

Tina VUKASOVIČ¹

SOCIAL MEDIA AND ITS IMPLICATIONS FOR BUILDING BRAND RELATIONSHIP

Innovation in social networking media has revolutionized the world in 21st Century. Social networking media presents potential opportunities for new forms of communication and commerce between marketers and consumers. The objective of the study in this paper is to analyze the effective communication strategy through social networking media. Survey was conducted, by sending questionnaire by e-mail to collect the individual opinion from the respondents. The total population is social networking user community, but to collect the effective data the sampling is constrained to the target population like young adults, between the ages of 18 years to 45 years. The sample size is seven hundred. The paper presents research results including internet marketing activities that have contributed to building a relationship with the brand. It is necessary to study the effectiveness of brand communication strategy carried out/conducted in social networking media which are mainly accessed by users. In recent trend of marketing in social networking sites, various brand communications are widely used to attract targeted leads. So, this study would help to assess the effectiveness of communication and strategy done through social networking media which encourages the target audience to participate in this kind of advertising.

Keywords: Internet, Social networking media, Fast Moving Consumer Goods, Brand, European Union

1. INTRODUCTION

The Internet is transforming the business environment, creating new challenges and opportunities. This chapter provides an overview of the Internet and its defining characteristics, highlighting the key developments that have contributed to its explosive growth and its impact on the business environment. In its current form, internet is primarily a source of communication, information and entertainment, but increasingly, it also acts as a vehicle for commercial transactions. Since the explosion of the web as a business medium, one of its primary uses has been for marketing. Soon, the web could become a critical distribution channel for the majority of successful enterprises. One among them is marketing and spreading brand communication through Social networking sites (Thompson, 2002). Among other methods, using online brand communities is a good way to listen to customers and engage them in a co-production process while employing the Internet (Brandt et al., 2010).

The Internet provides the opportunity for companies to reach a wider audience and create compelling value propositions never before possible (e.g. Amazon.com's range of 4.5 million book titles), while providing new tools for promotion, interaction and relationship

¹ Tina Vukasovič, PhD, Assistant professor, International School for Social and Business Studies, Mariborska cesta 7, SI – 3000 Celje, Slovenia.

University of Primorska, Faculty of Mathematics, Natural Sciences and Information Technologies, Glagoljaška 8, SI - 6000 Koper, Slovenia.

DOBA Faculty, Mariborska 1, SI – 2000 Maribor, Slovenia. E-mail: tina.vukasovic@mfdps.si.

building. It is empowering customers with more options and more information to make informed decisions. The Internet also represents a fundamental shift in how buyers and sellers interact, as they face each other through an electronic connection, and its interactivity provides the opportunity for brands to establish a dialogue with customers in a one-to-one setting. As such, the Internet is changing fundamentals about customers, relationships, service and brands, and is triggering the need for new brand-building strategies and tools (Cleland, 2000).

The Internet became a visual and audio multimedia attractive of communication in the business world and in everyday life-

The distinctive characteristics of the Internet can be summarised in three key points (Cleland 2000, 35):

- *It Dramatically Reduces Information Costs* - the cost of searching for information and the cost of the information itself is significantly reduced (and in many cases is free).
- *It Allows for Two-way Communication and Interactivity* - this radically alters the process of interaction between communicating parties, allowing both parties to identify each other and build one-to-one relationships - not previously available with mass medium forms of communication.
- *It Overcomes the Barriers of Time and Space* - The Internet is a global network and can be reached from everywhere, regardless of where the computer or Internet access device is physically located. The Internet can also be accessed at any time - 24 hours a day, 7 days a week. These qualities eliminate the barriers of time and space that exist in the physical world.

These characteristics combine to create a very powerful medium. By allowing for direct, ubiquitous links to anyone, anywhere, the Internet lets individuals and companies build interactive relationships with customers and suppliers, and deliver new products and services at low cost. These defining characteristics have fuelled its explosive growth (Cleland 2000, 35).

1.1 Building successful brand on the Internet

The Internet is changing the brand environment or "brandscape". This chapter explores new strategies and tools for building brands on the Internet, including the interactive approach to attracting customers and building loyalty. Building a strong brand is a complex task. The brand building process starts with the development of a strong value proposition. Once this has been established, the next step is to get customers to try the brand. If the offering is developed properly, it should provide a satisfactory experience and lead to a willingness to buy again. To entice trial and repeat purchase requires triggering mechanisms, which are created through advertising, promotion, selling, public relations, and direct marketing. The company needs to communicate the values of the brand and then reinforce brand associations to start the wheel of usage and experience, and keep it turning. Through the combination of the stimulus of consistent communications and satisfactory usage and experience, brand awareness, confidence and brand equity are built (Vukasović, 2013).

Traditionally, in addition to providing added value, brands were a substitute for information - a way for customers to simplify the time-consuming process of search and comparison before deciding what to buy. However, the Internet makes search and

comparison much easier. This threatens to undermine the value of brands. On the other hand, the logic of the Internet cuts another way. Transactions on the Internet require customers to provide detailed personal information - names, addresses, credit card numbers, etc. Generally, people have concerns about sharing personal information. In addition, the intangible nature of the Internet, and the fact that customers are buying goods that, in most cases, they have never handled or seen (except on-screen), has placed greater importance on trust and security. People only tend to transact with sites they know and trust - sites that provide a wealth of information and make comparison shopping easy, where the user feels a part of, and sites that understand the user's needs and preferences. This highlights the surfacing of information and relationships as key sources of added value in the Internet economy. Customers derive added value through the provision of information on the products or services they buy, as well as on topics of interest related to the brand and product characteristics. Traditionally, brands have been developed in an environment whereby a company creates a brand, and projects it onto a third party intermediary (the media). In response, many unnamed customers develop a "relationship" with the brand. The Internet, on the other hand, offers interactivity, whereby the company can establish a dialogue and interact with individual customers on a one-to-one basis. In doing so, a company can listen, learn, understand and relate to customers, rather than simply speaking at customers. This creates the opportunity for companies to build stronger relationships than previously attainable. However, this also poses a challenge as these relationships may take on a life and character of their own (Cleland, 2000). The differences between the traditional approach and the one-to-one approach are outlined in Table 1.

Table 1. The emerging brand building environment

TRADITIONAL APPROACH	ONE – TO – ONE APPROACH
Monologue	Dialogue
Public	Private
Mass	Individual
Anonymous	Named
Adversarial	Collaborative
Focused primarily on one –off transactions	Focused on relationship over time
Remote Research	Intimate learning
Manipulative, "stimulus-response" approach	Genuine need driven, service approach
Standardised	Customised

Source: Cleland, 2000, 46.

The Internet gives companies control over all their interactions with customers and therefore, brand-building must focus on the end-to-end customer experience - from the promises made in the value proposition, to its delivery to the customer. In maximising the customer experience, companies have to find innovative ways of leveraging the information and relationship building characteristics of the Internet.

1.2 The Social Media

Not long ago, social media were viewed as a phase. Not anymore. The world is being transformed by these new collaborative technologies, which have created a participatory

society and new business models on an unimaginable scale. Over the last decade, social networks have changed communications, shifting the way we consume, produce and interact with information, based on explosive migration to the web (Carlsson, 2010). Social media websites like Facebook, Twitter etc. have created huge impetus on the communication platform with the end customers of different products and services that was lacking in the traditional medium. Social networking sites are used as marketing tool by marketers in creating brand relationship (Nigam, 2012). Huge growth of customer base enables marketers to explore social media networking sites as new medium of promoting products and services and resulting in reduction in clutter of traditional medium advertising of reaching the mass customers and not realizing the actual return on investment (ROI).

Social media advertising is a paid form of brand, service or business promotion and requires a proper and planned communicative message and budget. Advertising is customer centric in nature. Customers play an important role in any major or minor communication because they are the one who are going to decide the fate of the advertising communication. Some benefits of social network advertising include (Jothi et al., 2011):

1. Popularizing your brand, idea or service to the target group.
2. Informing target audience about your brand or service's presence in the market.
3. Encouraging healthy competition in the market.
4. Providing social benefits for the brand.
5. Making the audience to interact and keep them intact with the brand.

Advertising on internet provides a major contribution to brand competition in the market. Advertising here not only provides information about a product or service but also promotes innovation. Besides it also facilitates customer satisfaction. Big and small companies, individuals of all walks of life, major and minor events, concepts, etc., nowadays lay their base on social network advertising to get recognized in the market (Zarella, 2010).

Social media foster communities where people tend to gather around a common goal or shared interest and interact regularly. Join the conversation, but remember that as a member of the community, you need to do a fair share of listening. Engage in conversations with community members, share ideas and actively participate. Recruiters should be transparent about their connection to the employment brand because creating an authentic brand is one of the most crucial pieces to online success (Leary, 2009).

1.3 Social networking sites

Social networking is the classifying and expanding of individuals into specific groups or communities creating connections through individuals, groups or organizations (Boyd and Ellison, 2008; Constantinides and Fountain, 2008; Trusov et al., 2009). The word "social" refers to a people-to-people interaction and may consist of a set of customers, employees or organizations which have a relationship that holds them together (Haythornthwaite, 2005). Examples of famous global Social networking sites are Facebook with over 500 million active users and LinkedIn with over 90 million users worldwide in 2011. Social networking sites facilitate meeting people, finding like minds, sharing content (Boyd and Ellison, 2008; Constantinides and Fountain, 2008; Trusov et al., 2009).

A social networking site creates network communication among the user community. Though social networking site serves for communication purposes among special interest groups, the marketing strategy has also entered this medium for its reach. People get exposed to various kinds of brand communication through this media. They tend to interact with the brand and also get awareness about the brand and its service in an interesting way (Nicole, 2007). In recent trend of marketing in social networking sites, various brand communications are widely used to attract targeted leads (Jothi et al., 2011). Social networking sites are more collaborative and interactive in comparison to traditional media followed by marketers.

1.4 Brand pages on Social Networking Sites

Social networking sites, like Facebook, Twitter or Netlog, provide the opportunity for brands to create their own online profile. They are called “brand pages”, “fan pages”, “groups” or “profile pages” depending on the network. According to Lee (2007), “brands become members of the social network like other users”. Network users have then the opportunity to associate with a brand. The communication on these pages can go in four different directions: brand to member, member to brand, member to member, member to outsider (Godin, 2008). Unfortunately, most advertisers still use these social network tools to push product information rather than to invite people to interact. Brand pages, are, when used properly, “a priceless medium to gauge what your marketplace is saying about you and/or your company” (Holzner, 2009). Practitioners should understand that they share control of the brand with consumers who want to engage with them in a rich online dialogue. Brand pages on Social networking sites qualify on all the characteristics of online communities: they are online, not limited to business transactions and allow information exchanges and influence games between members (Kim et al., 2008). Trusov et al. (2009) even freely use Social networking sites and online communities interchangeably. The appearance of Social networking sites features has introduced a new organizational framework for online communities and a vibrant new research context. (Brandt et al., 2010).

Facebook, Twitter etc. have become a personal, product and corporate branding hub in the world. Every brand that exists on social networking sites has the same core features and benefits, such as the ability to create a page, share resources, add multimedia and much more (Eric, 2008). The effective brand communication strategies are analyzed to find the impact among the users.

1.5 Brand Management via Social Networking Media

Today hundreds of millions of internet users are using thousands of social web sites to stay connected with their friends, discover new “friends,” and to share user-created contents, such as photos, videos, social bookmarks, and blogs. Social networking sites, such as Youtube, Hi5 and My space, are equivalent in many ways to the giant to draw mass audiences. Users spend 2.6 billion minutes daily on Facebook, where advertising can gain some part of their online attention. The online social graph offers four distinct advertising methods, as summarized below by Nigam, 2012.

Targeted ads

These ads offer content directed to specific audiences. With “hypertargeting” or “microtargeting,” you can place your ads in front of the consumers can be identified by

such filters as “location, gender, age, education, workplace, relationship status, relationship interests and interest keywords.” People post these traits on their individual profile pages on social network Web sites.

Application Advertising

Use fresh kinds of advertising “platform applications,” such as “games, slideshows and polls,” to increase users’ engagement with your messages.

Social actions

Marketer can place their advertisement on sites where people discuss related social activities, for instance, advertise eatery on pages where diners post restaurant critiques.

“Engagement” ads

Facebook uses this word for advertisement that enables companies to grasp “opportunities to integrate into other aspects” of the site without being “disruptive.”

1.6 Advantages of Social networking Sites

The use of social networking sites have many advantages for marketers. Here are some important, summarized by Nigam, 2012.

Cost Effective

The unique inherent advantage of social networking sites is that the that it is cost effective and more focused.

Networking Applications

The major reason behind increase in usage of social networking websites is its unique application features. These applications include profile viewing, downloading, gaming and chatting. Such kinds of features are not found in other website engines like Yahoo or Goggle. Thus, teenagers are increasingly opening their account on social media websites since they offer variety of fun applications to the user that not only gives them sense of enjoyment but also merges their gaming pleasures with their peer groups and other social media communities. In order to get visibility for brand profile, the marketers need to develop relationship network. This means, get out there and connect with the other users. Send them messages, add them as friends and leave comments on their user profiles. Marketers can also initiate to join and start groups that are related to topics that connected back to brand to participate in forums and chats, as well as special activities a social site may have. This allows you to reach other users on a personal level.

Staying Connected

Another important reason for joining theses websites is to stay updated in relation with getting knowledge on different arenas on the website. These websites help the user to stay in connection with their long distance friends and relatives. Through these social networking, the user also gets in touch with the business and professional associates which helps them to build their career. They are not only useful in delivering messages, but these messages can be shared to the millions of people if the user is active on social media account.

Regularly Refresh the Content.

As in any relationship, the same dinner topics grow stale quickly. Marketers should have a plan for how they will engage their most ardent fans — what interactions, content, and features will keep users coming back over and over again Marketers can should give updates about their brand, and adding interesting content such as photos and videos. Marketers can create a widget with content that’s directly related to brand, and this widget

is exportable directly from the marketer's profile, It encourages others to place the widget on their own profile, letting them work for you while still expanding the recognition of your brand. If the widget itself can't be linked back directly to the profile, the caption can be added to images slide show or video that displays brand and public URL.

Creating Analytical Databases For Brand Marketers

The activity of users over networking sites create a lot of data to consumers which can be leveraged in places where they make the decision creating impact regarding different brands.

1.7 Emerging trends in social media in European Union

Today Internet is widely spreading as a communication media in European Union. Emergence of the information super highway has revolutionized the way media is created and consumed. Previously media used to be created by media firms who are the content generators as well as the content owners. And the content used to broadcast to the consumers by the media. This concept has undergone an elementary change, now anyone can create content best known as User Generated content and share it with others using platforms like Blogging, Social Networks, YouTube etc. Now the consumers of the media have converted into media creators and the content also distributed on the internet through social networking and people connect with this content through comments. Social networking has become more popular among everyone. Consumers are getting more connected and communicative with their networks and technology allows them to voice their opinions rapidly.

Today European Union consumers can make use of facilities like E-banking-retailing-shopping etc. with more confidence and trust as never before. Internet has proved to be more than just emails and Google search. With the advent of networking media, broadband and Web 2.0 now many people are joining the social networks like Facebook, Twitter and thus it is easier for the marketers to spread the word about them over the network. To bridge the gap between the consumers, organization, marketing and media planning people there is the need of uniformity and trust in the social media. Social media, community networking, blogging, twitting, etc. were beyond anticipation for large mass of people. E- Shopping and E- bookings, E-learning and online dating have achieved good heights and became popular among European Union consumers.

Another area of opportunity for building brand is Viral marketing. Viral marketing, also known as word-of-mouth (WOM) or "buzz marketing", is the tactic of creating a process where interested people can market to each other. Implementing an effective viral marketing strategy is a good way to get people talking about your business. A successful viral marketing campaign can be developed through social networking media like Twitter, Facebook etc. With the information available on online network the marketers have the knowledge of the needs and wants of different level of customers. Word-of-mouth is a particularly powerful medium, as it carries the implied endorsement from a friend. The Internet, with its e-mail lists, web sites, chat rooms and bulletin boards, makes communication tighter, and word-of-mouth even more effective. As a result, viral marketing is an effective tool in getting a message out fast, with a minimal budget and maximum effect. If a company can provide a strong enough incentive for customers to share their lists of personal contacts, whether for communications or community, they will have a powerful viral opportunity at their disposal. A good virus will look for prolific

hosts (such as students) and tie into their high frequency social interactions (such as e-mail and messaging).

Next chapter provides some information about leading brand in the category of fast moving consumer goods in selected European Union country. Chapter also provides a mix of activities that have been carried out as part of marketing campaign by using social networking media.

2. MATERIALS AND METHODS

The objective of the study in this paper is to analyze the effective communication strategy through social networking media. It is important to study the effective way of communication in branding the product in social networking media and analyze its reach among the consumers. The paper explores the consumer engagement practices adopted by social networking media for building the brand. Dialogue between consumers and the brand is presented in the paper on the case of a leading brand in the category of fast moving consumer goods in selected European Union country.

2.1 Learning from and with young consumers with social media

New products and strong brand play a very important role in the fast moving consumer goods industry. It is large and competitive industry with many active companies (Vukasović, 2012). The producers of high-volume products are aware that a company's leading role on the market is ensured through strong and established brands and loyal consumers. Today, the labelling with brands is such a strong factor that there are hardly any products without a brand. Various literatures provide tons of advices and rules on how to create or shape a successful brand. On the other hand, decisions regarding the policy of brands are far from being straight-forward and require numerous researches and considerations.

Due to data protection and providing discreet company for analyzed brand we used in this paper instead of brand name label X. Brand X is a synonym for pleasure, emotions and quality. Brand X personality is matching the characteristics of brand X target group – generation Y (witty, funny, dynamic, full of energy), which always needs something new and challenging. Brand name X doesn't bring any negative associations neither regionally, neither by any consumer group. Brand X stands for values like trust, safety, quality and loyalty.

Advertising campaign were designed on irresistible desire for brand X. Basic guideline of the market communication campaign was the orientation towards consumers and their benefits. The next guideline was the creativity as the most powerful marketing tool to create a brand. After defining the marketing and communicative goals and target group to which the message is intended, what followed was the stage of defining the implementation of the creative strategy. Advertising campaign was spread across web site for brand X, internet media with web advertising on Windows Live Messenger, Facebook.com, YouTube.com.

The marketing goals of the campaign were:

1. To retain 46.4% volume and 61.6% value share for brand X on an annual basis in its category in selected European Union country.
2. To achieve high (90%) campaign recognition by the target group.

The communicative goals of the campaign were: to increase the involvement of consumers and their engagement with the brand X.

1. Web site for brand X:
 - to increase the attendance of web site for brand X with basic 3.367 unique visitors and 4.581 visits in the previous three month period to 100.000 different visitors and 200.000 page views.
2. Facebook:
 - Brand X activate in the Facebook environment – to increase the number of Facebook fans: from 5.882 fans before campaign to 20.000 fans after campaign.
 - to increase the level of interaction with the posts (min. 500 comments, min. 1000 likes).
 - to increase the number of female Facebook fan (25+ years) of 100% (key decision makers on daily and weekly purchases).
3. Fun Club for brand X:
 - to acquire at least 10.000 new email contacts for future direct communication.

2.2 Methods of data collection and sample

To analyze and find the effectiveness of communication strategy to building a relationship with the analyzed brand, communication through social networking media was done with the quantitative survey method in the research. Survey was conducted, by sending questionnaire by e-mail to collect the individual opinion from the respondents. Non probability sampling technique is used to collect the opinion from the online respondents. The total population is social networking user community, but to collect the effective data the sampling is constrained to the target population like young adults, between the ages of 18 years to 45 years. The sample size is seven hundred. The sample consisted of 350 women and 350 men. The majority of respondent were between 25 and 45 years old. More than half of them had finished high school (58%), 22% had a higher education, 8% had a primary school and 12% of respondents completed secondary school. 80% of respondents currently living in cities, visit rural areas regularly, at least once a month. The respondents are interested in using internet and social networking sites often or very often, suggest that the survey respondents provide an interesting study group for this issue.

2.3 Data analyses

Analysis of quantitative data provided by mentioned questionnaire used the Statistical Package for Social Sciences (SPSS 17.0). The data obtained from the survey were analysed with univariate analysis in order to check distributions of frequencies and to detect possible errors occurring during the research and/or data entry. Chi-square, Anova and correlation analysis were performed to examine the relations among respondents. The level of comparison was set at, 0.05. Prior to hypotheses testing, factor analysis was conducted to determine the independent variables of the study. Ambiguous items were eliminated from the survey by varimax rotation. The data collected from the surveys was put through a validity assessment (KMO = 0.898; Bartlett's Test sign = 0.000) thus revealing that the sample of the study was appropriate for factor analysis and that there is

a strong relationship between the variables. The reliability analysis of the research instrument yielded a Cronbach's Alpha value of 0.89 and a significance level of 0.000.

2.4 Research Hypotheses

The survey aims to examine a number of research hypotheses formulated based on the literature review. More specifically, the research hypotheses are:

H1: More than 45% of respondents use internet more than 3 hours a day.

H2: Age variable has an effect on the use of the internet.

H3: More than 90% of respondents are aware of social networking sites

H4: More than 95% of respondents are aware of social networking sites for brand X.

H5: More than 70% of young population (between 18 and 35 years old) have high level of awareness about internet marketing campaign for brand X.

H6: More than 90% of user agreed that the communication strategy used in brand X communication creates impact on brand effectively.

H7: The target group for brand X is young population, between 18 and 35 years old.

H8: An effectiveness of communication and strategy done through social networking media could increase brand relationship with young people.

3. RESULTS

Usage of internet by the user

It has been found that 5% of audience use internet once a week, 13% of the respondents use 2 to 3 days a week. 33% of the respondents use 1 or 2 h a day and the remaining 49% of users are accessing internet more than 3 hour a day. It is understood that the new media and its technology is an emerging trend in communication which attracts almost all the people, if they have knowledge of computers. So this digital media has more snatchers towards its communication and internet is becoming part of necessary communication among young population (Table 2) in selected European Union country. Differences in young population usage of internet with respect to their gender and age level were verified by Chi-square analysis. Chi-square analysis showed that there were differences in population usage of internet with respect to their gender and age level. We found that men tend to use internet more often than woman. More than 55% of men and 45% of woman claimed to use internet very often (more than 3 hours a day) ($\chi^2 = 12.573$; $df = 2$; $p = 0.002$). Further, our results suggested that 77% of younger population (between 18 and 35 years old) tend to use internet more often than older people (23%) ($\chi^2 = 8.301$; $df = 2$; $p = 0.012$). Based on the presented results the hypothesis 1 and 2 were confirmed.

Table 2: Usage of internet

Usage of internet	%
Once a week	5
2 to 3 days a week	13
1 or 2 hours a day	33
More than 3 hours a day	49

Awareness of social networking sites and internet marketing campaign for brand X

From this result, it is observed that nearly 97% of the internet users are aware of social networking sites and only 3% of them are clueless. Although the concept of computer-

based communities dates back to the early days of computer networks, only some years after the advent of the internet online social networks have met public and commercial in a successive manner. At the most basic level, an online social network is an internet community where individuals interact, often through profiles that represent their selves to others. Social networks have grown rapidly, and some like Facebook, YouTube, have achieved the mass market and penetrated in a few months since their inception, such applications have infringed their users in different strategy to interact with more people (Jothi et al. 2011). Also from this results it is observed that nearly 96% of the internet users are aware of internet marketing campaign for brand X (Table 3). Based on the presented results the hypothesis 3 and 4 were confirmed. More than 72% of young population (between 18 and 35 years old) had high level of awareness about internet marketing campaign for brand X. Based on the presented results the hypothesis 5 was confirmed.

Table 3: Awareness of social networking sites and internet marketing campaign for brand X

Awareness of social networking sites	%
YES	97
NO	3
Awareness of internet marketing campaign for brand X	
YES	96
NO	4

Accessibility of ads in internet marketing campaign for brand X

Only 2% of the total samples say that they have never accessed or shown interest to the ads displayed in social networking sites for brand X. 86% of the respondents use to access often and were interested to listen to the advertisements for brand X, 12% of the respondents use to access sometimes and were interested to listen to the advertisements for brand X (Table 4). Today's customers want to be engaged differently than in years past and many traditional marketing tactics simply do not work anymore. Social media marketing is a revolutionary way to build solid relationships with customers long before first contact with fun, attractive messages and interactions (Borges, 2009)

Table 4: Accessibility of ads in internet marketing campaign for brand X

Accessibility of ads in internet marketing campaign for brand X	%
Often	86
Sometimes	12
Never	2

Brand communication that attracts the users

Interactive fan page for brand X attracts 55% of users. 20% of users are pulled their interests towards brand X game and 15% of users listened to viral video ads, 10% of users are interested to traditional banner ads. Most of the social networking websites are enabling brands to engage the right people in the right conversation at right time (Shih, 2009). Nowadays communication on branding in social networking sites is more personal, contentious, fascinating and influencing among the user community (Table 5).

Table 5: Communication for brand X that attracts the users

Communication for brand X that attracts the users	%
Interactive fan FB page for brand X	55
Game "Crazy T-shirts" on web site for brand X	20
VIDEO ads for brand X"	15
Banner ads for brand X	10

Impact on building brand relationship with target group

According to the respondents, 98% of user agreed that the communication strategy used in brand X communication creates impact on brand effectively and also which could help it to recall the same often and interactively. Based on the presented results the hypothesis 6 was confirmed. The remaining respondents almost 2%, says that it does not create much impact on brand relationship but still effective for other communication purpose like sharing and chatting information (Table 6). Based on research results the target group for brand X is young population, between 18 and 35 years old. The hypothesis 7 was confirmed.

Table 6: Impact on building brand relationship with target group

Impact on building brand relationship with target group	%
Agree	98
Disagree	2

Key performance indicators campaign for analyzed brand

The finding of the study states that the internet marketing campaign for brand X was effective and resulted in the process of building a relationship with the brand. Key performance indicators campaign for brand X are:

- after campaign volume market share has been raised to 48,3% and value market share for brand X has been raised to 63,7% in its category in selected country of European Union market (Nielsen, 2012)
- the awareness of internet marketing campaign for brand X was 92%, so the campaign for brand X has been recognized.
- we activated 178.682 unique visitors and reached 377.832 page views (Google Analytics, 2012).
- with the mentioned marketing campaign brand X gained more than 20.000 Facebook fans; at the end of the campaign, brand X had 20.510 Facebook fans (Facebook Insights, 2012).
- we increased the level of interaction with the posts: we had got 938 comments and 2.841 likes (Facebook Insights, 2012).
- the number of female Facebook fans, 25+ years has increased by 431.63% (from 784 to 3.384 Facebook fans) (Facebook Insights, 2012).
- we achieved 12.212 new email contacts for future direct communication

Based on the presented results the hypothesis 8 was confirmed. We can conclude that the marketing and communicative goals of the campaign for brand X were achieved.

4. DISCUSSION

Social media affords us a great opportunity, the ability to build relationships directly with consumers. It's something no amount of media targeting has been able to achieve. We believe in the power of social media to help develop the relationships between a brand and its users. But it has to be real. It has to be done right, with a genuineness of purpose if it is truly to be a two-way communication and not merely another brand monologue. Brand leaders need to listen and respond to our most valuable asset -- our consumers -- on many levels.

Currently, marketers are using social media as a way to promote their brands and build these consumer brand relationships. Social communities such as Facebook, Twitter, Four Square, and LinkedIn are channels of social media focused on relationships, shared interest and identification. These communities feature multi-way communication, conversion and collaboration (Tuten and Solomon 2012). Brands from fast moving consumer goods category like Coca-Cola, Starbucks, Milka, etc. actively use online social communities as forums for consumer engagement. Additionally, the use of online social communities has especially become important in food industry.

Marketers are interested in developing relationships between consumers and brands and have used social media as avenues to achieve such partnerships. This research demonstrated outcomes of relationships that are based on affective commitment. Affective commitment led to greater brand advocacy from consumers. The Internet is an optimal mechanism for developing consumer-brand relationships due to its interactivity. This research contributes to understanding about how such relationships are developed in an online context by using social media and its implications for building brand relationship. This research contributes that appropriate communication strategy used in brand communication creates impact on brand effectively. An effectiveness of communication and strategy done through social networking media could increase brand relationship with consumers. Further, in the online environment, value co-creation also plays an integral role in developing emotionally based brand relationships. As individuals become more actively involved in creating and disseminating information about the brand, they may also exhibit more loyal behavioral intentions and overall advocacy for the brand. This research suggests that marketers might be successful in developing relationships between a consumer and a brand by being proactive in on line communications by using social media.

5. CONCLUSIONS

However, building consumer brand relationships can be a challenging and complex process. Brand relationships with consumers are often associated with different psychological processes and social norms and can take many forms. For example, a consumer brand relationship may be emotionally based and can involve obsessive thought, or it may be cognitively based and simply habitual (MacInnis et al. 2009). Social media are valuable forums for building brand relationships with consumers. Many organizations, products, brands and entertainment professionals have a presence on Facebook because of its ability to facilitate multiplicative exposure and its suitability as a relationship enhancing tool (Oszejca 2012, Thorbjornsen et al. 2002). Cultivating based and committed customer brand relationships requires time and resources to develop.

Facebook, as do other social media, provides a viable platform for the formation of such relationships because of its targeted approach.

REFERENCES

- [1] Brandt C, Dessart L and Pahud de Mortanges C (2010). The impact of brand pages on brand page commitment and brand commitment in the context of Social Networking Sites. Retrieved from http://www.brandmanagement.usi.ch/pag/private/Papers/saturday/session5/socialmediaaandbrand/Brandt_brand%20pages_FINAL_20110130.pdf
- [2] Borges B (2009). Marketing 2.0: Bridging the Gap between Seller and Buyer through Social Media Marketing. *Wheat mark.*:45-63.
- [3] Boyd DM. and Ellison NB. (2008). Social Network Sites: Definition, History, and Scholarship. *Journal of Computer Mediated Communication*. 13(1): 210-230.
- [4] Carlsson J (2010). An Assessment of Social Media Business Models and Strategic Implications for Future Implementation. Diploma in Advanced Strategy University of Oxford (Saïd) Business School.
- [5] Constantinides E. and Fountain S. (2008). Web 2.0: Conceptual foundations and marketing issues. *Journal of Direct, Data and Digital Marketing Practice*. 9(3): 231-244.
- [6] Cleland RS (2000). Building successful brands on the internet. A Dissertation Submitted in Partial Fulfilment of the Requirements of a Masters in Business Administration (MBA). University of Cambridge.
- [7] Eric E (2008). Growth Puts Facebook In Better Position to Make Money. Retrieved from <http://venturebeat.com/2008/12/18/2008-growth-puts-facebook-in-better-position-to-make-money>, 2008.
- [8] Godin ST (2008). *We Need You to Lead Us*. Penguin Group, New York.
- [9] Haythornthwaite C. (2005). Social networks and Internet connectivity effects. *Information, Communication and Society*. 8(2): 125-147.
- [10] Holzner S (2009). Facebook Marketing: Leverage Social Media to Grow Your Business. Que Publishing, United States of America.
- [11] Internet (2012): Google Analytics, Facebook Insights.
- [12] Jothi PS, Neelamalar M. and Shakthi PR (2011). Analysis of social networking sites: A study on effective communication strategy in developing brand communication. *Journal of Media and Communication Studies*. 3(7): 234-242.
- [13] Kim JW, Choi JQW and Han K (2008). It takes a marketplace community to raise brand commitment: the role of online communities. *Journal of Marketing Management*. 24(3-4): 409-31.
- [14] Lee B (2007). Web 2.0 attracts brands looking for customer interaction. *Admap* 2007: 30-33.
- [15] Leary R (2009). Developing a Social media Strategy. Retrieved from www.kenexa.com
- [16] MacInnis DJ., Park CW and Priester J. (2009). *Why Brand Relationships*, in MacInnis, D. (Ed.), *Handbook of Brand Relationships*, NY: ME. Sharpe, pp. ix-xx.
- [17] Nicole K (2007). Building a Brand through Social Networks. Retrieved from <http://mashable.com/2007/05/08/brand-social-networks/>
- [18] Nielsen (2012). Panel trgovin. Research report.
- [19] Nigam A (2012). Brand Developing Relationships through Social Networking Sites: A
- [20] Oszajca, J. (2012). Is Social Media Worth it for Musicians? Retrieved from: <http://www.musicmarketingmanifesto.com/social-media-for-musicians/>, accessed on February 2 2012.
- [21] Paradigm from Marketer's Prospective. *International Journal of Management Sciences*. 1(2): 97-101.
- [22] Shih C (2009). *The Facebook Era. Tapping online social networks to build better products, reach new audiences and selling more stuff*. Prentice Hall Publication, New York, pp. 85-128.

- [23] Thompson SHT (2002). Attitudes toward online shopping and the internet. *Behaviour and information technology*. 21(4): 259-271.
- [24] Trusov M, Buckling R.E. and Pauwels K (2009). Effects of Word-of-Mouth Versus Traditional Marketing: Findings from an Internet Social Networking Site. *Journal of Marketing*. 73: 90-102.
- [25] Tuten, T and Solomon M (2012). *Social Media Marketing*. NY: Prentice Hall.
- [26] Vukasovič T (2012). Searching for competitive advantage with the brand extension process. *Journal of Product & Brand Management*. 21(7): 492 – 498.
- [27] Vukasovič T (2013). Building successful brand by using social networking media. *Journal of Media and Communication Studies*. 5(6): 56-63.
- [28] Zarrella D (2010). *The Social media marketing*. O'Reilly Media, Sebastopol, Canada.

MEDIA SPOŁECZNE I ICH IMPLIKACJE DLA BUDOWANIA RELACJI Z MARKĄ

Innowacje w mediach społecznych zrewolucjonizowały świat w XXI wieku. Media społeczne w sieci przedstawiają potencjalne możliwości dla nowych form komunikacji i handlu między sprzedawcami a konsumentami. Celem badań zamieszczonych w niniejszej pracy jest analiza skutecznej strategii komunikacji poprzez media społeczne. Badanie zostało przeprowadzone za pomocą wysyłanego pocztą e-mail kwestionariusza w celu zebrania indywidualnych opinii respondentów. Cała populacja jest społecznością użytkowników mediów społecznych, ale do zbierania próbek skutecznych danych została ona ograniczona do populacji docelowej ludzi dorosłych w wieku od 18 lat do 45 lat. Wielkość próbki to 700 osób. W pracy przedstawiono wyniki badań, w tym działań marketingu internetowego, które przyczyniły się do budowania relacji z marką. Konieczne było zbadanie skuteczności strategicznej komunikacji marki prowadzonej w mediach społecznych. W najnowszej tendencji marketingu, w serwisach społecznościowych, aby przyciągnąć liczbę klientów stosuje się różne strategie komunikacji marki. Badanie takie pomoże ocenić efektywność komunikacji i strategii społecznej mediów wykonanej w sieci, które zachęca grupę docelową do udziału w tego rodzaju przedsięwzięciu.

Słowa kluczowe: Internet, media społeczne, produkty szybkozbywalne, marka, Unia Europejska

DOI: 10.7862/rz.2013.mmr.38

Tekst złożono w redakcji: wrzesień 2013
Przyjęto do druku: wrzesień 2013