

## **A Comparative Study of Amazon and Flipkart With Reference To User Generated Content at Social Media in Context of Customer Brand Value**

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### **Abstract**

The aim of the study to examine the impact of user generated contents at social media for the customer along with online marketing through Amazon and Flipkart, which provides interactions between the brands and customers. The interaction on social platforms builds the customers perceptions about the brand, which gives positive impact on their purchase decisions. Now-a-days, the branding strategies of social media marketing plays a awfully sharp role in context of customer brand value. The social media is used as a marketing strategy to enhance the brand value as well as to promote and propagate product information among consumers in an efficient manner. Along these lines, this examination has endeavored to find out the impact of branding strategies via social media platforms in context of customer brand value, with reference to branding strategies in India. A standardized online review was conducted via Google Docs and the convenience sampling technique has been utilized to collect data. The outcomes have found the positive correlation and impact with social media marketing in context of customer brand value. Hence, the conclusion is showed as social media efforts positively influence to social media marketing in context of customer brand value. Hence, the examination has guided to fabricate platforms to enhance consumer's brand values through creating the effective marketing strategies for brands.

**Keywords:** Social media, Marketing, Branding Strategies, customer brand value.

### **Introduction**

In the era of 2020s, the competition is on its peak. In this competitive business environment, all brands are working on securing their product space in the global markets. However, being creators and providers of these innovative brands to differentiate their offers from the competitors as in the requirement of new business opportunities and perspectives. It involves the customer brand values and making the customer an active partner in this innovative process.

Social media is a spring of marketing to fascinate consumers with the motive to surge sales and to rally value with customer's all over the world. In the context of branding Strategies, the social media role is very important, and it is considered as a very strong player that satisfied all the parameters of the customer's satisfactions.

Now-a-days, traditional architype have been defied by innovative business designs, technologies, skills and customer demand. Indeed, it is moving quickly into a new era of the customer brand value, where customers are increasingly able to directly inspired by the branding strategies, which are contributing to the user generated contents on social media.it may be future scenario that involve user generated contents created by companies for

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its customers, which will originate from thoughtful organization. Thus, the long-standing insinuations of the changes are yet to be seen, the vital change in the power association between brands and customers for making marketing thought and practice (*Hern; 2013*).

The concept of marketing becomes more accessible and markable by the brands which directly and indirectly attracts to customer's need and their requirements that's gives the strengthen the customers brand value. It can be to attract the customer's' attentions by relentless existence and accountable of social media. Now, the OTT and social media platforms like Facebook, Instagram, Twitter, LinkedIn, WhatsApp have become the soul part of our daily lives. It provides sound relation between brand and customers to generate the goodwill, which makes social media an irreplaceable means of big brands, as it is a best and constant platform to deliver the all evidence apropos the brands, which helpful to create brand awareness and effectiveness to their customers' base. Thus, it can't say wrong that now it is become a global movement. And, it gives faster support to brands to create more and constantly customer brand value (*Hutto, 2011*). Similarly, it also includes the additional goings-on of the customers value such as reading website, blogs, contributing reviews and rating the online shopping with every constraint of brand, packaging, delivery support systems (*Khan' 2010*). Therefore, the brands must differentiate the positions on the bases of their name so that it is clear for its target market because customers are now more up to date and frequently using the social media to discuss and to know about all the brands, with its performance, quality, popularity etc. (*Kotler; 2010*). On the bases of all these parameters, the lots of research has done at various aspects. All these facts into considerations, to fulfill the research gap in the existing research, the study has focused on the one research questions are:

***Q1. Does the user generated content give positive impact on customer brand value?***

***Q2. Does the user generated content impact on prospective buyers?***

### Review of Literature

The research in User generated Content has been more popular, it includes the large scale of crowd-outsourcing ingenuities, which enables customers to share their ideas & thoughts with the companies and easily participated in the innovation of new brands (*Brabham;2003*). Similarly, online platforms like amazon, flipkart and so on are the platforms which provide the brand reviews on its websites, which allow to customers to evaluate the existing brands in the market by shred their opinions with the fellow customers (*Moe;2012*). It leads the group of customers who often adopt the latest brands and share these inventions with their connected persons without any active role of the companies'engrossment. User generated Content may be expounded as self-product media gratified (*Kim;2010*).

Many research has looked at social media such as Herhausen, 2019; villarroel, 2017; and ordines, 2018. Similarly, various other research done on the branding strategies and brand value such as (*Grewal 2019*); (*Hollenbeck and Okaikati 2012*); (*Stephen 2013*); (*Wallace, 2014*); According to (*Weinberg 2009*); The impact of the social media on customers' behavior by way of the use of a commercial platform which works as a public profile that enables companies to share their products or services with its customers. The consumer's ability to pick out a brand when the companies presented to it in a special package that offers to customers. It is increased through the usage of the brand and its names. (*Sharpe,2010*). According to *Ellison (2017)*, a key factor to create online content and share customers who share common pursuits. Those social networking websites are often made up of consumer documents wherein registered participants can share information on their documents and with others. For Brand awareness, social media does consider as a multiple tasker. It provides interactive and interpersonal brand strategies with the motive to increase the brand awareness among the customers at all around the world. It also focused on brand liking, brand promotion, customer loyalty, strong advertisement etc. through the social media to get better space in the national as well as international market (*Tuten, 2014*). According to a survey data said, the millions of people used social media at routine bases at daily baes. The figures reported by Facebook in 2019, "having 2.38 billion monthly active clients and approx. 56 billion daily active customers as of March 31, 2019. Globally, the total variety of social media users is estimated to grow to 3.29 billion users in 2022, which is probably 42% of the population, positively affect important marketing results such as new customer acquisition and sales".

According to, the research showed in 2020, such as (*Gordon, 2020*); (*Fossen and Schweidel, 2020*); (*Hennig; 2020*) authors, the value of advertising through social media is more preferred by the customers. As the customers interacts with the other platforms of the advertisement that also affects the innovations and ideas for new brands.

### Research Objectives:

1. *To Study the user generated content at social media and understand their role in today's marketing strategies*
2. *To list out the drivers of customer brand value.*
3. *To study the association between user generated content and customer brand value.*
4. *To suggest the strategy for buildup customer brand value by using the user generated content.*

### Research Hypothesis

*H<sub>1</sub>: There is significant relationship between user generated content and customer brand value.*

*H<sub>0</sub>: There is no significant relationship between user generated content and customer brand value.*

*H<sub>2</sub>: There is significant impact of the user generated content on prospective buyers.*

*H<sub>0</sub>: There is no significant impact of the user generated content on prospective buyers.*

### Research Methodology

- **Type of Study:** The convenience sampling technique has been used to collect data. The researchers have used quantitative data analysis for interpretation of the research result.
- **Type of Data:** Primary & Secondary data both has been used for data collection. The research sent a self-structure questionnaire via a google doc to full the criteria of primary data. Similarly, to fulfill the parameters of the secondary data, the information was collected from various websites and research papers.
- **Data Collection:** A self-structure questionnaire was created and sent via a google doc, and got response by 135 respondents.
- **Tools:** For data Analysis tools such as correlation, multiple regression models through SPSS has been used.
- **Period of the Study:** 2020-2021.
- **Sample Size:** 135 respondents.
- **Sample Variable:** User Generated Content, Customer Brand Value and Branding Strategies & Social Media Marketing through online platforms.

### Data Analysis & Interpretation:

To answer the above research questions, use of a survey questionnaire to examine selected variables for the study i.e., user generated contents at social media and understand their role in today's marketing strategies, to list out the drivers related to the customer brand value, to study the association between user generated content and customer brand value and its impact of the branding strategies of social media marketing in context of customer brand value. For the same SPSS software has been used to analysis of the primary data. The correlation and multiple regression models are used in portrayal the arithmetic evidence:

$$CBVi = \beta_0 + \beta_1 BSSMMi + \beta_2 BUGCi + \epsilon_i$$

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Here, the symbols showing are as follows:

CBVi = Customer Brand Value

$\beta_0$  = Constant

BSSMMi = Branding Strategies & Social Media Marketing

BUGCi = User Generated Content

$\epsilon_i$  = Error Term

### Reliability Test - Correlation

The researcher has used quantitative data analysis for interpretation of the research result. So, before applied the correlation and multiple regression models, the research focused on the result of acceptance of the selected variables. According to the rules, the acceptable value of the Hence, both the variables have the Cronbach's Alpha value is higher than its acceptable value (higher than 0.7). Hence, the test\* can be considered as significant.

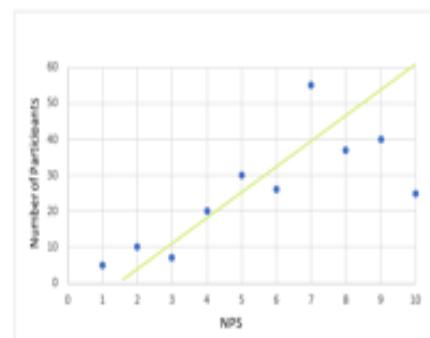
Variable	Number of Questions	Cronbach's Alpha	Hence, Cronbach's Alpha value is higher than its acceptable value.
Customer Brand Value	10	0.900	
Branding Strategies of Social Media Marketing	15	0.875	
User Generated Content	10	0.876	

Research Hypotheses: to find out the first phase of the study, the research applied the correlation between the variables to know the result of acceptance or rejection of the research hypotheses. Both alternative hypotheses are accepted and on the other hand, both null hypotheses are rejected. Hence, H<sub>1</sub>: there is significant relationship between user generated content and customer brand value and H<sub>2</sub>: there is significant impact of the user generated content on prospective buyers.

$$r_s = 1 - \frac{6 \sum D^2}{n(n^2 - 1)}$$

<i>Variables</i>		<i>Customer Brand Value</i>	<i>Branding Strategies of Social Media Marketing through online platforms</i>
Customer Brand Value	$r_s^*$	1	0.756**
	Sig.		.000
Branding Strategies of Social Media Marketing through online platforms	$r_s^*$	0.754**	1
	Sig.	.000	
<i>Variables</i>		<i>Customer Brand Value</i>	<i>User Generated Content</i>
Customer Brand Value	$r_s^*$	1	0.756**
	Sig.		.000
User Generated Content	$r_s^*$	0.753**	1
	Sig.	.000	
	Total no. of respondents	135	135

On the based on the figure and graphical presentation of positive correlation variables showed, the correlation between the Customer Brand Value and User Generated Content: 0.753 at a significant level of 0.01. And, Customer Brand Value and Branding Strategies of Social Media Marketing through online platform: 0.756 at a significant level of 0.01. This figure showed the strong correlation between Customer Brand Value, User Generated Content and Branding Strategies of Social Media Marketing through online platform.



### Regression Analysis

On the bases of the research gap, to test the collective variables impact on user generated content, customer brand value and Branding Strategies of Social Media Marketing, the study carried out a regression multiple model analysis in the below table:

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Model	$CBVi = \beta_0 + \beta_1 BSSMMi + \beta_2 BUGCi + \epsilon_i$	
Constant	Coefficient	Significance (P value)
Customer Brand Value	0.925	.000
Branding Strategies of Social Media Marketing	.404	.000
User Generated Content	.410	.000
R <sup>2</sup>	.617	
F Statistic	162	.000

Hence, based on the table the coefficient value showing the 0.925, the User Generated Content and branding strategies of social marketing gives the direct impacts on the customers brand value. In this case both Null hypotheses are rejected, and alternate hypotheses are accepted. The impact of Customer Brand Value, User Generated Content and Branding Strategies of Social Media Marketing are 0.925, .410 & .404 respectively along with the p-value is 0.00, suggested that the branding strategies of social marketing through online platforms with reference to Amazon and Flipkart has strong influence on the customers brand value, which are highly significant. Thus, User Generated Content helps to influence the build image at social platforms. Customers are more likely to like the brands, which recommended by their friends, relatives and others. Hence, it is a free branding strategy on social media to the marketing, which can be reused in further campaigns.

### Conclusion

Based on above figures, the marketing is all about the experimenting platform and when it considers the user generated content campaign of any organization, that all about the thinking outside the box. The said research paper, illustrates the importance of the all-selected variables as well as some examples of the same as a part of online platforms and social media. At last, the goal of this study was to contribute to a higher understanding the branding strategies of social media marketing inside the context of customer brand value. The branding strategies have a look at provides a vital contribution by means to establish a new product or brand at global market and to build it constantly manner. Companies opted the branding strategies on social media as a decision for long terms aspects not short term. Thus, it provides the strong connection between companies and customers, which can pursue number of branding strategies to continue in long term aspects. Hence, this study provides the scope and integrates the branding strategies of social media marketing in the context of customer brand value. On the other hand, as in form of second opportunities of social media marketing in the parameters of branding strategies to development and create the healthy relationship with the customers at global level. Moreover, it is facilitating the interactions between the brands and the customer value. At the end, result the study concluded that the marketing of brands or use branding strategies through social media channels are more useful and trustworthy channels for the customers.

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