

## Brand Presence on Internet media: Quantitative and Qualitative Study on Brand Attitude and Brand Attachment

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### Abstract:

More and more companies are using social media in their marketing. They're spending a lot of money to make sales and connect with customers quickly, which helps their brands do better and gets more people visiting their websites.

This paper wants to look at how people's feelings and thoughts about a brand affect how they act on social media. Knowing how different people think is really important for managers who spend money on marketing. This study looks at how what people think about a brand relates to what they say about it on social media and if they support the brand there too.

The research uses special ways to study how brands behave on social media. It focuses on how people feel about brands and how this affects what they do online. This study found that how people feel about a brand is connected to what they do to support it online. It also showed that different kinds of people act differently on social media, which is helpful for companies to know. Understanding how people feel about brands and act on social media is super important for companies. The study's results give useful ideas to make social media strategies better and to get more people involved with brands online.

**Keywords:** Internet Media, Customer, Brand presence, Brand Attitude, BrandAttachment

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### 1. Introduction

Internet trade has increasingly influenced consumer engagement and interaction at various stages of the purchasing journey. While most transactions still occur on retail websites, brands recognize the necessity of closer consumer proximity. To achieve this, many businesses have embraced social media platforms like social networks and blogs to connect with a wider customer base. Consequently, social media has swiftly evolved into a pivotal element of brand communication strategies. Leveraging the potential of social media

marketing aids in not just fostering brand awareness but also enhancing consumer engagement with the brand. Presently, individuals are inclined towards engaging within online brand communities, and establishing a robust presence on social media platforms proves instrumental in garnering significant brand visibility. However, companies aspiring for heightened brand exposure find themselves contending with numerous other brands vying for the attention of the same consumers. Thus, the credibility and authenticity of a

brand play vital roles in augmenting the prospects of success.

### 1.1 Internet media, in 2020-2022, performs a huge function in our ordinary lives

49 % of people are likely to mention that they observe the bulletin on an internet platform (to put that in attitude, only 89 percent say they use an internet media platform to save up through buddies). Nearly 70 percentage of users are following their favourite brands on internet media.

One in three customers are succeeding brands on internet media from which they may make a purchase.

### 1.2 Internet media influence on brand behaviour

Internet media started as a medium through which individuals could share their photos and experiences with their friends and family, but it turned out to be more useful for business purposes. Social media platforms have become key ingredients for marketing strategies in many organizations. It has gained importance amongst millennials and is becoming a major part of everyone's life. It helps people to share, research, and discover details and information in a fraction of a second about brands and their products, and are also given the option to make the transaction by connecting to the website. It provides a platform to express their loyalty towards the brands and enjoy benefits by promoting the brands, it is becoming the newest form of product reviews. People are intrigued and attracted to the offerings of their favorite brands and can also share the posts with the public or friends to attract more audience towards the brand.

Word of mouth has been an important tool for marketers to spread awareness about their brands and influence people to make a purchase decision. Electronic WOM used for buzz marketing has gained a new edge in the world of social media. To increase customer base, marketers try to increase satisfaction, improve the quality of products and services and come out with interactive and informative posts. This enables people to spread positive word of mouth on social media. The content shared by customers on social media helps in molding purchase decisions. In such a big world it is very hard to tell people about the product's performance and benefits, but on social media it has become much more convenient. By engaging customers on social media, brands can cultivate attachment which further influences the buying behavior of customers.

### 1.3 Internet Media and Brand Attachment

Internet and network stages are proceeding to develop and increasing rapidly; while those bigger settled stages, are uniting to become worldwide coordinated involvement and showcasing stages. As the pace and motivation behind individuals advances and quickens, stages are ending up progressively inserted into the lives and practices of an expansive arrangement of customers.

It is progressively being perceived that customers' enthusiastic attachments towards brands help clarify consumer behavior.

**Bowlby (1988)** characterized attachment to look for propinquity and connection with another person who is the article of attachment. People typically take part in proximity looking for conduct to the attachment article, as it offers a place of refuge, and when this attachment object is misplaced, a feeling of sadness and partition desolation. Relational attachment is related to more grounded sentiments of reliance, closeness, love, friendship, and enthusiasm. It gives the idea that solid relational attachment is a central need that proceeds through adulthood. Inbuyer conduct, it is perceived that purchasers create enthusiastic attachments to attractive substances, for example, material belongings and presents, places, famous people, and brands. These attachments are created so individuals satisfy experiential, representative, and enthusiastic needs.

### 1.4 social media and brand attitude

The essential objective of advertisers is to change the dispositions of buyers toward their items. It is accepted that if buyers hold positive frames of mind towards their brands, the probability of brand buy will be expanded. Regardless of the vagueness related to the idea of brand attitude, it appreciates a focal position in social brain research and in marketing literature. Online correspondence depicts an advantageous, quick, and very viable medium to pass on information by eWOM. The idea of social networking platforms gives a rich domain to clients' cooperation and data trade with people. In these stages, individuals may take an interest in EWOM through various exercises, for example, beginning discussions with organizations, demonstrating their ability to get authorization-based ads, turning into a fanatic of an item or brand, or imparting their image inclinations to different clients.

Past research has shown that clients will in general connect with their most loved items, brands, and organizations, by performing practices, for example, "preferring" a page, joining a gathering, including an application, or following an organization. These EWOM practices reflect inspirational attitude of consumers toward informal community ads, as they see these publicizing messages as helpful updates of their favored organizations' contributions and news.

Conversely, accepting spontaneous or superfluous messages may create negative attitudes in shoppers and debilitate them from participating in EWOM practices.

### 1.5 Internet media- Word-of-mouth

The concept of word-of-mouth isn't a recent phenomenon. People have continuously shared their opinions, preferences, and experiences regarding various products, services, and brands. However, with the emergence of collaborative and social platforms, the dynamics and impact of word-of-mouth have significantly evolved. These changes showcase innovative ways online communities' function and influence consumer behavior. This evolution highlights the substantial influence companies can wield by leveraging the power of word-of-mouth for marketing purposes, while also considering the reciprocal impact of such interactions on businesses. The pervasive nature of the social internet, especially through platforms like social media, has exponentially amplified the reach of word-of-mouth among users. The speed, reach, and organic nature of these social platforms, coupled with the expanded opportunities for users to express themselves, play a pivotal role in shaping brand perceptions.

### 1.6 Objectives

To determine the factors affecting brand attachment and brand attitude for predicting consumer behaviour on internet.

To understand the correlation between brand attitude, brand attachment, and their influence on word-of-mouth recommendations within internet media.

### 1.7 Nike Internet media presence

In the transition from the iconic rush logo to "Just Do It" slogan, Nike has become a renowned brand all over the world. Nike has not only developed but also its brand image and products have been quickly advancing through the usage of the Internet. This retail juggernaut, along with handling field of selling sportswear, is branding itself as a lifestyle. The social media platforms which are very popular like YouTube, Twitter, Instagram, Telegram Facebook, etc. are being used by Nike to impart and interface with its buyers around the world, similarly, to moving its products. Since numerous competitors and popular personalities influence consumers' purchasing decision the use of popular identities has become extremely essential currently. Michael Jordan, Serena Williams, Cristiano Ronaldo, Roger Federer; the rundown could continue endlessly.

Nike has been successful in making internet media presence by posting regularly convincing and drawing

in materials which can be used, shared and appreciated by their supporters with more than 8 million supporters on Twitter, Facebook with 34 million likes and Instagram with 114 million followers. Nike being a popular brand worldwide, brand awareness plays a significant role in its social media presence. By posting attractive photographs or videos to catch buyer's attention within a flash of second results in purchasing that specific item. By providing constant and latest updates about its products to individuals around the globe it is able to intrigue more individuals, which will essentially imply that there will be more income created from that particular item.

Figure 1.1 Total Nike presence on internet media

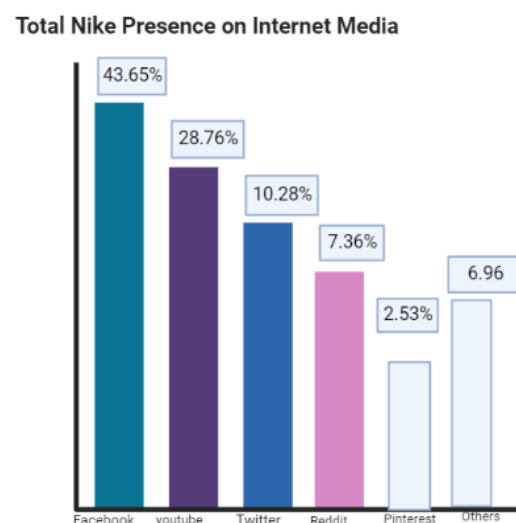


Figure 1.1 shows A popular internet media platform of decision for the online social networking advertisers is Facebook. For advancement, client engagement, discourse and for providing customer service brands are using it on a regular basis. All social media pages use its **Just Do It Slogan** and **Swoosh** logo as a presentation of the brand. They are trailed by photographs, videos and updates. Facebook page of Nike has over 34 million followers. The customers and followers identify Nike's post of photographs and recordings with items and promoting efforts and a few of them identify with the occasions supported by Nike across the globe. The supporters widely appreciate these photographs and recordings and share their sentiments about Nike items and occasions on Facebook. Nike has been very inventive with its marketing and advertising efforts. The creativity and new ideas put by Nike in its resources have led to photographs and recordings brimming among the consumers.

**Twitter:** Nike with 8.2million supporters and Nike.com with 4.6 million supporters are two twitter accounts identified with Nike on Twitter. It has the most popular records like Nike NYC and Nike Run Club. Nike also advances its brands and items just as occasions through the few records and normally tweets to its fans and supporters similar to Facebook. The photographs and recordings of its items and occasions are shared through the Twitter account. Twitter can be a magnificent social media platform for marketers and consumers. Twitter has some amazing highlights like one can tail anybody and effectively offer and like posts. Also, jazzy sharing of photographs and recordings are approved that continue to stream like a newsfeed and one is allowed to continue to accept updates from the brands and individuals one pursues.

**YouTube:** YouTube is a video offering stage to highlights for sharing, remarking, and preferring recordings. Videos are a noteworthy piece of Nike's showcasing methodology. Aside from its fundamental channel, Nike has different networks like Nike Football and Nike Baseball, separately committed to an alternate amusement. Nike's limited-time recordings are complete to rouse vitality and energy. Nike itself is a brand committed to game articles.

**Pinterest:** Pinterest serves as a valuable platform for sharing images and is particularly suitable for fashion marketers. Multiple Nike accounts exist on Pinterest, with Nike Women boasting the highest number of followers, approximately 622K.

**Instagram:** Instagram stands out as one of the most favoured social platforms for brands, and it proves to be effective for fashion brands, as evidenced by Nike's substantial following. Nike has over 114 million followers on Instagram alone. Nike doesn't just rely on views and likes; they actively interact with their followers by responding to comments and reviews. This creates a valuable space for meaningful engagement and access to a substantial fan base. However, the total number of Nike fans across different social media platforms doesn't match the count on Instagram alone.

**Google Plus:** Despite Google Plus not being as widely used as other social platforms, it still holds relevance for certain brands. Nike, for instance, has gathered over 4.5 million followers on Google Plus. They consistently share photos and updates there to maintain engagement among their fanbase. Followers on this platform express their engagement through likes and comments. Nike employs videos to inspire athletes, encouraging them to push their limits and connect with fans.

**Hashtags:** Regarding hashtags, Nike's primary brand hashtag is #justdoit (22%), followed by #nike (15%). The brand also uses event-specific hashtags like #Breaking2 and #airmaxday for product launches.

**Customer Service:** For customer service, Nike actively uses Twitter to address customer inquiries, with 99.2% of the brand's tweets being responses. On average, Nike responds within 8 hours. Additionally, Nike has a dedicated customer service Twitter handle, @NikeSupport, with an average response time (ART) of 7 hours and a response rate of 75.9%. Nike, like many leading brands, maintains a robust social media presence.

Nike generated buzz on social media with the launch of its first hijab sportswear, the 'Pro Hijab,' on International Women's Day in March. The response was mixed, with both praise and criticism circulating in the online community.

Nike has utilized emotional branding to convince clients and make a type of emotional attachment between the customer and Nike. It states that emotional branding is generally indicated as an important component to achievement and success, and also that emotional branding is characterized as the commitment of customers in a great, long haul, close emotional association with the brand. It is trusted that a disposition towards a brand dependson a lot of convictions".

Improving brand loyalty can be achieved through individuals' engagements with social platforms and virtual communities. Nike has successfully adapted to the digital age, connecting with consumers both locally and globally through various online channels, from football communities on social media to the Nike+ Run Club application.

With over 318 social media profiles covering a vast array of products and geolocations, Nike stands out as one of the most sought-after brands on the internet. The brand has a presence on major platforms such as Facebook, Twitter, YouTube, Pinterest, and LinkedIn. To enhance online visibility, Nike has created separate pages for its products, catering to diverse target customer groups. Nike excels in social media, boasting significant follower counts across various platforms. For instance, Nike Football has amassed 44 million fans on Facebook, ranking among the top ten most followed brand pages. Additionally, their primary Instagram account boasts nearly 77 million users.

Notably, Nike has strategically focused on video content on Facebook, a strategy that predates the algorithm change in 2016. On average, Nike posts only four times a month, and the brand does not adhere to a consistent posting schedule. Instead, posting frequency is driven by topical events, such as campaigns or international sporting events featuring their brand ambassadors.

## 2. Review of Literature

The article stated that with the appearance of social media, communications between the consumers and the company have changed completely. The widely recognized social media platforms encompass Facebook, Instagram, Twitter, Snapchat, LinkedIn, and

YouTube. According to a study, 88% of companies across sectors such as IT, media and telecommunications, travel and leisure, FMCG, and retail have embraced social media platforms. Among these, 42% have seamlessly integrated various social media platforms into their operations.

## 2.1 Word of Mouth

It is an informal communication between private groups concerning the evaluation of the products and services rather than formally communicating to the company. It is through social media platforms that the consumers get a chance to spread word of mouth easily. Since the social media has immediate reach to millions of users it has led to dispersion of word of mouth considerably. Through their **(C. Whan Park et al)** hypothesis they indicate that the sturdier the strength of consumer attachment to the brand the extra they are influenced to invest their personal resources to deepen their relationship.

1. Such behaviour can be depicted through brand loyalty, brand defense, and other behaviour.
2. This leads to their engagement in difficult behaviour like investment of their money, time, reputation, energy to keep their on-going relationship.
3. The brand attitude is more useful in capturing consumer's brand mind share but attachment captures both heart and mind share of consumers.
4. The level of brand attachment proves to be a stronger predictor of consumers' real purchasing actions. Hence, brand managers should prioritize the implementation of strategies fostering brand attachment.
5. Brand attitude is more significant predictor of switching a brand or movement away from a brand.

The article brings in account that prior studies have indicated that attachment displays different behavioural outcomes and its consequences. It includes sharing, postings, viewings, commenting, etc. The article brings in account that prior studies have indicated that attachment displays different behavioural outcomes and its consequences. It includes sharing, postings, viewings, commenting, etc.

The study **(Rebecca A. et al)** through their hypothesis proposed that clients are more involved in social media would show more C2B engagement and brand-related behavior. Those who are more powerfully involved in social media are expected to appreciate marketing campaigns and activities designed for social media that can influence brand-related behavior.

The brand attachment reflects the strength of the bond between a buyer and a brand. The authors **(J. Arnold et al)** in the article have argued that brand attachment is an important predictor of brand equity, and brand extension. Also, brand attachment is a motivating factor of consumer-brand relationships and signifies favourable consumer behaviour. But it has been argued that developing a strong association with the brand is not desired by every customer.

The attachment theory suggests that attachment styles are shaped by various relationships, encompassing expectations, emotions, behavior, and attachment experiences throughout an individual's history. Therefore, consumer attachment has been defined as the consumers' methodical and systematic pattern of interactive expectations, emotions, needs, and social behavior exhibited by consumers within their relationship with a brand.

The research suggests that both positive and negative consumer behaviour can stem from brand attachment and buyer attachment styles. It offers that brand attachment has not only led to satisfaction of buyer behavior such a brand faithfulness but also damaging buyer behavior like anti-brand actions, trash talking. Trash talking is defined as negative information sharing by followers of a group against the competing brands because of their defense mechanism on behalf of their favorite brands. It is considered as opposite of brand loyalty. Therefore, brand attachment may lead to both brand loyalty and oppositional brand loyalty. Usually, when customers feel disappointed with the brand, brand attachment leads to anti-brand actions.

The article defines anti-brand actions as behaviors shown by consumers, reflecting a mix of fascination and animosity towards a brand. These actions tend to emerge when a consumer experiences dissatisfaction with a particular brand, potentially resulting in a strong dislike for that brand. However, the research indicates that not all consumers engage in these anti-brand actions. Rather, those who do tend to be individuals who feel let down or betrayed by a brand, especially after investing significant trust or resources in it. The article begins by stating that electronic word of mouth takes place across numerous online channels **(Kudeshia C et al)** E-won is an augmentation of traditional word-of-mouth and social media has transformed face-to-face communication into electronic WOM communication. Earlier it was found that the marketers faced a difficulty to observe WOM communications but with the emergence of social media they can not only observe the communications but also manage them better through sharing of positive experiences and useful messages. Customer engagement through social media helps to build brand relationships and affect attitude and purchase behavior. It is thus important for the managers on social media to generate positive WOM which can result in favorable attitude.

## 3. Research Methodology

The Research methodology shows the general pattern of organizing the technique for gathering reliable and valid data for the cause of study. The methodology for this project includes - description of research design, research instruments, the scope of the survey, the sample size & the sampling technique, data collection procedure, statistical tools used and method of analysis. The validity of research relies on its systematic method

of data collection and analysis. In this report we study both primary data and secondary data extensively and systematically.

### 3.1 Research Design

There are both descriptive and exploratory research used by the researchers.

#### 3.1.1 Sampling Design and Sample Size

The sampling method used is simple random sampling. The survey was conducted among consumers mainly belonging to Delhi/NCR region. A pilot test was conducted among 30 social media users before the final questionnaire was distributed among various respondents. The questionnaire was filled out on both online and offline mediums.

#### 3.1.2 Calculation of Sample Size:

**Cochran Formula**  
Sample Size = 400

➤	CI = 90%
➤	e = 5%
➤	Z = 1.64
➤	p = 0.5, q = 0.5

Therefore, Total 400 Sample size  
The total number of responses collected is 400.

#### 3.1.3 Sampling techniques

Non-probability sampling technique - Convenient sampling – was used for the survey.

#### 3.1.4 Pre-test

The questionnaire was pre-tested with thirty social media users before it was sent to the respondents. Necessary modifications were made in the questionnaire from the feedback obtained after pre-testing.

#### 3.1.5 Data Source

To conduct the research, a combination of primary and secondary data was gathered. Primary data was obtained from the target audience situated in Delhi-NCR, while secondary data was sourced from diverse journals, magazines, and websites focusing on the impact of attachment and attitude on influencing brand-related behaviour on social media.

#### 3.1.6 Primary Data

The primary data was collected from respondents in Delhi-NCR. The respondents gave information regarding their understanding, experiences, opinion and perception towards brand related behavior on social media. A well-structured questionnaire was used for the survey. The respondents were from varying background Gender, Age, Marital Status, Occupation, Monthly Family Income, Hours spent by them Online, etc.

#### 3.1.7 Secondary Data

The study secondary data was collected from books on brand behaviour, social media, marketing research, research journals, magazines, websites of related topics etc.

#### 3.1.8 Quantitative Data

Questionnaire Design - A well-structured questionnaire comprising close-ended questions has been made use of to obtain the research objectives.

#### 3.1.9 Qualitative Data

Focus group interviews: It was conducted with 8-10 participants belonging to different age groups – all active social media users – before the final survey, to find out their basic reaction to social media brand attachment and attitude & identify various attributes as per them that.

### 3.2 Factor Analysis

The factor analysis is accomplished when the quantity of factors which influences the variables are, and the variables which go together are to be determined by the researcher. For the study, EFA was done with principal components extraction and varimax rotation. The basic underlying hypothesis of Exploratory Factor Analysis is that there be m common latent factors which are to be discovered by the researcher, and the overall goal is to determine the minimum number of common factors that will take care of the correlations. It is usually used when the researchers have not made any priori hypothesis about factors or patterns of measured variables. Factor weights are computed to yield a situation where the determined thinkable variance has been extracted, with every consecutive factoring ongoing until there is no further expressive variance left. The factor model computed is then rotated for further analysis. Varimax rotation is called varimax because it maximizes the sum of variances of the square loadings i.e. the squared correlation between the variable and factors. This is the most common rotation option. All the factor loadings above 0.50 were considered significant and acceptable Schierholz R, Laukkanen T (2007).

#### 3.2.1 In-depth Interview

In the part of depth interview we studies about the marketing, interviewing technique used when expert criticism is required or to collect unique responses from the respondents or users of the products and services. In this part utilized when accompanying awareness in group interview or individual interview of respondents is unreasonable or unconnected due to geographics, issue related to logistics, or the sensitive or nature of compiled of theme to be investigated. In depth interview are commonly utilized when servings owners of the business, top level executive, network and commercial enterprises leaders and important personnel.

Face-to-face, either at an individual’s domestic or workplace or in a valuable area, together with a mall, network middle, or different publicly reachable area. The point of in-depth interviews is to allow for a semi-structured dialogue wherein the Respondents are handled with remarkable admire as “experts” in whatever discipline or scenario they manifest to represent.

#### 4. Discussion

This enables them to spread word-of-mouth recommendations on social media which have an impact

on their behavior. Customers mainly visit the social media platforms to seek professional help to seek guidance and support that is provided by professionals working at the brand because they have been in this business for a long time. The solutions and support provided on social media by the brands impact the attachment of the consumers towards the brand and shows positive attitude that influences their behavior. The social media platforms enhance customer value and brand knowledge which impacts customer attachment and also provides the customers convenience and good experience which increases customer satisfaction.

Figure 3.1

Themes	Clusters	Observations	Frequency
Customer Satisfaction	Good Experience	Must try that brand!!	27
		Always a great shopping experience!	
	Amazing offers on the social media platforms!!	22	
Convenience	Easy to navigate the website.		
	Fast and easy ordering process.		
		Quick delivery through online.	

Figure 3.2

Professional Help	Guidance	Instant customer service on social media. Availability of tutorials on social media.	18
	Support	Reviews of different people help in better judgement. Get influenced by other's experience. Enables me to connect with others.	25
Customer attachment	Value	Prices are lower comparatively from stores. Special loyalty discounts/ offers.	25
	Brand knowledge	Tells me something about the brand I did not know. Gives useful information & updates about the brand.	30

different brands on social media show different purchase behavior. The attachment creates brand loyalty and attitude. The study indicates 11 major factors that impact attachment and attitude towards brand on social media. Due to the advent of the internet, social media has started creating a buzz among consumers and has increased their dependency on it. In a metropolitan city like Delhi, with very few people using media platforms like television or radio, the shift has been towards social media platforms. The brands are finding great opportunities on social media to involve with clients and increase their interaction with them. This encourages the brand to influence the consumer purchase behavior through the attachment and attitude that consumers perceive about the brands. Therefore, the study provides deep acumens into the minds of consumers in the urban areas. The way brands use social media to influence attachment and attitude of consumers and the factors that influence their responses.

#### 5.1. Suggestions

The mostly used social media platform is ‘Facebook’ with 164 users then ‘Instagram’ with 103 users, ‘Twitter’ with 94 and the least 39 being used is blogs.

It has been observed that social media helps to build brand loyalty among customers which is a significant factor in customer attachment and results in positive attitude.

From the In-depth interviews, we suggest 3 themes- ‘Customer satisfaction’, ‘Professional help’, and ‘Customer attachment & Perception’ that majorly social media and influence attitude and attachment towards brand behaviour.

Using Factor analysis, we can determine the significant factors that influence attachment and boldness towards brand behaviour on social platform for the renowned brand Nike.

With the coefficient of correlation study, an improvisation can be made upon the factors taken so as to increase the commitment of the consumers towards the brand.

As per the responses the research suggests that for Nike 188 respondents ‘Agree’ and 46 respondents feel ‘Neutral’ that brands motivate the customers to gain more knowledge

#### 5. Conclusion

The project aimed to examine the diverse factors influencing brand attachment and attitudes that influence behavior on social platforms. It sought to understand the correlation between brand attitude, brand attachment, and their impact on word-of-mouth recommendations within social media environments. Through the research, it was observed that

about the products and the brand by posting regular feeds on social media platforms. Therefore, the brands should increase their presence on social media by engaging the customers and create a buzz.

## 5.2. Limitations of the Study

The research is confined to certain parts of Delhi NCR & Mumbai due to time constraints and does not necessarily show a pattern applicable to the entire country. Also, the sample size was confined to 400 respondents.

Unwillingness error.

Lack of cooperation from the respondents.

Limited time frame.

## Authors Contribution

All authors declare that there is no conflict of interest regarding the publication of this research paper.

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