data. The responses of the questionnaire were gathered in a time frame of 7 days, which contributed to the non-response and limited the size of the sample. Therefore, future research should consider more time to get the maximum responses.

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APPENDIX 1

4.3 ANALYSIS OF RESPONDENT'S BIO DATA

Table 4.3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Gender					
Valid	Missing	3	2.0	2.0	2.0
	Female	55	36.7	36.7	38.7
	Male	92	61.3	61.3	100.0
	Total	150	100.0	100.0	

Table 4.3.1 shows that 92 (61.30%) of the respondents were males, while 55 (36.7%) were females. This shows that male respondents were more than the female respondents in the sample used, though 3 respondents were missing.

Table 4.3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Age					
Valid	Missing	3	2.0	2.0	2.0
	20-30	114	76.0	76.0	78.0
	31-40	27	18.0	18.0	96.0
	41-50	3	2.0	2.0	98.0
	Under 20	3	2.0	2.0	100.0
	Total	150	100.0	100.0	

Table 4.3.2 shows that 114 (76.0%) of the respondents were aged between 20 and 30 years of age,27(18.0%) were between 31-40 years old, 3 (2.0%) were 41-50 years old,3 (2.0%) were under 20 years old, though 3 respondents were missing.

Table 4.3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
How familiar are you with social media platform					
Valid	Missing	5	3.3	3.3	3.3
	I have used it frequently	105	70.0	70.0	73.3
	I have used it less than 5 times	4	2.7	2.7	76.0
	I have used it more than 5 times	33	22.0	22.0	98.0
	I have used it once	3	2.0	2.0	100.0
	Total	150	100.0	100.0	

This table shows 105(70.0%) respondents have used social media frequently, 4 (2.7%) respondents have used social media less than five times, 33(22.0%) respondents have used social media more than five times, and 3 (2.0%) respondents have used social media once, though 5 (3.3%) respondents were missing.

Table 4.3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Are you more likely to trust a brand that is present on social media					
Valid	Missing	6	4.0	4.0	4.0
	Extremely likely	27	18.0	18.0	22.0
	Extremely unlikely	1	.7	.7	22.7
	Likely	95	63.3	63.3	86.0
	Neutral	17	11.3	11.3	97.3
	Unlikely	4	2.7	2.7	100.0
	Total	150	100.0	100.0	

This table shows 27(18.0%) respondents extremely trust a brand that is presented on social media, 95 (63.3%) respondents trust a brand that is presented on social media, 17(11.3%) respondents neutral about trust a brand that is presented on social media, 4(2.7%) respondents don't not trust a brand that is presented on social media, and 6 (4.0%) respondents were missing.

Table 4.3.5

How familiar are you with H&M brand					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		4	2.7	2.7	2.7
	Extremely familiar	41	27.3	27.3	30.0
	Moderately familiar	88	58.7	58.7	88.7
	Not at familiar	3	2.0	2.0	90.7
	Slightly familiar	6	4.0	4.0	94.7
	Somewhat familiar	8	5.3	5.3	100.0
	Total	150	100.0	100.0	

This table shows respondents' familiarity of social media. 3(2%) respondents are not familiar with H&M brand, 6 (4%) rarely familiar, 41(27.3%) extremely familiar, 88(58.7%) moderately familiar.

Table 4.3.6

How frequently do you experience H&M on social media					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing	6	4.0	4.0	4.0
	Always	58	38.7	38.7	42.7
	Never	10	6.7	6.7	49.3
	Occasionally	12	8.0	8.0	57.3
	Often	8	5.3	5.3	62.7
	Sometimes	56	37.3	37.3	100.0
	Total	150	100.0	100.0	

This table shows that 58 (38.7%) respondents always experienced H&M on social media, 10 (6.7%) respondents never experienced H&M on social media, 12 (8.0%) respondents experienced H&M on social media occasionally, 8(5.3%) respondents often experienced H&M on social media, and 56 (37.3%) respondents experienced H&M on social media sometimes. 6 (4.0%) respondents were missing.

Table 4.3.7

H&M's social media provides relevant information about its				
		Frequency	Percent	Valid Percent	Cumulative Percent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing	4	2.7	2.7	2.7
	Agree	94	62.7	62.7	65.3
	Disagree	3	2.0	2.0	67.3
	Neutral	16	10.7	10.7	78.0
	Strongly agree	33	22.0	22.0	100.0
	Total	150	100.0	100.0	

This table shows that 33 (22.0%) respondents strongly agreed that H&M's social media provides relevant information, 94 (62.7%) agreed, 16 (10.7%) were neutral, 3 (2.0%) disagreed, and 4(2.7%) were missing information.

Table 4.3.8

H&M social media provides timely information on its products					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing	5	3.3	3.3	3.3
	Agree	90	60.0	60.0	63.3
	Disagree	2	1.3	1.3	64.7
	Neutral	20	13.3	13.3	78.0
	Strongly agree	32	21.3	21.3	99.3
	Strongly disagree	1	.7	.7	100.0
	Total	150	100.0	100.0	

This table shows that 32 (21.3%) respondents strongly agreed that H&M's social media provides timely information, 90 (60.0%) agreed, 20 (13.3%) were neutral, 2 (1.3%) disagreed, 1 (0.7%) were strongly disagree and 5(3.3%) were missing information.

Table 4.3.9

H&M's social media provides information about its products					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing	4	2.7	2.7	2.7
	Agree	98	65.3	65.3	68.0
	Disagree	2	1.3	1.3	69.3
	Neutral	13	8.7	8.7	78.0
	Strongly agree	33	22.0	22.0	100.0
	Total	150	100.0	100.0	

This table shows that 33 (22.0%) respondents strongly agreed that H&M's social media provides relevant information about its products, 98 (65.3%) agreed, 13 (8.7%) were neutral, 2 (1.3%) disagreed, and 4(2.7%) were missing information.

Table 4.4

More and more brand posts of H&M make it reliable and create positive brand image.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing	5	3.3	3.3	3.3
	Agree	97	64.7	64.7	68.0
	Disagree	2	1.3	1.3	69.3
	Neutral	18	12.0	12.0	81.3
	Strongly agree	28	18.7	18.7	100.0
	Total	150	100.0	100.0	

This table shows that 28 (18.7%) respondents strongly agreed that H&M's post on social media make it more reliable and create positive brand image, 97 (64.7%) agreed, 18 (12.0%) were neutral, 2 (1.3%) disagreed, and 5(3.3%) were missing information.

Table 4.4.1

Communication on social media can make a brand more reliable				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing	8	5.3	5.3	5.3
	Agree	95	63.3	63.3	68.7
	Disagree	4	2.7	2.7	71.3
	Neutral	12	8.0	8.0	79.3
	Strongly agree	30	20.0	20.0	99.3
	Strongly disagree	1	.7	.7	100.0
	Total	150	100.0	100.0	

This table shows that 30 (20.0%) respondents strongly agreed that communication on social media make a brand more reliable, 95 (63.3%) agreed, 12 (8.0%) were neutral, 4 (2.7%) disagreed, 1 (0.7%) were strongly disagree and 8(5.3%) were missing information.

Table 4.4.2

Communication on social media may create more positive image				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing	5	3.3	3.3	3.3
	Agree	98	65.3	65.3	68.7
	Neutral	6	4.0	4.0	72.7
	Strongly agree	40	26.7	26.7	99.3
	Strongly disagree	1	.7	.7	100.0
	Total	150	100.0	100.0	

This table shows that 40 (26.7%) respondents strongly agreed that communication on social media create more positive image, 98 (65.3%) agreed, 6 (4.0%) were neutral, 1 (0.7%) were strongly disagreed and 5(3.3%) were missing information.

Table 4.4.3

25. How important are the following things to your purchase decision. Brand or company's communication on social media					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		6	4.0	4.0	4.0
	Extremely important	35	23.3	23.3	27.3
	Not important	2	1.3	1.3	28.7
	Slightly important	12	8.0	8.0	36.7
	Somewhat important	3	2.0	2.0	38.7
	Very important	92	61.3	61.3	100.0
	Total	150	100.0	100.0	

Table 4.4.4

H&M is a leading company					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing	4	2.7	2.7	2.7
	Agree	86	57.3	57.3	60.0
	Neutral	17	11.3	11.3	71.3
	Strongly agree	42	28.0	28.0	99.3
	Strongly Disagree	1	.7	.7	100.0
	Total	150	100.0	100.0	

This table shows that 42 (28.0%) respondents strongly agreed that H&M is a leading company, 86 (57.3%) agreed, 17 (11.3%) were neutral, 1 (0.7%) were strongly disagree and 4(2.7%) were missing information.

Table 4.4.5

H&M has extensive experience					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing	5	3.3	3.3	3.3
	Agree	92	61.3	61.3	64.7
	Neutral	12	8.0	8.0	72.7
	Strongly agree	41	27.3	27.3	100.0

		Frequency	Percent	Valid Percent	Cumulative Percent
	Total	150	100.0	100.0	

This table shows that 41 (27.30%) respondents were strongly agreed that H&M is an extensive experience, 92 (61.3%) agreed, 12 (8.0%) were neutral, and 5(3.3%) were missing information.

Table 4.4.6

		Frequency	Percent	Valid Percent	Cumulative Percent
H&M is a representative of the clothing industry					
Valid	Missing	4	2.7	2.7	2.7
	Agree	84	56.0	56.0	58.7
	Disagree	1	.7	.7	59.3
	Neutral	13	8.7	8.7	68.0
	Strongly agree	47	31.3	31.3	99.3
	Strongly Disagree	1	.7	.7	100.0
	Total	150	100.0	100.0	

This table shows that 47 (31.30%) respondents are strongly agreed that H&M is a representative company of clothing industry, 84 (56.0%) agreed, 13 (8.7%) were neutral, 1 (0.7%) were strongly disagree and 4(2.7%) were missing information.

Table 4.4.7

		Frequency	Percent	Valid Percent	Cumulative Percent
H&M is a customer-oriented company					
Valid	Missing	4	2.7	2.7	2.7
	Agree	94	62.7	62.7	65.3
	Neutral	15	10.0	10.0	75.3
	Strongly agree	36	24.0	24.0	99.3
	Strongly Disagree	1	.7	.7	100.0
	Total	150	100.0	100.0	

This table shows that 36 (24.0%) respondents strongly agreed that H&M is a customer-oriented company, 94 (62.7%) agreed, 15 (10.0%) were neutral, 1 (0.7%) were strongly disagree and 4(2.7%) were missing information.

Model 1

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.666^a	.443	.435	.462
a. Predictors: (Constant)				
b. H&M's social media provides relevant information about it. c.Communication on social media may create more positive image.				

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.924	2	11.962	56.081	.000^b
	Residual	30.076	141	.213		
	Total	54.000	143			
a. Dependent Variable: H&M is a leading company						
b. Predictors: (Constant) H&M's social media provides relevant information about it. c.Communication on social media may create more positive image.						

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.505	.140		3.620	.000
	Communication on social media may create more positive image	.147	.080	.137	1.838	.068
	H&M's social media provides relevant information about it	.556	.071	.582	7.797	.000
a. Dependent Variable: H&M is a leading company						

Model 2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.529a	.280	.264	.519

a. Predictors: (Constant), More and more brand posts of H&M make it reliable and create, Communication on social media can make a brand more attractive, how frequently do you experience H&M on social media

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.156	3	4.719	17.525	.000b
	Residual	36.348	135	.269		
	Total	50.504	138			

a. Dependent Variable: H&M is a leading company

b. Predictors: (Constant), More and more brand posts of H&M make it reliable and create positive brand image, Communication on social media can make a brand more attractive, how frequently do you experience H&M on social media.

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.579	.178		3.254	.001
	How frequently do you experience H&M on social media	.035	.045	.062	.779	.437
	Communication on social media can make a brand more attractive.	.196	.070	.216	2.795	.006

	More and more brand posts of H&M make it reliable and create	.404	.084	.391	4.826	.000
a. Dependent Variable: H&M is a leading company						

Model 3

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.414[a]	.172	.147	.568
a. Predictors: (Constant),				

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.016	4	2.254	6.992	.000[b]
	Residual	43.520	135	.322		
	Total	52.536	139			
a. Dependent Variable: Brand Image of H&M Company						

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.782	.331		2.367	.019
	What is your gender	.077	.101	.061	.762	.447
	How familiar are you with social media platform	.556	.071	.582	7.797	.000
	How familiar do you with H&M brand	.196	.063	.268	3.092	.002
	How frequently do you experience H&M on social media	.108	.048	.194	2.252	.026
a. Dependent Variable: Brand Image of H&M Company						

Model 4

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.723[a]	.523	.468	.453

a. Predictors: (Constant), Communication on social media may create more positive image, Are you less likely to trust a brand that is not present on social media, How familiar are you with H&M brand, What is your gender, How familiar are you with social media platform, How likely would you recommend to companies for branding in social media, Are you less likely to trust a brand that is not present on social media, Are you more likely to trust a brand that is present on traditional media, How frequently do you experience H&M on social media, More and more brand posts of H&M make it reliable and create, H&M's social media provides relevant information about it, Are you more likely to trust a brand that is present on social, H&M's social media provides information about its promotion, H&M's social media provides timely information on its promotion.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.412	14	1.958	9.545	.000[b]
	Residual	25.026	122	.205		
	Total	52.438	136			

a. Dependent Variable: H&M is a leading company

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.247	.311		.794	.429
	What is your gender	.010	.086	.008	.120	.905
	How familiar are you with social media platform	-.035	.074	-.034	-.475	.636
	How familiar are you with H&M brand	.104	.058	.141	1.797	.075
	How frequently do you experience H&M on social media	-.027	.047	-.048	-.571	.569
	Are you more likely to trust a brand that is present on social media	-.094	.094	-.100	-1.002	.318
	Are you less likely to trust a brand that is not present on social media	.043	.057	.066	.765	.446
	Are you more likely to trust a brand that is present on traditional media	.037	.066	.045	.570	.570

Are you less likely to trust a brand that is not present on traditional media	-.024	.046	-.038	-.516	.607
How likely would you recommend toc companies for branding in social media	.104	.078	.105	1.331	.186
H&M's social media provides relevant information about it	.411	.109	.429	3.781	.000
H&M's social media provides timely information on its product	-.070	.110	-.078	-.638	.525
H&M's social media provides information about its promotion	.228	.115	.225	1.983	.050
More and more brand posts of H&M make it reliable and create	.096	.107	.095	.894	.373
Communication on social media may create more positive brand image	.095	.086	.089	1.097	.275
a. Dependent Variable: H&M is a leading company					

APPENDIX 2

1.What is your gender?

- ☐ Male
- ☐ Female

2. What is your age?

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

3. How familiar are you 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. How familiar are you with H&M brand?

□   Extremely familiar

□   Moderately familiar

□   Somewhat familiar

□   Slightly familiar

□   Not at familiar

7. How frequently do you experience H&M's social media?

□   Never

□   Almost never

□   Occasionally/ Sometimes

□   Almost every time

□   Always

Social media vs Traditional media

8. Are you more likely to trust a brand that is present on social media?

    ☐ Extremely likely

    ☐ Likely

    ☐ Neutral

    ☐ Unlikely

    ☐ Extremely unlikely

9. Are you less likely to trust a brand that is not present on social media?

    ☐ Extremely likely

    ☐ Likely

    ☐ Neutral

    ☐ Unlikely

    ☐ Extremely unlikely

10. Are you more likely to trust a brand that is present on traditional media?

    ☐ Extremely likely

    ☐ Likely

    ☐ Neutral

    ☐ Unlikely

    ☐ Extremely unlikely

11. Are you less likely to trust a brand that is not present on traditional media?

    ☐ Extremely likely

    ☐ Likely

    ☐ Neutral

    ☐ Unlikely

    ☐ Extremely unlikely

12. How likely would you recommend to companies for branding in social media?

    ☐ Extremely likely

☐ Likely

☐ Neutral

☐ Unlikely

☐ Extremely unlikely

Brand Exposure

To what extent do you agree with the following statements?

13. H&M's social media supplies relevant information about its products.

☐ Strongly agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly disagree

14. H&M's social media provides timely information on its products.

☐ Strongly agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly disagree

15. H&M's social media provides information about its (products) promotional offers.

☐ Strongly agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly disagree

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

☐ Strongly agree

☐ Agree

☐ Neutral

☐ Disagree

☐ Strongly disagree

17. Communication on social media can make a brand more? (tick the correct option)

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

E-WOM

18. 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)

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

☐ Once

☐ Occasionally

☐ Never

20. How positive was your impression about first purchase?

☐ Poor

☐ Fair

☐ Good

☐ Very good

☐ Excellent

☐ None

Client Engagement

21 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

22. 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

23. 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

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

	Not important	Slightly important	Somewhat important	Very important	Extremely 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

(To what extent do you agree with the following statements)

25. H&M is leading company.

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

26. H&M has extensive experience.

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

27. H&M is a representative of the clothing industry.

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

28. H&M is a customer-oriented company.

- ☐ Strongly agree
- ☐ Agree

- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree