Chapter 12

The Power of Social Media in Branding 4.0

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Abstract

The digital era has had a profound impact on many areas of life, including business. It has created new concepts for customers, marketers, and users. Implementing a digital branding plan with digital information technology devices enables customers to access product information as well as testimonials from others who have experienced the benefits and success of a certain product. This research analyzes the significance of social media platforms for generating customer interest, as well as the effectiveness of social media marketing as compared to traditional kinds of branding communication and promotions. It evaluates the evidence, suggests platforms, and emphasizes the significance of responsible use and reducing negative consequences. The author proposes that productive usage should be the top goal for everybody, whether on social media or other platforms, and that steps should be done to improve responsible use. Entertainment, interaction, trend phenomena, modifications, and word-of-mouth are all components of digital branding on social media. Generation Z values rapid, engaging, and sensitive purchasing experiences. When dealing with changes in this generation's customer behavior, business actors should examine elements that include brand image, buyer perceived risk, product attitudes, buying intention, and post-purchase satisfaction. The study explores the impact of digital and social media branding on customer behavior, highlighting both positive and adverse consequences. With the fast acceptance of digitization, these platforms have transformed branding approaches and made them quantifiable. The study discusses the benefits and drawbacks that consumers confront in this digital age, emphasizing the possibility of both positive and negative effects on consumer behavior. This research investigates the future of social media branding for consumer products " The literature that is currently available on social media branding is examined, along with its background, current applications, advantages and disadvantages, and best practices. In a digitalized business world, social media plays a crucial role in branding and promoting consumer goods, as this study demonstrates. The thorough analysis highlights social media's enormous influence in the current branding environment.

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