

A Study on Social Media Effectiveness For Brand Equity With Special Reference To Infognana Solutions, Coimbatore

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Abstract- *Social media has transformed the way businesses interact with their consumers, offering real-time engagement and brand visibility across digital platforms. It plays a critical role in enhancing brand equity by fostering brand awareness, loyalty, and perceived value among customers. In an increasingly competitive market, the ability to engage with customers through well-crafted social media strategies has become essential for sustaining brand relevance. This study explores the effectiveness of social media in enhancing brand equity, focusing on Infognana Solutions, Coimbatore—a digital services company operating in a dynamic technological environment.*

A structured questionnaire was administered to 120 respondents to collect primary data on user perception of social media content, platform engagement, and brand recognition. Descriptive statistics, chi-square tests, correlation, regression, and ANOVA were applied to analyze the data and evaluate the influence of various social media elements on customer behavior and brand sentiment. The findings indicate that diverse content formats, timely interactions, audience-relevant posts, and strategic platform selection significantly influence consumer engagement, customer trust, and overall brand perception.

Moreover, the study highlights how user-generated content, interactive campaigns, and consistent brand messaging can foster deeper emotional connections and improve digital brand positioning. It is also evident that responsive communication and platform-specific customization can amplify the reach and effectiveness of marketing campaigns. The study concludes that a unified, data-driven social media strategy is crucial for building sustainable brand equity. The insights derived from this research provide actionable guidance for brands seeking to enhance their digital footprint and strengthen their brand equity through effective social media management.

Keywords- social media, brand equity, engagement tactics, content strategy, digital marketing, Infognana Solutions

I. INTRODUCTION

The rapid proliferation of digital communication tools has positioned social media as a vital channel for brand engagement. Companies leverage these platforms not only to market products but to create a community around their brands. The importance of social media in building brand equity is underscored by its ability to enhance brand awareness, loyalty, and perceived quality. However, effectively using social media requires a strategic approach that aligns content, platform, and audience behavior.

In today's competitive business environment, building and maintaining strong brand equity is more crucial than ever. Social media platforms like Facebook, Instagram, LinkedIn, and Twitter offer companies a cost-effective way to establish their brand presence and foster meaningful interactions with their target audience. These platforms facilitate two-way communication, enabling brands to not only promote their offerings but also listen to customer feedback, respond to queries, and build lasting relationships. The increasing reliance on digital channels has prompted brands to shift from traditional one-way communication models to more dynamic, engagement-driven strategies.

The effectiveness of a company's social media presence depends on several factors, including content quality, frequency of posting, choice of platform, responsiveness, and personalization. Each of these elements contributes to how customers perceive the brand, and together they form the foundation of customer trust and loyalty. As more users turn to digital platforms for product information, reviews, and brand interaction, companies must invest in comprehensive social media strategies to remain relevant and competitive.

Infognana Solutions, a leading digital transformation company in Coimbatore, serves as the focal point of this study. This research investigates how the company employs social media engagement tactics, content quality, and platform selection to influence brand equity. The study also examines

customer feedback to offer strategic suggestions for future brand development.

COMPANY PROFILE

Infognana Solutions, Coimbatore

Infognana Solutions delivers top-notch Digital transformation and technology services & solutions, enabling businesses to stay ahead of the innovation curve. As a high-growth oriented IT solutions provider, Infognana provides comprehensive services tailored to your requirements. We believe in collaborative development through quality implementation of our service portfolio. With innovation and process expertise at the core of our operations, Infognana provides targeted IT solutions to the organization.

Infognana solutions was established with a vision to emerge as a best-in-class technology solutions destination for businesses worldwide. Our relentless efforts supported by a strong management with a combined experience of over 80 years in various industries have helped us evolve into a leading multidisciplinary business service provider with a global presence. Since its inception in 2000, Infognana has enjoyed sustained growth in various disciplines that has helped us emerge as a leading service provider for a host of companies worldwide.

II. LITERATURE REVIEW

Prior research highlights the significant role social media plays in shaping brand equity. Schivinski and Dabrowski (2015) demonstrated that both user-generated and firm-created social media content positively influence brand awareness and loyalty. Beig and Khan (2018) emphasized the impact of social interaction on emotional and cognitive brand experiences. Other studies, such as Ebrahim (2020), reveal the mediating role of trust in enhancing brand loyalty through social media marketing.

Yu and Yuan (2019) explored how social media content affects customer lifetime value, while Lee and Park (2022) discussed cultural influences on consumer engagement and brand equity. These studies establish a strong foundation for analyzing social media's contribution to brand equity in the Indian IT sector, specifically through Infognana Solutions.

Schivinski & Dabrowski (2015): User-generated content positively impacts brand quality and loyalty on social media platforms like Facebook.

ElAydi (2018): Facebook promotional activities significantly influence brand awareness, moderated by age and gender.

Beig & Khan (2018): Content sharing and interaction on Facebook improve emotional and behavioral brand experiences.

OBJECTIVES OF THE STUDY

Primary Objective:

- To study the effectiveness of social media in enhancing brand equity, with special reference to Infognana Solutions, Coimbatore.

Secondary Objectives:

1. To evaluate the social media engagement tactics implemented by Infognana Solutions and their influence on customer interaction.
2. To analyze the perceived quality and effectiveness of the brand's social media content across various platforms.
3. To assess the suitability and impact of selected social media platforms for marketing and brand positioning.
4. To measure the influence of social media metrics—such as likes, shares, comments, and impressions—on brand equity.
5. To gather suggestions and feedback from users to improve brand equity through strategic use of social media.

III. RESEARCH METHODOLOGY

This study follows a descriptive research design to understand how social media influences brand equity with reference to Infognana Solutions, Coimbatore. The research focuses on identifying customer perceptions of social media engagement, content quality, and platform effectiveness.

Research Design

A **quantitative approach** was adopted using primary data collected through a structured questionnaire. This method was chosen to obtain measurable and statistically analyzable data regarding social media's impact on brand equity.

Sampling Technique

A **convenience sampling** method was employed to collect data from existing customers and social media followers of Infognana Solutions. This technique was appropriate due to accessibility and the need for time-bound data collection.

Sample Size

The sample consisted of **120 respondents**, comprising individuals who have engaged with Infognana Solutions through one or more social media platforms.

IV. ANALYSIS AND INTERPRETATION

RELATION BETWEEN THE AGE GROUP OF THE RESPONDENTS AND SOCIAL MEDIA ENGAGEMENT TACTICS

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 68.397 ^a | 56 | .124 |
| Likelihood Ratio | 68.157 | 56 | .128 |
| Linear-by-Linear Association | 2.813 | 1 | .094 |
| N of Valid Cases | 120 | | |

a. 73 cells (97.3%) have expected count less than 5. The minimum expected count is .14.

INTERPRETATION:

As per the above table, it is inferred that the P value is 0.124; it is not significant to 5% (0.05) significant level. The minimum expected count is 0.14. Thus null hypothesis is accepted and it is found that there is no significant relationship between the age group of the respondents and social media engagement tactics.

CORRELATION ANALYSIS

RELATIONSHIP BETWEEN THE NO. OF YEARS DEALING WITH THE COMPANY AND BRAND CONTENT QUALITY

Correlations

| | NO. OF YEARS DEALING WITH THE COMPANY | BRAND CONTENT QUALITY |
|---|---------------------------------------|-----------------------|
| Pearson Correlation | 1 | .251** |
| NO. OF YEARS DEALING WITH THE COMPANY Sig. (2-tailed) | | .006 |
| N | 120 | 120 |
| Pearson Correlation | .251** | 1 |
| BRAND CONTENT QUALITY Sig. (2-tailed) | .006 | |
| N | 120 | 120 |

Correlation is significant at the 0.01 level (2-tailed).

INTERPRETATION

The Above table indicates that out of 120 respondents, co-efficient of correlation between the no. of years dealing with the company and brand content quality is 0.251. It is below 1. So there is positive relationship between the no. of years dealing with the company and brand content quality.

ONE WAY ANOVA ANALYSIS

To analyze the social media advertisement services receiving from the company on brand equity

NULL HYPOTHESIS (HO): There is no significant relationship between social media advertisement services receiving from the company on brand equity.

ALTERNATIVE HYPOTHESIS (H1): There is a significant relationship between social media advertisement services receiving from the company on brand equity.

ANOVA

| Brand Equity | | | | | |
|----------------|----------------|-----|-------------|-------|------|
| | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | 4.714 | 4 | 1.179 | 3.599 | .008 |
| Within Groups | 37.658 | 115 | .327 | | |
| Total | 42.372 | 119 | | | |

Interpretation

The table clearly shows that social media advertisement services receiving from the company and brand equity has a figure on 3.599 values and significance around .008 level than the sum of squares between groups and within group values have 4.714 and 37.658 respectively. Hence, the significant value is greater than 0.05 for which the significant percentage is above 95%, hence null hypothesis. Thus, rejecting alternative hypothesis i.e., There is no significant relationship between social media advertisement services receiving from the company and brand equity.

V. FINDINGS

1. Chi-square test results revealed no significant relationship between the age group of respondents and their preferred social media engagement tactics, indicating that

engagement strategies appeal similarly across age brackets.

2. The Chi-square test also found no significant association between gender and content preferences, suggesting that both male and female audiences respond similarly to Infognana's social media content.
3. Correlation analysis showed a strong positive relationship between content relevance and customer engagement, meaning the more relevant the content, the higher the user interaction.
4. A moderate positive correlation was observed between response time to comments/messages and customer satisfaction, highlighting the importance of timely interactions in social media management.
5. Weak correlation was found between frequency of social media posts and overall brand trust, suggesting that quality and consistency are more important than sheer posting volume.
6. One-Way ANOVA results indicated a significant difference in perceived content quality across platforms, with LinkedIn and Facebook being rated higher than Instagram for professional content.
7. ANOVA also showed that storytelling-based content significantly improves emotional engagement, especially on platforms like Facebook and WhatsApp.
8. Users reported higher engagement with visually rich posts (images, infographics, videos), reinforcing that multimedia content enhances brand recognition.
9. Features such as polls, quizzes, and contests contributed to increased interaction and created a more enjoyable brand experience on social media.
10. Majority of respondents felt that Infognana's social media strategy particularly its platform-specific content and quick responses helped build stronger brand trust and customer loyalty.
5. Leverage Polls and Quizzes: Continue using fun features like polls and quizzes to increase interaction and make the brand more approachable and relatable.
6. Maintain Posting Consistency: Develop a structured content calendar to ensure regular and timely posts, without compromising on quality.
7. Encourage User-Generated Content (UGC): Run campaigns that motivate customers to share their experiences with the brand, which increases authenticity and trust.
8. Use Analytics for Improvement: Regularly analyze metrics like likes, shares, CTR, and sentiment to refine strategy and content based on performance.
9. Strengthen WhatsApp Communities: Invest in managing WhatsApp business groups actively for more personalized interactions and updates.
10. Explore Influencer Partnerships: Collaborate with niche influencers whose values align with the brand to expand reach and credibility.
11. Provide Informative Value: Ensure that every post adds value whether it's educating, entertaining, or informing the audience.
12. Cross-Promote Across Platforms: Maximize visibility by sharing content across platforms with slight modifications to match user behavior on each.

VI. SUGGESTIONS

1. Focus on Platform-Specific Content: Tailor content according to the strengths of each platform professional updates for LinkedIn, interactive content for Facebook, and community-building posts for WhatsApp.
2. Enhance Visual Storytelling: Use more videos, infographics, and carousel posts to boost engagement and communicate the brand message effectively.
3. Improve Response Time: Implement a dedicated social media response team to ensure quick replies to comments, messages, and feedback across all platforms.
4. Strengthen Content Relevance: Post content that aligns closely with the interests, challenges, and values of the target audience to maintain consistent engagement.

VII. CONCLUSION

The findings of this study affirm that a strategic and well-curated social media presence plays a vital role in enhancing brand equity for organizations like Infognana Solutions. Effective digital engagement through meaningful content, timely responses, and platform-specific strategies has a measurable impact on brand perception, trust, and customer loyalty. Rather than merely existing on social media, businesses must adopt a consistent and goal-oriented approach that resonates with their target audience and supports long-term brand development.

This research underscores the importance of combining analytics, creativity, and responsiveness in social media campaigns to create a competitive edge. Organizations that understand their audience and tailor their digital communication accordingly are more likely to strengthen their brand image and customer relationships.

Future studies may explore comparative insights across industries or integrate advanced techniques such as influencer marketing and AI-driven content personalization. A longitudinal approach could also help assess how continuous digital engagement contributes to evolving brand equity over time.

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