

# **An Analysis on the Impact of Facebook Marketing on Brand Awareness: A Case Study of GlaxoSmithKline Bangladesh's Product, 'Horlicks'**

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***Abstract:** In the context of Bangladesh, the full potential of using social media as a prominent marketing tool is yet to be fully explored. With the advancement of internet, the importance of social media in marketing process has become crucial. In this research, the impact of social media marketing will be assessed in the form of firm generated content and user generated content. This study particularly employs a Quantitative approach of research. Using an online questionnaire, data has been collected from 150 participants. Appropriate statistical analysis including correlation and regression along with descriptive analysis has been incorporated in this research. According to the findings of the study, social media marketing has a positive relationship with the brand Awareness of Horlicks. The impact of social media marketing on the brand Awareness of Horlicks can be effectively discovered with this process.*

***Keywords** – Social media marketing, user generated content, firm generated content, brand awareness, social networking sites, Facebook & its dimensions, brand equity, brand awareness,*

## **1.0 INTRODUCTION**

### **1.1 Introduction**

In the business sector today, social media marketing has become a crucial concept as it provides significant opportunity to the consumers as well as the sellers to create effective relationships among them. This research emphasizes on the assessment of the impact of social media marketing on the brand awareness considering the people of Suburban areas of Bangladesh. The researcher provides background information on the research in this chapter along with discussions on the rationale and significance of the research.

### **1.2 Research Background:**

With the growing popularity of social media, the process of disseminating information has been changed drastically and the traditional media is being replaced by the new media (Mangold and Faulds, 2009). Social media is used by more than 80% teens and

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young adults in different parts of Europe and America (Li, Wang and Cai, 2011). The business forms are increasingly using social media in order to advance their business Strategies and profitability. The new approach to use social media to improve business performance has been creating a drastic influence on the new business environment. The Purchase decision of the customers can be significantly influenced by a higher level of brand awareness (Tsimonis and Dimiriads, 2014). The companies have to make an appropriate effort to create significant brand awareness and insurance the brand attitude and intention of the customers to purchase a product. With the help of the social media, the customers can be effectively engaged with a particular brand more than ever before (Sashi, 2012). With this process, the consumers no longer perceive themselves as passive respondents. Rather, they can actively interact with the company and provide their valuable opinions to make the products and services more valuable to them (Kamenetz, 2006).

### **1.3 Rationale of the study**

In the context of Bangladesh, social media marketing is becoming a very popular tool of communication. The organisations in Bangladesh spend approximately 280 million pounds per year on both below the line and above the line advertising (Athukorala, 2012). It is also presumed that social media marketing is one of the most effective mechanisms for establishing a particular brand. It can play a significant role to reach out to the maximum number of customers with a considerably low price. However, the field of social media is yet to be explored effectively because the number of studies that have been conducted in this topic is insufficient (Gamage, 2013). In the context of present Bangladesh, the role of social media in increasing the brand Awareness of a company can be considered an appropriate topic. Also, it is expected that the findings of this research will be very important for the existing research industry. Very Few studies have been conducted on the use of social media marketing, and not enough focus has been provided on how the companies can effectively use it to increase brand awareness (Berinato, 2010; Dong-Hun, 2010).

### **1.4 Aim, Objectives and Hypothesis**

**The aim of this research** is to measure the impact of social media marketing on brand awareness of GlaxoSmithKline Bangladesh product, ‘‘Horlicks’’. In order to fulfill the aim of this research, objectives have been identified;

- a) To assess the impact of social media marketing on brand awareness of ‘‘Horlicks’’.
- b) To assess the impact of User Generated Content in Facebook on brand awareness of ‘‘Horlicks’’.
- c) To assess the impact of Firm Generated Content in Facebook on brand awareness of ‘‘Horlicks’’.

- d) To examine the variations in brand awareness as a factor of variations in User Generated Content and Firm Generated Content.
- e) To make suitable recommendations as to how social media could be used effectively in creating and enhancing brand awareness for ‘‘Horlicks’’.

**The research questions are;**

- a) How social media could be used as a marketing strategy?
- b) How would User Generated Content in Facebook impact on brand awareness of ‘‘Horlicks’’?
- c) How would Firm Generated Content in Facebook impact on brand awareness of ‘‘Horlicks’’?
- d) How social media should be used by ‘‘Horlicks’’ in creating and enhancing brand awareness and equity?

**Following hypothesis** has been formed for this study;

Hypothesis-1:

H<sub>0</sub>: User Generated Content has a negative impact on brand awareness.

H<sub>1</sub>: User Generated Content has a positive impact on brand awareness.

Hypothesis-2:

H<sub>0</sub>: Firm Generated Content has a negative impact on brand awareness.

H<sub>2</sub>: Firm Generated Content has a positive impact on brand awareness.

Hypothesis-3:

H<sub>0</sub>: User involvement in Facebook has a negative impact on brand awareness.

H<sub>3</sub>: Firm Generated Content has a positive impact on brand awareness.

## **2.0 LITERATURE REVIEW**

### **2.1 Introduction**

Since the 19th century, dramatic change has been seen in economics and societies. With the introduction of mass media, a new concept called consumption communities has emerged which has created a revolution in modern marketing (Wirtz et al., 2013). As a consequence, the individuals in the society have shaped their identity based on their consumption role in the society. As an outcome of high levels of customer brand engagement, the companies can effectively use brand communities for their benefit. The last decade has shown massive adoption of mobile technologies, internet and social

media (Wirtz et al., 2013). The researcher wants to cover various aspects of social media marketing along with brand awareness in this literature review. The issues to be covered in this review include various kinds of social media including Facebook, user generated content, firm generated content, branding, brand equity, brand awareness and so on (Manchanda et al., 2012, cited in Gamage, 2013, pp. 45). Moreover, the hypothesis have also been created after conducting the literature review which would be crucial to achieve the research objectives.

## **2.1 Social Networking Sites and Social Media**

Marketing has evolved through three major stages over the past few years which are called Marketing 1.0, 2.0 and 3.0. Each of these stages represent complex and more advanced use of modern Tools and techniques. The motto of the companies have been shifted towards making the world a better place rather than just making profit and expanding the business (Kotler, Kartajaya and Setiawan, 2010). The companies do not treat the customers as merely the buyers and consumers, rather they are considered as human beings who have minds, hearts and spirits who can provide valuable ideas to incorporate in the business. The landscape of media has also seen huge transformation over the past few years. With the shift from Web 1.0 to Web 2.0, the internet has become more flexible and user generated. It has also become a medium for the people to connect with their peer groups and create strong and effective relationship with them (Kotler, Kartajaya and Setiawan, 2010). The companies can promote their product to businesses as well as the consumers which has provided with more options to them. The extensive use of social media has provided the opportunity to the individuals to discuss about their interests along with various aspects of a particular product.

Social media is primarily a two way web internet application that provides the opportunity to the users to create and share their own content on the basis of the requirements the tools of social media that have been considered in this research are Facebook, Google+, Twitter, Pinterest, LinkedIn, Flickr, Hootsuite, and Mailchimp. Facebook is the most extensively used social media (Algharabat, 2017). The advertising using Facebook involves hosting contents, promoted posts, sponsored contents, open graph, fbx and so on. The companies functioning in the E-Commerce industry of Bangladesh are greatly dependent on Facebook to reach out their targeted customers. Some of the prominent companies of food delivery such as Hungry Naki Foodpanda etc. take order from the customers through Facebook and deliver the products directly to the given address. Some of the C2C businesses such as Bikroy.com, Ekhanei.com, ClickBd.com etc. used Facebook alongside their website to connect with the customers and provide the products to ensure the growth of their business (Cole et al., 2017).

Another prominent social network is Google+ which has revealed new era of marketing for various companies. Major features such as including links to the introductions, scheduling consistent updates for profiles and pages, optimizing posts for Google search results are greatly beneficial for the businesses that conduct their functions in the market (Hossain et al., 2016). Another effective marketing tool is Twitter which provides significant opportunity to the users to read and share short messages that are called tweets. The companies can target the experts and carry out interactions with them with the use of the social network. Moreover, by using the Pinterest marketing, the consumers can use price tags and pin it for other domains of competitors. Furthermore, by using LinkedIn, the companies can create an email marketing list using the sponsored updates and posting high quality contents (Mouri and Arshad, 2016). Lastly, Flickr uses photos to manage marketing activities for the companies, Hootsuite is used to carry out social media marketing with a new approach and Mailchimp provides significant support to carry out email marketing.

### **2.3 Social Media and Branding**

By using social media effectively, the companies can connect with their targeted customers with a greater efficiency. The businesses can have deeper relationships with their customers due to the interactive nature of social media (Thackery et al., 2008). The consumers are able to provide their feedback as to how they like the provided services and products. It is highly effective to create relationships with both existing customers as well as new customers. The companies can effectively identify the problems in their operations and strategies by seeking the comments and feedback from the end users (Lipsman et al., 2012). Since the customers are able to add value to the existing products and services, the company is bound to demonstrate a better performance in the business. Horlicks has an active Facebook page in Bangladesh that provides sponsored ads and reach out to the customers which significantly increase its brand image. As a consequence of using social media, the companies can also have a large number of loyal customers (Sashi, 2012).

### **2.4 Conceptual Framework of the study**

#### **2.4.1 User Generated Content (UGC)**

User generated content is comparatively new idea in the field of Internet. This term has appeared for the first time in 2005 and since then it is playing a crucial role in the landscape of the media. It also plays a significant role in establishing a particular business (Valcke & Lenaerts, 2010). The widespread use of internet and high quality electric material has provided the opportunity to the users to shape and create posts at their own will. It has also provided more freedom and power to the common uses of internet. It is important to understand the nature of UGC in order to create a mechanism that will

provide the company to interact more with the targeted customers (Bruhn, Schoenmueller and Schafer, 2012). It is also an important feedback mechanism that can provide valuable insights today about consumer perception regarding a particular brand (Gamage, 2013). The brand reputation can be damaged if the companies are unable to communicate the vision and mission effectively with the consumers. The companies also have to create an effective brand identity to ensure that the consumers easily recognize the products and services (Blackshaw and Nazzaro, 2011 cited in Lipsman et al., 2012, pp. 48). The first hypothesis is *H1: User Generated Content has a positive impact on brand awareness.*

#### **2.4.2 Firm Generated Content (FGC)**

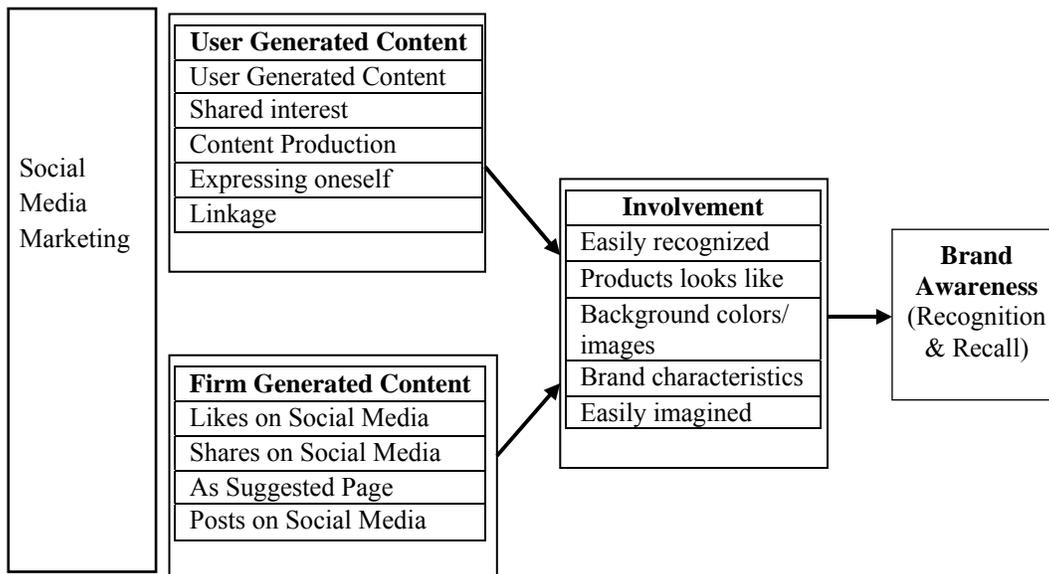
Firm generated content is usually controlled by the management of a particular company. It specifically focuses on enhancing the brand image of the company and communicating its vision with the consumers (Bruhn, Schoenmueller and Schafer, 2012). Firm generated contents are more polished and shaped in a way that the consumers appreciate the language and the message. Visual contents are more appreciated in the present time because of the high speed internet and the opportunity to stream videos without any inconvenience. The users of Facebook have at least 130 friends on an average. The friends of a person are able to see the likes, comments and other interests of that person (Lipsman et al., 2012). A particular message can be disseminated quiet effectively with the use of social media pages (Nielsen, 2009). The business companies are using actual people to promote their products because it is highly effective to ensure the interest of the consumers. It should be remembered by the marketers that they will not be able to effectively use FGC to enhance the hedonic brand image (Lipsman et al., 2012). However, the companies do have the ability to influence consumer to consumer Communications. For example, FGC can be used by the marketers to stimulate UGC through the creation of a word of mouth platform. *H2: Firm Generated Content has a positive impact on brand awareness.*

#### **2.4.3 Branding, Brand Equity and Brand Awareness**

Brand equality is primarily defined as a set of brand Assets and liabilities that can be linked to the particular brand. It also includes the name and symbol of the company that can add or subtract value provided by the products and services of the company. Brand equity consists of two major dimensions which are brand awareness and brand image (Dou, et al., 2010). They are also determined by differential effect of brand knowledge on the response of the customers to the promotion and marketing of the brand (Mangold and Faulds, 2009). Brand awareness is also connected with the crest memory or brand note which is used to measure the capacity of the consumers to identify the brand under different circumstances. In this way, the consumers can effectively the brand name and

symbol which provide a greater brand image to the company (Gamage, 2013). On the other hand, brand recognition is the ability of the consumers to confirm a previous experience to the brand as a cue to the recognition of the brand. Brand recall is another concept where the consumers are able to retrieve the brand from memory for a particular product. In order to create an appropriate brand image in the market, the company has to create a solution brand awareness (Tsimonis and Dimiriads, 2014). It is easier to attach associations to the brand when the brand is well established in the memory. High level of brand awareness that result from brand associations is a signal of quality that help the consumers to make their purchase decisions effectively. The third hypothesis is ***H3: User involvement in Facebook has a positive impact on brand awareness.***

On the basis of the model developed by Bruhn, Schoenmueller and Schafer (2012) an appropriate conceptual Framework has been developed by the researcher which will clearly illustrate the theoretical relationship between social media marketing as user generated content and firm generated content through user environment and brand awareness (Tsimonis and Dimiriads, 2014). Moreover, researcher has also insured that the conceptual Framework effectively depicts the relationship which is in line with the research objectives questions and hypothesis. In the literature review section, various facets related to the social media marketing as well as brand awareness has been provided (Tsimonis and Dimiriads, 2014). The reader will have a clear understanding regarding the concepts which is a strong foundation for the study.



**Figure 1:** Conceptual Framework

### 3.0 RESEARCH METHODOLOGY

At first, the past-recorded data have been collected from the relevant sources as the websites of companies has been used. Different investigational techniques have been applied in this research project. At the very first, the arrangement of a questionnaire survey has been done to be aware of the feedback of the participants with some of the respondents of different backgrounds to have a direct touch of the opinion of respondents. The snowballing sampling technique has been used to take the samples of the interviewers. From the whole population the researcher has chosen a sample of 150 respondents. The researcher has taken survey and interview of these people through questionnaire (Scruggs and Mastropieri, 2006).

To identify sub-urban people of Bangladesh, the researcher considered some criteria which are i) the area where the internet facilities (Broad band and wifi) are not easily available but people are using internet either through Mobile broad band or by coming near upozilla; ii) the area where people don't have a deep knowledge on social media advertising. The selected areas are i) Cumurdi Union, Bhanga, Faridpur, ii) Gava Union, Baniripara, Barisal, iii) Tujerpur Union, Bhanga, Faridpur. The Research is descriptive in nature as it describes the problem of the study. The authors used both metric (nominal and ordinal level data) and non-metric (Interval and ratio level data) data for the analysis of the research project. The data analysis is done by means of regression analysis for Hypothesis-1<sup>1</sup>, Hypothesis-2<sup>2</sup> and Hypothesis-3<sup>3</sup>

### 4.0 DATA ANALYSIS

#### 4.1 Introduction

The researcher presents, analyses and interprets data collected from primary sources including questionnaires in this chapter. Various kinds of statistical methods have been used to analyse and interpret quantitative data which will play a crucial role to achieve the research objectives that were mentioned in previous chapters.

#### 4.2 Demographic Profile of the Sample

The demographic profile has been used in the questionnaire in order to ensure that the recruited sample matches the sampling criteria which is provided in methodology

<sup>1</sup>**Regression Equation-1:**  $Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$ . Here,  $X_1$  = Shared interest,  $X_2$  = Content Production,  $X_3$  = Expressing oneself,  $X_4$  = Linkage,  $\beta_0$  = Intercept of The Line,  $e$  = errors associated with the models.

<sup>2</sup>**Regression Equation-2:**  $Y = \beta_0 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8 + e$ . Here,  $X_5$  = Likes on facebook,  $X_6$  = Shares on facebook,  $X_7$  = As Suggested Page,  $X_8$  = Posts on facebook,  $e$  = errors associated with the models

<sup>3</sup>**Regression Equation-3:**  $Y = \beta_0 + \beta_9 X_9 + \beta_{10} X_{10} + \beta_{11} X_{11} + \beta_{12} X_{12} + e$ . Here,  $X_9$  = Easily recognized,  $X_{10}$  = Products look like,  $X_{11}$  = Background colors/images,  $X_{12}$  = Brand characteristics,  $X_{10}$  = Easily imagined,  $\beta_0$  = Intercept of The Line,  $e$  = errors associated with the models

chapter. It is also important to understand the perceptions of people belonging to different demography. That is why, the demographic profile of the sample is crucial to consider in the analysis section of the research.

#### 4.3 Correlation Analysis:

<b>Table-1: Result of Regression &amp; Correlation</b>		
<b>Variables</b>	<b>r</b>	<b>Strength of association</b>
User Generated Content and brand awareness	.856	Strong
Firm Generated Content and brand awareness	.483	weak
User involvement and brand awareness	.921	Very Strong

Since the Pearson Correlation ( $r$ ) is .856; it implies that there is a positive and strong relationship between User Generated Content and brand awareness which means that the consumers often referred to the overall attractiveness or desirability of the brand on these platforms. This may be caused by the fact that people in Bangladesh are still getting used to Facebook.

Whereas the Pearson Correlation ( $r$ ) is .483, it implies that there is a positive and moderate relationship between firm generated content and brand awareness of 'Horlicks'. In some instances, firm generated content will not be able to improve the brand awareness in Facebook. Marketers can set up a framework or create a platform so that consumers can express their opinions, experiences, and information about a brand.

Moreover, the Pearson Correlation ( $r$ ) of .921 depicts that the relationship between user involvement in Facebook and brand awareness is Positive and very strong.

#### 4.5 Regression Analysis

The reliability of the test statistics can be understood by the value of Chronbach alpha ( $0.886$ )  $> 0.7$ . For the present study, the regression equation line is provided as follows:

##### Regression Equation-1: Y (Brand awareness)

<b>Model Summary</b>	
R Square	.856
Adjusted R Square	.732
Std. Error of the Estimate	2.333

Here, the  $R^2$  value indicates that 73% variation in dependent variable (brand awareness) can be explained by variation in independent variable (User Generated Content).

**Regression Equation-2:**

<b>Model Summary</b>	
R Square	.233
Adjusted R Square	.228
Std. Error of the Estimate	2.333

The R<sup>2</sup> value indicates that only 23% variation in dependent variable (brand awareness) can be explained by variation in independent variable (Firm Generated Content).

**Regression Equation-3:**

R Square	.848
Adjusted R Square	.841
Std. Error of the Estimate	2.349

Here, the R<sup>2</sup> value indicates that almost 84% variation in dependent variable (brand awareness) can be explained by variation in independent variable (User involvement).

**4.6 Hypothesis Test**

The following alternate hypotheses are tested for the research:

Hypothesis-1:

H<sub>0</sub>: User Generated Content has a negative impact on brand awareness.

H<sub>1</sub>: User Generated Content has a positive impact on brand awareness.

Hypothesis-2:

H<sub>0</sub>: Firm Generated Content has a negative impact on brand awareness.

H<sub>2</sub>: Firm Generated Content has a positive impact on brand awareness.

Hypothesis-3:

H<sub>0</sub>: User involvement in Facebook has a negative impact on brand awareness.

H<sub>3</sub>: Firm Generated Content has a positive impact on brand awareness.

<b>Table-2: Hypotheses Testing</b>						
<b>Hypotheses</b>	<b>b</b>	<b>t statistic</b>	<b>Critical value</b>	<b>Sig</b>	<b>Result</b>	<b>Remarks</b>
<b>H1</b>	.322	6.703	1.976	000	6.703>1.976	Rejected
<b>H2</b>	.453	1.567	1.976	000	1.546<1.976	Not Rejected
<b>H3</b>	.206	8.701	1.976	000	8.701>1.976	Rejected
$\alpha = 0.05; df = 148$						

Therefore, it can be expected that consumers who are highly involved with 'Horlicks' are more likely than others to engage in positive user-generated communication. Additionally, as highly involved consumers often simply wish to express positive feelings in general about a brand, their comments are more likely to be formulated as abstract statements, which often do not refer to specific product characteristics but rather to the brand's desirability and attractiveness (Bruhn, Schoenmueller, & Schäfer, 2012). This is quite similar to 'Horlicks' in the Bangladeshi context. Hence, there is a less or no significant impact of firm generated content on brand awareness of 'Horlicks'. User involvement in user generated and firm generated content in Facebook has a very strong positive impact on the brand awareness of 'Horlicks'.

However, both users generated and firm generated contents explain the impact on the brand awareness of 'Horlicks'. Therefore, the researcher concludes that only when users get involved in both user generated content and firm generated content, it will have a very strong and positive impact on the brand awareness of 'Horlicks' than User generated contents and Firm generated contents.

### **5.0 Practical and Theoretical Contributions**

The implications are to attract the sub-urban people to use the social media and other online tools. Thus, they can be attracted by GSK Bangladesh more effectively. Also, using the online marketing tools, a positive perception of the consumers can be understood to increase the brand awareness by GSK Bangladesh.

The researcher has also tried to develop an original conceptual framework as to how GSK can increase its brand awareness by using User Generated Content and Firm Generated Content through User involvement in Facebook. He has developed it by analyzing the variable in the form of Regression, correlation and Hypotheses testing.

## **6.0 CONCLUSION AND RECOMMENDATIONS**

### **6.1 Recommendations for 'Horlicks'**

It is evident that user generated content has a positive and moderate impact on the brand awareness of Horlicks. That is why, Horlicks can look into this area because it can be a major area of improvement. UGC also provides significant opportunities to people for expressing their feelings and sharing their ideas to other persons (Christodoulides, 2012). The major objective of this has to be influencing the users to share same characteristics that are possessed by Horlicks. Horlicks should utilize the firm generated content in order to stimulate the user generated content so that it can achieve the short-term and long-term objectives. The research also found that Horlicks is performing comparatively in a satisfactory level with the firm generated content. So, Horlicks can also create a

Framework or platform to support UGC so that the opinions experiences and information about the brand can be expressed by the users. It is also important for Horlicks through close the monitor the UGC which is outside the control of the company's management.

From the research finding, it was also noticed that Horlicks has been performing well with form generated content. However there is still room for improvement by incorporating diversity in the process of fgc. It is not recommended to always concentrate on brand related conversations, rather more focus should be provided on entertainment, contests, opinion polls, lifestyle and inspiration so that the level of involvement demonstrated by the service users can be enhanced. This will also play a significant role to increase the level of awareness of the brand possessed by the consumers. Horlicks also has to create additional content in line with their characteristics and values of the brand. By communicating its mission and vision through branding and promotion the company will be able to create a better impact. A user wants to share particular contents that are attractive and amusing.

Research findings also demonstrate that minimum level of user involvement is essential for improving the applications in Facebook for Horlicks. The researcher provides the suggestion that Horlicks might need to develop the creative applications in Facebook in order to draw the attention of the potential users and create a stronger brand awareness among the consumers.

In this research, a recommendation is also provided by the researchers to combine the traditional media with social media in order to achieve higher returns on investment. It can help to gain greater effectiveness in the social media marketing strategy for the company. The traditional media can be used by Horlicks to stimulate the user generated social media communication. Traditional media can be used to disseminate information on various campaigns and competitions arranged on social media such as Facebook. An offline campaign can also be conducted along with online campaign so that the individuals who do not have access to internet or do not use Facebook can effectively connect with the company. For example, a new variant can be introduced in the traditional media about the existing offers and operations which will be incorporated with social media and provide a greater benefit to the operations of the company. The effectiveness of social media can be measured by impression, reach and engagement. On the other hand the engagement in traditional media can be measured with gross rating points.

## **6.2 Research Limitations**

One of the major limitations for this research is time constraint which is why the researcher has to contact appropriate time management and allocate time for each task to complete effectively. The lack of qualitative data is also another limitation for this

research. Another major challenge was to select appropriate sampling technique. The generalization of the population was quite Complex because there was difficulty to find a sample that can effectively represent the population. The researcher had to feel at the convenience sampling to complete the research on time and reduce the costs. Because of the constraint of time, the research was focused on Facebook which is why the researchers suggest that future research can be conducted on other social media.

## 7.0 Conclusion

The impact of social media marketing on the brand awareness has been appropriately understood by this research for the Horlicks Company. The researcher had to focus only on Facebook because of the constraints of time. The researchers identify this as a limitation as it is mentioned in the previous section. The research concludes that the company should incorporate both user generated content and firm generated content to engage the maximum number of customers with the business and gain a desired outcome from the business functions. Thus, marketer will be able to increase the brand awareness (recognition and recall) in the mind of consumers. Future research can be conducted on brand equity and purchasing behaviour to understand all aspects of creating effective brands for a company. In order to demonstrate a better performance in the business, the company has to conduct more and more research in the market.

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