

Social Media as a Tool for Brand Promotion: A Content Analysis of Three Fashion Brands' Facebook Page

Abstract

No company can thrive in the cutthroat business environment of today without effective branding. Because branding makes a company stand out from other companies, it is crucial for all businesses, no matter their size. Due to increased brand awareness and engagement, social media platforms have emerged as essential communication platforms. Especially Facebook is the most crucial social media in terms of several users and activity. Facebook can be used to reach more people with low costs. So Facebook is a significant medium for brand promotion. The aim of this research is to investigate the effectiveness of social media as a tool for brand promotion. To employ the study objectives a quantitative content analysis method was used. Researchers purposively select three (Aarong, Yellow, and Le Reve) fashion brands' Facebook pages in Bangladesh. The study finding depicts that fashion brands Aarong, Yellow, and Le Reve have 3.2 million, 4.1 million, and 2.5 million followers on their Facebook pages. On their Facebook pages, Aarong, Yellow, and Le Reve each posted an average of 2.1, 4.73, and 5.67 posts daily to promote their brands. The posts are usually in the English language and most of the posts use product photos with descriptions. Aarong and Le Reve post more women's clothing, while Yellow focuses more on kid's dresses. All three brands saw higher customer engagement with video. Even with fewer posts on Aarong's page, customer engagement was high. Each post had an average of 2,767.25 reactions on Aarong, 753.56 on Yellow, and 434.22 on Le Reve.

Keywords: Social Media, Brand promotion, Facebook page, Fashion brand, Content analysis

1. Introduction

Brand promotion uses a variety of tools and techniques to sell a brand while showcasing a company's nature, standards, and objectives. It may not necessarily involve outright advertising for the goods or services provided, but it always works to get consumers to support the brand [1]. Both conventional and contemporary methods exist for promoting brands [2]. Gift promotional goods and products are traditional tools. Anything with the company's emblem stamped could be used as a gift. Such as advertising pens, calendars, and mugs. Another traditional marketing strategy is using leaflets, billboards, posters, and mass media including newspapers, radio, and television. But during the last one and half decades, businesses have begun to adopt more modern methods of brand promotion, one of which is the usage of social networking sites. Particularly for Small and Medium Enterprises (SMEs) and start-ups, social media

is a very significant resource. This is because a business may reach a significant portion of the population for free. Of course, paid advertising can be used, but SMPs provide a cost-effective way of reaching many consumers [1]. Billions of people's integral components of modern life are social media platforms (SMPs) like Facebook, Twitter, YouTube, Instagram, WhatsApp, IMO, Viber, TikTok, Snapchat, Reddit, and Pinterest [3]. The most recent data for June 2023 shows that 4.9 billion people utilize social media globally, accounting for 59.4% of all internet users [4]. Among people who use social media among them 2.95 billion people use Facebook. [4]. In Bangladesh there are 44.7 million social media users [5]. Almost all of the youth are using social media [6][7]. Companies have started using social media platforms to promote their brands among the youth. Digital and social media marketing enables business owners to accomplish their marketing goals at little or no expense [8]. With over fifty million businesses registered on Facebook pages [9].

The traditional platforms have historically enjoyed enormous success, but in today's more customer-focused corporate nature of business, their efficacy is rapidly declining [10]. The American airline Virgin America, Inc. invests about 70% of its overall marketing budget on new and emerging social media channels [11]. The American clothing and footwear company Converse is ahead of others by allocating more of its marketing resources to non-traditional sites. Converse spends less than 10% of their budget on conventional media [11]. In 2023, it is predicted that global spending on digital advertising would climb by almost \$50 billion, to \$485 billion [12].

People are spending more and more time online, doing research on products and services, talking to other customers about their experiences, and interacting with businesses. The way that businesses have adjusted to this shift in consumer behavior is by making digital and social media an intrinsic part of their business marketing strategies [13]. According to Abed et al. (2015) and Shareef et al. (2019), businesses can gain a lot from integrating social media marketing into their overall business plan [14] [15]. Social media gives businesses the opportunity to interact with clients, raise brand awareness, shape consumer attitudes, gather feedback, assist in enhancing their current goods and services, and boost sales [16] [17].

Nowadays, consumers express their questions and opinions on social media sites to communicate with other users when they want to know more details about a product or are thinking about making a buy. On Facebook fan pages and other social media platforms, they additionally search for product reviews and user reviews. Social media ensures brand visibility and plays a significant part in brand marketing by allowing users to express their opinions on brands. One of the most crucial elements of the marketing plan of an organization is brand promotion to customers, which is a vital element of branding. Two-way communication with consumers and brands is made possible by SMPs. People share information on goods and services directly with one another as a consequence of the emergence of social media, changing them from users of content to content creators [18]. The monologue of businesses is evolving

into a conversation with customers. Social media's expansion gives businesses the opportunity to connect with and communicate with customers globally [19].

Companies have also used this opportunity to promote their brands globally. There have been several studies on the problems and potential of social media in brand promotion [10], brand awareness [20] [21], consumer decision-making [22], business performance analysis [23] [24], social media marketing [25] etc. However, according to the best knowledge of the authors, there has been no such research on how fashion brands in Bangladesh are using social media in their promotion, what language they are using, what type of content they post for their promotion, how much customers engage with these posts, and how consumers engage in them. Hence, these are considered as research gaps for this study. So this research will help to understand the effectiveness and importance of social media in brand promotion.

2. Objective of the Study

The overall objective of this study is to investigate the effectiveness of social media as a tool for brand promotion. And the specific objectives of the are following

- (i) To investigate the characteristics of the posts fashion brands posted on their Facebook page
- (ii) To analyze customer engagement and their reaction to the posts
- (iii) To find out what type of content on a brand's Facebook page the most customers engage through reactions.

3. Methodology

To achieve the study objectives a quantitative content analysis method was used. Researchers purposively select three (Aarong, Yellow, and Le Reve) fashion brands' Facebook pages in Bangladesh. These three are selected because they are the most popular fashion brands in Bangladesh. For collecting the data researchers created an Excel spreadsheet and collect data from Aaron, Yellow, and Le Reve Facebook pages. We collect data by analyzing 30 days of posts from Facebook pages. Out of this, 15 days are before Eid-ul-Fitr and the remaining 15 days are after Eid. The researchers collected the data from the previous 15 days of Eid because this is when the most significant number of people in Bangladesh go to shopping. As a result, they want to know more about different brands. The following 15 days of data were collected to understand how much brands use social media to promote during regular times. The researchers also conducted a thorough analysis and interpretation of the data they had gathered in order to improve the study's exploratory, informative, and reader-friendly qualities. The study's findings may be helpful to future scholars hoping to do additional research on this significant topic as well as to marketers seeking to understand the effectiveness and importance of social media in promoting brands in the context of Bangladesh. The study was conducted between May 20 and June 20, 2023.

Collected data were analyzed and presented by using MS Excel, MS Word, and SPSS version 23 software.

4. Result

4.1 Likes and Followers on the Facebook Page

Table 1 revealed that fashion brand Aarong official Facebook page has 3.1 million likes and 3.2 million followers. Meanwhile Yellow has 4.1 million likes and followers and the brand Le Reve has 2.5 million likes and followers on its Facebook page. The result shows that Yellow has more than one million and 1.6 million followers over Aarong and Le Reve respectively. According to recent data, the number of Facebook users in Bangladesh is 43.25 million [26], of which Yellow has 4.1 million followers. Which is about 10% of total users.

Table 1 Three fashion brand's Facebook page likes and followers

Name of Brands	Facebook page Likes	Facebook page Followers
Aarong	3,100,000	3,200,000
Yellow	4,100,000	4,100,000
Le Reve	2,500,000	2,500,000

4.2 Descriptive statistics of the number of posts per day

Among the top fashion brands in Bangladesh for their brand promotion, Aarong averages 2.1 posts per day, Yellow posts 4.73 posts, and Le Reve posts 5.67 posts per day on their Facebook page. During this research period, brands posted a minimum of 0 to a maximum of 14 posts per day. Aarong has posted a maximum of 6, Yellow 11, and Le Reve 14.

Table 2 Number of posts per day in the brand's Facebook page

Name of Brands	M	SD	Min	Max
Aarong	2.10	1.77	00	6
Yellow	4.73	3.75	00	11
Le Reve	5.67	4.27	00	14

4.3 Characteristics of the posts

The result shows that fashion brands use images, videos, and links to online shopping with product descriptions for their promotion. But sometimes, posts use only text and photos. For their brand promotion, all three brands post on their Facebook pages, using text with pictures. In this case, Aarong posted 90.5% of the posts, Yellow 94.4%, and Le Reve 75.3% of posts like this (table 3).

Table 3 Characteristics of the Facebook page posts

Name of Brands	Characteristics	Frequency	Total	Percentage
Aarong	Text with picture	57	63	90.5
	Text with video	4	63	6.3
	Text	1	63	1.6
	New Showroom/outlet information	1	63	1.6
	Link	00	63	00
	Photo	00	63	00
Yellow	Text with picture	134	142	94.4
	Text with video	3	142	2.1
	Text	00	142	00
	New Showroom/outlet information	4	142	2.8
	Link	00	142	00
	Photo	1	142	0.07
Le Reve	Text with picture	128	170	75.3
	Text with video	16	170	9.4
	Text	2	170	1.2
	New Showroom/outlet information	2	170	1.2
	Link	17	170	10.0
	Photo	5	170	2.9

4.4 Language of the posts

In terms of the language used in posting on the Facebook page, all three brands almost exclusively make use of the English language when posting on their Facebook pages. According to Table 4, Aarong posts in the English language 95.2% of the time, Yellow 99.3% of the time, and Le Reve 97.1% of the time.

Table 4 Language of the posts

Name of Brands	Language	Frequency	Total	Percentage
Aarong	Bangla	3	63	4.8
	English	60	63	95.2
Yellow	Bangla	1	142	0.07
	English	141	142	99.3
Le Reve	Bangla	5	170	2.9

	English	165	170	97.1
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4.5 Types of products posted in the Facebook page

Fashion brands usually have products for women, men, and children. The result shows that Aarong has posted 31.7% of women, 7.9% of men, and 17.46% of children products on their Facebook page. In addition, 28.8% of others like, new showroom openings, Eid and New Year greetings, outlet closures, and Posted about opening day. On the other hand, Yellow posted about 48.6% children's, 19.7% women's, and 17.6% men's products. Additionally, 6.3% of the family-related (women, men, children, and couples) products were posted together. Moreover, Le Reve, for their promotion, 48.24% of women, 25.29 of men, 11.76 of family members (women, men, children, and couples), and 5.29% of children's products posted on their Facebook page (Table 5).

Table 5 Product types posted in the brand's Facebook page

Name of Brands	Product types	Frequency	Total	Percentage
Aarong	Male	5	63	7.9
	Female	20	63	31.7
	Kids	11	63	17.46
	Family (Male, Female, Kids, and Couple)	1	63	1.6
	Cosmetic	5	63	7.9
	All	3	63	4.8
	Others	18	63	28.6
Yellow	Male	25	142	17.6
	Female	28	142	19.7
	Kids	69	142	48.6
	Family (Male, Female, Kids, and Couple)	9	142	6.3
	Cosmetic	00	142	00
	All	1	142	0.07
	Others	10	142	7.0
Le Reve	Male	43	170	25.29
	Female	82	170	48.24
	Kids	9	170	5.29
	Family (Male, Female, Kids, and Couple)	20	170	11.76
	Cosmetic	5	170	2.94
	All	00	170	00

	Others	11	170	6.47
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4.6 Descriptive statistics of the consumers' engagement of the posts

To understand the effectiveness of Facebook pages for the promotion of brands, we need to see the engagement of customers on the posts. In this case, it can be understood by seeing reactions, comments, shares, and video views on the posts. As can be seen from Table 6, each post of Aarong Brand has an average of 2767.25 reactions, 112.92 comments, 12.14 shares, and 27525 views. Reactions range from a minimum of 352 to a maximum of 24000, comments from 5 to 2600, shares from 0 to 319, and video views from 10600 to 71800. On the other hand, Yellow has an average of 753.56 reactions, 18.65 comments, 4.30 shares, and 53050 views per post. Reactions range from a minimum of 100 to a maximum of 5100, comments from 0 to 136, shares from 0 to 40, and video views from 7900 to 182400. And for Le Reve, each post has an average of 434.23 reactions, 4.65 comments, 2.44 shares, and 55,750 views. Reactions range from a minimum of 222 to a maximum of 2900, comments from 0 to 67, shares from 0 to 26, and video views from 2100 to 182100.

Table 6 Customers engagement of the posts

Name of Brands	Components	M	SD	Min	Max
Aarong	Reaction	2767.25	4012.01	352	24000
	Comment	112.92	324.53	5	2600
	Share	12.14	39.76	00	319
	Video views	27525	29647.86	10600	71800
Yellow	Reaction	753.56	781.80	100	5100
	Comment	18.65	23.67	00	136
	Share	4.30	6.07	00	40
	Video views	53050	86246.95	7900	182400
Le Reve	Reaction	434.22	407.82	222	2900
	Comment	4.65	8.19	00	67
	Share	2.44	3.72	00	26
	Video views	55750	66387.09	2100	182100

4.7 Types of promotional content and customers engagement

A company can easily reach more consumers and effectively utilize social media for brand promotion if it can identify the content types that are most popular with its target audience and post those. According to the study found, all brands had the most video views.

Table 7 Types of promotional content and Customers' Engagement

Name of Brands	Types of promotional content	M	SD	Min	Max
Aarong	Text with photo	2519.35	3154.48	352	24000
	Text with video	853.75	433.61	596	1500
	Text	4400	N/A	4400	4400
	Video views	27525	29647.86	10600	71800
	Photo	N/A	N/A	N/A	N/A
	Link	N/A	N/A	N/A	N/A
Yellow	Text with photo	768.03	791.57	100	5100
	Text with video	278.25	93.41	173	390
	Text	N/A	N/A	N/A	N/A
	Video views	53050	86246.95	7900	182400
	Photo	673	N/A	673	673
	Link	N/A	N/A	N/A	N/A
Le Reve	Text with photo	443.80	443.80	61	2900
	Text with video	491.00	523.19	87	1900
	Text	340.00	127.28	250	430
	Video views	55750	66387.09	2100	182100
	Photo	260.80	159.45	168	544
	Link	387.95	251.99	70	945

5. Discussion

Social media platforms (SMPs) are essential for brand marketing in today's high-tech environment [10]. This research determines the effectiveness of social media platforms as a tool for brand promotion. The study finding shows that fashion brand Aarong, Yellow, and Le Reve has 3,200,000, 4,100,000, and 2,500,000 followers, respectively, on their Facebook page. A previous study by Bhuyan and Rahman (2014) showed that Aarong and Yellow had 3,847,06 and 3,852,91 followers on their Facebook fan page [10]. Fashion brands use Facebook for their promotions with an average of 2.1 to 5.67 posts per day.

Analyzing the characteristics of Facebook posts made for brand promotion, researchers found that brands usually post text with photos, text with videos, links, and only text and images on the page. Almost all of the posts on the brand's Facebook page were in the English language. Fashion brands usually have products for women, men, and kids. After analyzing the data of the three brands used as a sample for this study, it was found that they generally post more women's and kid's products on their pages. According to Castillo-Abdul et al. (2020), fashion brands may position themselves and encourage interactions with their consumers through the use of branded content [27]. In this case, the Facebook page can play an important role. Our research result depicts that customers connect with fashion brands through reactions, comments, shares, and video views. Brands use product descriptions and photos to share content. But research shows that consumers watch videos more than photos and text.

7. Managerial Implications of the research results

The results of this research can be used by various organizations for their needs. They can get a clear idea about the importance and effectiveness of social media Facebook page in brand promotion, customer engagement, and what kind of content customers see more and can take effective initiatives in social media content development for future brand promotion.

8. Conclusion

Social media platforms (SMPs) are essential for a brand's promotion in the modern, technologically sophisticated world. SMPs are the most widely used, effective, and optimistic kind of brand advertising. This study aimed to illustrate the usefulness of social media as a tool for promoting brands. Social media is currently a significant online community in Bangladesh due to the upward trend in user numbers and engagement. People utilize social media and digital platforms to express themselves and share their opinions on fashion, style, and brands, so businesses operating in Bangladesh may be benefited from SMPs. Analyzing the data of this study, it was found that about ten percent of Facebook users in Bangladesh are followers of the Facebook pages of fashion brands. They stay connected there by reacting, commenting and sharing.

9. Limitation of the study

This study was conducted by analyzing one month's data. One month is not enough to understand the effectiveness of Facebook in brand promotion. It is a limitation of this study. Another limitation of the study is this research has been done only by following the quantitative content analysis method. In the future mixed method (quantitative and qualitative) research should be done to understand the effectiveness of Facebook in brand promotion.

COMPETING INTERESTS DISCLAIMER:

Authors have declared that they have no known competing financial interests OR non-financial interests OR personal relationships that could have appeared to influence the work reported in this paper.

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