ROLE OF FACEBOOK IN CREATING NEW PERSPECTIVE TO BRAND COMMUNICATION WITH REFERENCE TO ONLINE CONSUMER BEHAVIOUR

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Abstract
 The study has focused on the role Facebook is playing in setting new trends for brand communication and how it is affecting consumer's behavior as well as brand's communication strategies in the modern scenario and how this social networking site is creating a network of advertising, networking and platform for consumers and brands to meet a common ground. The brand communication has got an extra edge in their branding as well as communication. In present scenario media is customized according to the needs of the brands and consumers. The study has focused on how Brand communication is totally changed with the emergence of social media website Facebook which has actually enhanced the communication, connect and experience with the prospective consumers. In this study establishes a relation between changing trends of brand communication through Facebook and changing consumer behavior and buying habits. As a methodology, the researcher used qualitative approach for this study and analyzed reviews of literature to reach to the conclusion for critical analysis of secondary data. The data combining, data synthesizing will lead to reanalysis of data which will help to reach to the conclusion. Many researchers have followed this methodology to analyses secondary data.

Key Word: Face book, Consumer Behavior, Brand Communication, Brand Image, Marketing.

1.0 Introduction
The study establishes a relationship between brand communication and the role of Facebook and its impact on consumer behavior. The researcher also discussed that how Facebook has influenced the brand communication patterns and its effect on consumer behavior. The study involves in-depth understanding of how Facebook has contributed to the changes in brand image and perception in the minds of consumers.

Facebook is deeply integrated into the user's daily life through specific programs and ceremonies. (Debatin, Lovejoy, Horn and Hughes ,2009),The study has focused on the usage of face-book by brands for marketing communication and its influence on consumer behavior as it has become the most engaging   platform for consumer to feel ,interact ,connect and explore which is the most contributing factor in their changed mindsets and perceptions . The researcher explores the face book as a platform for branding and advertising. The research explored that how Facebook has changed the consumer perspective and its buying habits altogether. The study has discussed that how Facebook is creating a network of advertising, experience, connect and networking and platform for consumers and brands to meet at a common ground. The study will discuss that how Facebook has become the most connected and   effective platform for brands and consumers to share, interact and connect and has positively contributed to brands and consumer behavior   and giving digital marketing platform for brand management .

This study will focus on the consumers that how brand communication through Facebook has transformed their perspectives and give them an interactive base to communicate, explore, express and engaged with the brands. Facebook brand communication helps in a great way in transforming the total patterns of the communication, experience and marketing in a significant way. Ramsaran-Fowdar and Fowdar (2013) found that Facebook is a visionary social marketing device and can be used for many explorations in the future.

2.0 Objectives
- To study the importance of Facebook
- To understand that how Facebook brand communication effects and influence consumer behavior and habits
- To study that how Facebook is providing a digital marketing platform to brand management
- To study the impact of using Facebook on consumer behavior with reference to brand communication (in transforming the total pattern of the communication and marketing in a significant way).

3.0 Hypotheses
- Facebook has positively affected brand communication.
- Facebook provides a strong foundation for brand management.
- Facebook has emerged as an effective source of influence on consumer' behavior.

- Facebook is an effective and most engaging platform which gives a new outlook to communication, interaction and engagement to its users.
- FACEBOOK has emerged as an effective source of brand communication.
- Brand Communication by brands using FACEBOOK gives better results in brand promotion.

4.0 Literature Review

According to Personality and motivations associated with Facebook use by Ross-et-al, in the journal computers in human behaviour(2009) in their research paper stated that Facebook is rapidly getting to be a standout amongst the most well known apparatuses for social correspondence. On the other hand, Facebook is fairly not quite the same as other Social Networking Sites as it exhibits a logged off to-online pattern; that is, the dominant part of Facebook Friends are met disconnected from the net and afterward included later. The outcomes likewise demonstrated that an inspiration to convey was compelling as far as Facebook use.

Another study done by Ulusu (2010) explored the factors that influence the amount of time users spend on Facebook from the perspective of the use of type, brand and advertising participation. The results showed that the main factors for the use of Facebook are: The Social Network, writing on the wall, entertainment, finding friends and free time.

According to Ho (2014) demonstrated consumers' voluntary behaviors on Facebook through exploring how members' community participation affects consumer citizenship behaviors toward the brand. The study also provided further insight into the mediating effect by considering brand trust and community identification. This research begins by developing a framework to describe and examine the relationship among Facebook participants,brand trust community identification, and consumer citizenship behaviors. Furthermore, it tests the mediating effects of brand trust and community identification on the relationship between Face book participation and consumer citizenship behaviors. The model and hypotheses in this study employ structural equation modelling with survey data. First, *this study revealed consumers' community participation on Facebook has directly positive and significant effects on brand trust and community identification. Second, this research confirms that brand trust has directly positive and significant effects on community identification. Third, this study found that brand trust and community identification play a mediating role between Face book participation and consumer citizenship behaviors.*

Another study done by Ruiz-Mafe, Martí-Parreño, Sanz-Blas (2014) identified the main drivers of Facebook fan page loyalty in order to promote the creation of affective links and long-term relationships with users. The impact of trust, fan page content dependency, attitude and consumer beliefs on loyalty to fan pages was tested through structural equation modelling techniques. The sample consisted of 691 Spanish Facebook users. Data analysis shows that attitude appears as a key variable in increasing loyalty to fan pages. The empirical study also found a significant positive influence of perceived usefulness, attitude, trust and dependency on loyalty in fan pages, and an indirect influence of perceived ease of use mediated by perceived usefulness and attitude.

Another study done by Simon, Brexendorf and Fassnacht (2016) explored consumers' brand community engagement in the context of Facebook brand pages. This research puts forth the hypothesis that consumers' brand community engagement on Facebook is dependent upon two overarching themes: external social forces and internal personal forces. Based on social impact theory, social identity theory and social exchange theory, a conceptual research model is developed and empirically tested through structural equation modelling using cross-sectional data of 460 Facebook brand fans. The empirical results suggest that internal personal forces primarily positively influence brand community engagement, while external social forces can even impact consumers' brand community engagement negatively.

Another study done by Tafesse (2015) analysed Facebook brand posts along dimensions of vividness, interactivity, novelty, brand consistency and content type and tests how these characteristics influence audience response in terms of liking and sharing brand posts. The findings indicate that brand post vividness has a significant positive effect on brand post shares, but not on brand post likes. Brand post interactivity has a significant negative effect on both brand post likes and brand post shares. Brand post novelty and brand post consistency have a significant positive effect on both brand post likes and brand post shares. Finally, brand post content type has a significant positive effect on brand post likes, but not brand post shares According to How To Create An Effective Brand Presence On Facebook by Parrish and Forrester(2010) in their research article stated that advertisers are running to Facebook — however making a convincing Facebook brand vicinity requires planning and duty. The best Facebook advertisers boost their pages' introduction, post as often as possible, and urge fans to communicate. Intelligent advertisers must guarantee that their clients can discover the brand's page, that it has new and convincing substance, and that once those clients are fans, they will ready to take an interest in the brand.

According to Jothi, Neelamalar M. (2011) in their study stated that the social networking sites like facebook, twitter, orkut are taking shape of strong marketing and advertising tool for brand communication message. Through these networking sites the brands can use multimedia to promote their products. The young generation today spent more time online so these sites are helpful in fascinating youth for their brand building by heavy commercial content, social gathering and entertainment factors so that their brand identity will be developed among the right choice of focused audience.

According to Harris-et-al (2011) in his research, Engaging customers on Facebook: Challenges for e-retailers in the Journal of Consumer Behaviour described an exploratory examination concerning the rising co operations between youthful buyers and shopper items/administrations on informal communities. Specifically, they look at the degree to which a little exploratory specimen of members were willing to join social shopping conduct, in particular, item/benefit proposals and retail buy exercises. They draw upon a subjective investigation of four centre gatherings completed with understudies at two UK-based colleges. The outcomes recommended particular roads of enquiry that could be sought after in future bigger scale work in this new zone of customer conduct research and Facebook is a consumer engagement engine which modifies behavior which specify the genuine online shopping conduct .

According to Converting a social network into a brand network : How brand profile on Facebook is used as an online marketing communication tool by Saransomrurtai in their journal(2011) article stated that the fast development of interpersonal organization locales, for example, Facebook and MySpace, has as of late gotten a lot of consideration from both scholastics and professionals. A large number of clients effectively take an interest on informal community locales. Facebook alone has more than 500 million enlisted clients. Advertisers have started to perceive these interpersonal organization locales as another road to advance their brands on the web. Top organizations around the globe make their image profiles on well known informal organization locales.

5.0 Research Methodology
Approach of Research- Qualitative,Data collection – Structural method with systematic, orderly data collection
Type of Data - Secondary
Data Collection Tools – Journals, Magazines, Internet .

The study based on the relationship between brand communication and consumer behavior through social networking site Facebook. The application of information technology as well as the psychology of consumer and brands are involved in this study. The study is not limited to these two stream. As one way, the study revolves around the concept of brand management on Facebook, which talks about brand communication, on the other way it is linked to the patterns of the consumer response and habits, how customers are involved in branding strategies evolved by brands on Facebook. In this research, the researcher investigated and found out that the best way to link all the stream and reach to the conclusion can be done with the help of literature review as a methodology. The researcher has done methodical and orderly analysis of review available and draw conclusion on the basis of deep analysis of available secondary data. The researcher seeks to research the accessible information on this subject for consolidating and producing new dimensions identified with the subject.

5.1 Method, approach and research design
The qualitative approach used in this study is based on systematic, arranged and orderly analysis of secondary data . The structural method is used with theoretical analysis and discussion to common theme in different streams to emerge the essence of the study. The auxiliary strategy is utilized with hypothetical investigation and discourse to regular topic in various streams to rise the substance of the review. The review based characterizing, sorting and arranging the topic for understanding the review. This strategy is utilized by numerous analysts for expressive investigation of different information accessible on various medium, for example, print, electronic and other The literature available in the form of research reports, research literature in different double blind peer reviewed journals as well as periodicals, magazines, reviews and web pages. In this research study the researcher considered different innovative techniques used by different researchers recommended for future scope of study. The researcher with the help of review of literature observed and analyzed the thoughts and studies done by different researchers and deeply understood the concepts behind it.

6.0   Data Analysis
After evaluating the theoretical literature from different sources- academic and nonacademic information available including print and electronic as well as all the secondary resources, the researcher find that the Facebook is the most effective and connecting platform for sharing , interacting ,social networking, marketing as it connects the brands and consumers at a common ground in today's time. The researcher found that Brand post novelty and brand post consistency have a significant positive effect on both brand post likes and brand post shares. These days' brand communication patterns have taken a new
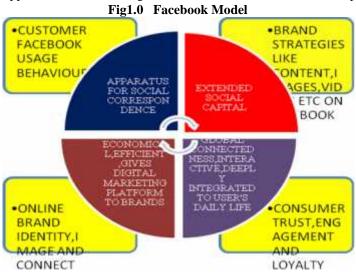
shape in the modern scenario as they are following consumer centric approach. Brands are using the Facebook as a digital marketing platform to reach to the masses within no time and with less cost . Brand trust and community identification on Facebook play a mediating role between Facebook participation and consumer citizenship behaviors. Facebook has become the hub of information and consumers have become more sophisticated with their involvement with a Facebook brand page and their frequency of posting on that page are dependent on their need for information .Brands advertise with new and innovative branding strategies and innovative content on Facebook to encourage engagement and consumer participation. Facebook provides heavy commercial content, social gathering and entertainment factors which helps brand to make their identity.Facebook has become consumer engagement engine which modifies consumer behavior and specifies genuine online shopping conduct. Top organizations and brands have started perceiving Facebook as the major platform to explore ,engage and connect with the heavy traffic of consumer. Brand experience on Facebook impacts E-WOM(E-Word of mouth)instantly to the brands. Facebook has become the hotspot for web purchasing which results in increased sales for the brands and huge variety for the consumers. Facebook encourages progression of experience with the brands and gives a crystal clear idea to the brands about their prospects On the basis of review of literature researcher concluded the data in the form of model, which will ultimately help the other researchers to understand the concepts easily who are working in the similar field .The complex data can be simplified and presented in systematic manner. It will not only make the research easier but also help in understanding the trends in brand communication patterns and consumer behavior towards Facebook usage. The data analysis and conclusion will help in forecasting future research areas, trends and patterns in social networking sites and uses of Facebook for brand management and new marketing and communication patterns .

6.1 Limitations
At times, for a researcher it becomes very difficult to get suitable and relevant data which can be trusted easily from secondary resources. The subject of research is merger and unification of different streams including psychology, mass communication, information technology and management. The researcher find it difficult to link all the domains and   to choose what to incorporate and what is to be ignored while finishing up the research .

7.0 Findings and Conclusion
The social networking sites are platform for connecting, sharing, experiencing and expressing. Facebook gives the brand a platform to showcase their attributes, portrays their brand image and letting the consumers experience the brand virtually before going for the final purchases. Facebook has evolved as an effective tool for understanding consumer personalities, attitude, behavior ,perceptions. tastes, liking, disliking, nature and expectations from the brand .This is the only interactive base which gives the consumers a privilege of sorting out any queries and issues with the brand which actually gives a very transparent and healthy relationship with the brand. Accordingly, brand also strategies to target customers in a very effective and influential way. Facebook is an apparatus for social correspondence which gives extreme freedom to the use to customize their needs to use this platform for complete self expression. Facebook helps in social participation via e-events ,e-launches, e-contests which gives a user to become a part of the brand itself. Facebook considered to be the most engaging platform these. Facebook not only helps in socializing, sharing emotions and trust building but also helps in branding ,marketing and enhance online purchases. Using Facebook as a marketing platform the brands are developing their communication strategies which has a better and deeper impact and engagement with the prospects. Facebook enhances the confidence in an individual, improve relationship, spread happiness when connecting with the world within seconds and helps in identity building.

Fig1.0 Facebook Model

This model explains the role of Facebook that what external factors influence the internal factors mentioned in the model determines the customized role for brands and consumers .Facebook is the only platform which proves to be the benchmark in extending social capital which means creating the networks of relationships among people who live and work in a particular society, enabling that society to function effectively and more efficiently.

Social networking sites are helping brands for maintaining relationship with customers. Face book helps in fostering information and growth in a most significant way not only individually but massively as it has lot of potential to serve the businesses and individual interests on the whole. Facebook is providing a whole new platform by adding features like 360 degree view of your shop, event or any other happening LIVE on Facebook pages which actually enhanced the total experience and perspective of brand in customer's view that too a click away from your phones or laptops which is a remarkable achievement in the field of technology. There is a need to explore different dimensions of the study. Facebook gives immense opportunities to develop brand identity and improve the image of the brand in the mind and heart of the user as it is serves almost all functions of our everyday requirements personally and professionally from a search engine of information to web of shopping and after sales services and has become an integral part of everyone's life in today's time. In this area of research there is great scope for exploratory statistics.
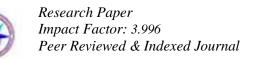
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