ALGORITHMIC EXPERIENCE OF BRAND MANAGEMENT ON SOCIAL MEDIA PLATFORMS

Hema Jessi[1]
M. Chandran[2]

ABSTRACT

Objectives: The study aims to explore the constructs of algorithmic experience in brand management within the social media domain. It seeks to identify and validate the factors influencing consumer perception and their relationship with brand management on popular social media platforms.

Methods: A survey-based approach was adopted, and 500 responses were collected using the convenience sampling method. The research analyzed the interplay between brands, social media platforms, and societal culture, focusing on how algorithms shape consumer experiences and brand management strategies.

Results: The findings reveal that brands successfully create a significant impulsive impact on consumers, enabling them to manage their brand presence despite market competition. A notable relationship exists between brands and societal culture, where brands leverage cultural elements to connect with consumers. However, the study indicates that social media platforms do not significantly influence the existing cultural framework of consumer society.

Conclusion: The research concludes that algorithmic brand management in the social media domain plays a crucial role in shaping consumer perception. By effectively utilizing societal culture and social media infrastructure, brands can enhance their presence and consumer engagement without altering the core cultural dynamics of the consumer society.

Keywords: constructs of algorithmic, influencing consumer perception, brand management, Sustainable Development Goals (SDGs).

1 INTRODUCTION

Brand management and experience of customers in the social media domain create algorithmic approach towards consumer perception. Brand management is a continuous process that is taken place in the marketing Arena based on market conditions, social media influence and cultural infrastructure.

---
[1] Department of Commerce, Vels Institute of Science, Technology and Advanced Studies (VISTAS), Pallavaram, Chennai, Tamil Nadu, India. E-mail: hemajessi3151@gmail.com
[2] Department of Commerce, Vels Institute of Science, Technology and Advanced Studies (VISTAS), Pallavaram, Chennai, Tamil Nadu, India. E-mail: drmckv@gmail.com

1

SDGsReview | Florida, USA | VOL. 4| e04223| pag: 01-16| 2024.

The experimentation process is completely based on cultural elements, technical augmentation, creativity, inclusion, marketing involvement and imagination of marketers to maximise their customer base. (Lury 2009: 12). The brand experiments are very essential to identify the socialisation of customers and their dynamic involvement over social media platforms. In every marketing strategy social media plays a vital role to advertise their products from the customer's point of view and obtaining feedback mechanism from marketer's point of view. The brand management experience and algorithmic approach of marketers are collecting the data about the customers are able to culturally-embedded the customer needs over their participatory approach. The algorithmic experience of customers can be obtained by the predictive and analytical capabilities of marketers to predict the customer needs and continuously sending the information in the form of reminder or advertisement to their customers.

The consumer involvement and their participative approachcan have an authenticated reflection of the important marketing identities prevailing in the market. The algorithmic experience of brand management of customers can be successful through the social media platforms when they are allowed to comment about the product or services and frankly give their opinion in the social platforms. They share the values, reflection of product performance, reputation of brands and marketing strategies through social media to create both positive and negative influence over different brands of products or services. The growth of technology and growth of cell phone culture among the customers encourage them to participate and unfold in responsive algorithmic media infrastructureAndrejevic, M. and Burdon, M. (2014)..

The algorithmic experience of brand management can bebe studied in the customer perception over the important branding elements namely brand introduction, brand infrastructure, brand activation, brand simulation, brand image circulation and brand affinity. The customer perception over these algorithmic experiences in the backdrop of different social media platforms namely Facebook, Instagram, Twitter, LinkedIn, WhatsApp and YouTube is very essential to ascertain the nature of algorithmic experience of customers during their interaction with marketers over the social media platformsCheney-

2

SDGsReview | Florida, USA | VOL. 4| e04223| pag: 01-16| 2024.

Lippold, J. (2011).. Hence the present study is aimed at exploring the different components of algorithmic experience of brand management of customers and their perception in the backdrop of different social media platforms.

2 LITERATURE REVIEWS

(Dean 2010) argued that the brand experience of customers repeatedly developed the capacity among them to create new information about the brands, innovative contents, and informative data and also pave the way for the dynamic decision-making over the logic of algorithmic media. It is also found from the study that algorithmic media actually collect more information about the customers through the powerful interactions with them over social media platforms.

(Banet-Weiser 2012,) proved that interactive social media system can be easily characterised by the three important steps namely dynamic interaction of customers in the social media followed by information sharing over social media and creating significant impact on social media users regarding the brands they have managed and experienced. The content and collection as well as the application of data to structure the participation of customers over the social media actually reveals the depth of algorithmic experience of brand management prevailing among the customers.

Carah, N. (2014). These authors argued that there is a critical accountability of brand management to focus more attention on social media users to accumulate the information both in positive and negative ways. The cultural practices are considered as important infrastructure for the marketers to introduce the brands according to the cultural nature as well as used in social media platforms for the brand image circulation. It is also found from the study that the role of discrete messages about the brands are dynamically circulated among the social media users to build their brand image management.

Holt, D. B. (2002). The cultural attitude and brand management attitudes can be embedded on the social media platforms to have brand simulation and brand activation. The social media users can easily manage their brands by getting appropriate information through the brand simulation and

3

SDGsReview | Florida, USA | VOL. 4| e04223| pag: 01-16| 2024.

brand activation process of marketers over the social media. The brand management can be successful in the social media when they are appropriately simulated for the need-based customers. The cultural infrastructure is very much useful for embedding a brand over social media users to get their successful feedbacks.

(Zwick *et al*. 2008). These authors estimated that the algorithmic experience of brand management depends upon the critical debate which is taken place among the social media users and their intrinsic participation and authentic reflection over the brands. The different brands are able to generate the Value of the brands, productive sociality prevailing among the consumers and their information sharing process over social media platforms. The brand management extensively depends upon creative attitude among social media users and their interest to comment over the brand management.

(Arvidsson 2005) These authors observed that consumers in the social media platforms involved in the process of 'co-creating' and make powerful reflections about their brand management notions. The social media users and their transcendental participation as well as the marketing strategies equip them to manage their brands successfully.These authors also identified that social media person's use their cultural spaces along with international oriented information can give authenticated comments about their brand management.

(Couldry and Turow 2014) identified the role of data driven media system, social media platforms and their participation in operating the brands successfully among the social media users. The marketers identify the customer segmentation and a target audience to increase the brand reputation and a brand affinity among the customers. The social media platforms can easily catch the audience attention and motivate them to participate in all strategies of brand management to increase the reputation of brands.

Hearn, A. (2010). These authors found that data driven approach is a base for algorithmic experience of both customers and marketers to enable the customisation and personalisation contents. The social media platforms have intensified strategies to circulate more information about the brands including positive and negative comments to create a data driven algorithmic approach useful for the marketers. It is also found from the study that brand affinity and

4

SDGsReview | Florida, USA | VOL. 4| e04223| pag: 01-16| 2024.

a brand simulation pertaining to the brand management can be achieved to successfully in the backdrop of social media platforms.

3 RESEARCH GAPS

After reviewing the national and international literature pertaining to algorithmic experience of brand management, components of brand management, social media consumer behaviour and the role of social media platforms, the researcher clearly identified that the international researchers did not explicitly constructed the algorithmic experience of brand management constructs in the perception of consumers under the influence of several social media platforms available in the marketing domain. Therefore the present research is mainly focusing on constructing the important algorithmic experience of brand management in the perception of consumers in the study area. These reviews did not focus on the relationship between different social media platforms and their subsequent influence over the perception of customers on algorithmic experience of brand management. Hence the present research intended to validate the constructs of algorithmic experience of brand management and also to measure the influence of five popular social media platforms Facebook, Twitter, Instagram, LinkedIn and YouTube over the customer perception on algorithmic experience of brand management.

4 RESEARCH AIMS

The main aim of this research is to identify the different constructs pertaining to algorithmic experience of brand management in the backdrop of social media platforms. The another important aim of this research is to validate those constructs of algorithmic experience of brand management with respect to different popular social media platforms available in the social media platforms. The important aim of this research is to find the influence of five different social media platforms Facebook, Instagram, Twitter, LinkedIn and YouTube over the algorithmic experience of brand management in the perception of customers.

5

SDGsReview | Florida, USA | VOL. 4| e04223| pag: 01-16| 2024.

5 HYPOTHESES

After an intensified literature reviews regarding algorithmic experience of brand management in the backdrop of social media platforms the researcher identified the research gaps and those research gaps paved the way to the researcher to frame the following hypotheses

1. Brand introduction is one of the constructs of the algorithmic experience of brand management in the backdrop of social media platforms;

2. Brand infrastructure is a component of the algorithmic experience of brand management in the backdrop of social media platforms;

3. Brand simulation is an element of the algorithmic experience of brand management in the backdrop of social media platforms;

4. Brand image circulationcan predict the algorithmic experience of brand management in the backdrop of social media platforms;

5. Brand activationhas the explanatory power for the algorithmic experience of brand management in the backdrop of social media platforms;

6. Brand affinity is one of the factors of the algorithmic experience of brand management in the backdrop of social media platforms;

7. There is no significant influence of different types of social media platforms on the algorithmic experience of brand management of customers.

6 METHODOLOGY

This research is carried out over the perception of consumers regarding their algorithmic experience of brands of products they generally use. The algorithmic experience generally arises among technological advanced consumers in the backdrop of social media platforms. These computerised and technologically advanced phenomenon algorithmic approaches through the data collection process from the users of are very much useful to measure the customer experience regarding their brand management. In order to obtain the customer perception regarding their algorithmic experience about the brands

6

SDGsReview | Florida, USA | VOL. 4| e04223| pag: 01-16| 2024.

in the backdrop of social media platforms, the researcher designed a well structured questionnaire to ascertain the algorithmic experience.

After reviewing the national and international literature regarding algorithmic experience of customers over their brand management researcher identified six important constructs namely brand introduction, brand infrastructure, brand simulation, brand image circulation, brand activation and brand affinity respectively. These constructs consist of variables in five point likert's scale ranges over strongly agree to strongly disagree. Each construct is generated by five important variables to feel the perception of customers regarding the algorithmic experience in managing their brands of different products.

The research instrument which is in the form of questionnaire comprises three important segmentations, the first segmentation is regarding demographic details and the second segmentation is related to social media platform details. The third part of the questionnaire completely deals with six constructs of algorithmic experience of customers regarding their brand management strategies. After framing this systematic questionnaire, it has been tested with a pilot study by getting hundred responses from the consumers with dynamic social media background living in the metropolitan city of Chennai. The pilot study is conducted over the questionnaire to check the reliability and validity of the research instrument. The 100 responses from customers is entered in the SPSS version 23 software and coded into numerical values to identify both the reliability as well as the validity. The application of cronbach alpha method revealed the value 0.899 which is above the required benchmark for reliability of the questionnaire.

After the reliability analysis, the researcher intended to go ahead for the main study date or collection. The researcher circulated both online and off-line gateways to collect the responses from the customers of different products with the sound background of social media usage and the brand management. The researcher is able to circulate 513 questionnaire for getting responses and able to get only 500 usable responses. The researcher applied convenience sampling method to get the responses from the customers regarding their algorithmic experience of brand management. These usable 500 responses were

7

SDGsReview | Florida, USA | VOL. 4| e04223| pag: 01-16| 2024.

entered and coded with the numerical values to anatomically analyse using mathematical and statistical tools.The researcher applied confirm entry factor analysis to confirm the factors of algorithmic experience of brand management and one-way analysis of variance to find the influence of different social media platforms on the factors of algorithmic experience of brand management.

7 ANALYSIS AND DISCUSSION

In this section, the researcher presents detailed statistical analysis regarding algorithmic experience of brand management perception of customers in the backdrop of social media platforms. In the very first step of analysis it is the duty of researcher to validate the factors proposed in the conceptual model which consist of six important factors namely brand introduction, brand infrastructure, brand activation, brand simulation, brand image circulation and brand affinity respectively. In order to validate these factors the total average scores for all the six components of algorithmic experience of brand management are computed and allowed to represent all the six components. These computations created new continuous type of random variable representations for all the six components and those have to be validated at 95% confidence level to verify the perception of customers and their algorithmic experience with brand management as well as the proposed model of the researcher. The confirmation and validation of these six components is done to confirm it perfect analysis and the results and diagrammatic presentations are clearly presented below

8

SDGsReview | Florida, USA | VOL. 4| e04223| pag: 01-16| 2024.

Figure 1

*Model fit indices for Algorithmic experience of Brand management perception*
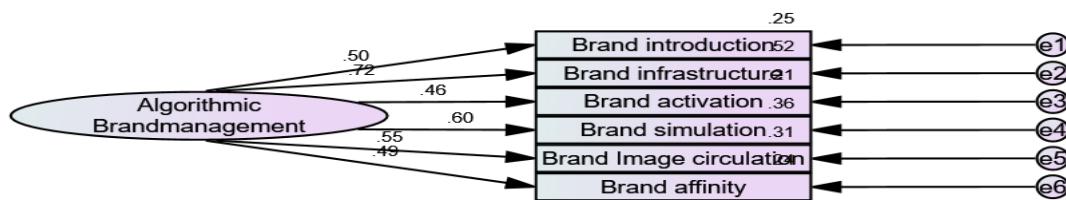
Table 1

Model fit indices for Algorithmic experience of Brand management perception

S.NO	Fit indices	Values	Bench mark values
1	Chi-square	10.321	-
2	P-value	0.457	>.05
3	Goodness of fit index(GFI)	0.988	>.9
4	Comparative fit index(CFI)	0.986	>.9
5	Normed fit index(NFI)	0.984	>.9
6	Root Mean Square Error of Approximation(RMSEA)	0.07	<=0.08

from the above table it is found that the 6 fit indices namely chi-square value, probability value, comparative fit index, goodness of fit index, normed

9

SDGsReview | Florida, USA | VOL. 4| e04223| pag: 01-16| 2024.

fit index and root mean square error of approximation satisfy the required benchmark values. This shows that the six components of algorithmic experience of brand management perception of customers are validated. In fact the analysis revealed that algorithmic experience of brand management over the social media platforms can be identified through the appropriate brand introductions through social media platforms and infrastructure facilities created by culture in the society so that the marketers can introduce their brands over the society to create a reputation. The social media platforms involved in the brand activation and brand simulation process among the customers to create a brand affinity among the consumers. The social media platforms are considered as powerful medium to share all the opinion regarding brands and although the consumers to circulate the image of brands to give both positive and negative opinion about the brands. After the validation of six components of algorithmic experience of brand management perception of customers the researcher intended to estimate the influence of different social media platforms namely Facebook, Instagram, Twitter, LinkedIn, WhatsApp and you tube over the algorithmic experience of brand management perceptual factors and the results are estimated below.

10

SDGsReview | Florida, USA | VOL. 4| e04223| pag: 01-16| 2024.
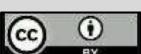
Table 2

Influence of social media platforms on Algorithmic experience of Brand management

Algorithmic experience of Brand management	F	Sig.
Brand introduction	2.110	.003
Brand infrastructure	3.184	.006
Brand activation	5.746	.009
Brand simulation	4.491	.001
Brand Image circulation	6.223	.007
Brand affinity	5.989	.009

From the above table of F-values and probability values it is found that all the six components brand introduction, brand infrastructure, brand activation, brand simulation, brand image circulation and brand affinity are significantly affected and influenced by different social media platforms used by the customers. In order to identify the exact perceptual difference among the different social media platform users the descriptive statistics were computed and presented below.

11

SDGsReview | Florida, USA | VOL. 4| e04223| pag: 01-16| 2024.

Table 3

Mean comparison of social media platforms on Algorithmic experience of Brand management

Algorithmic experience of Brand management		N	Mean	Std. Deviation	Std. Error
Brand introduction	Facebook	77	**4.1926**	.61835	.07047
	Instagram	99	3.6532	.74827	.07520
	Twitter	91	3.7802	.64256	.06736
	Whatsup	80	3.4625	.77676	.08684
	You tube	83	3.7028	.73439	.08061
	Linked in	70	3.7619	.70686	.08449
	Total	500	3.6753	.71168	.03183
Brand infrastructure	Facebook	77	3.8247	.56497	.06438
	Instagram	99	**4.2611**	.54424	.05470
	Twitter	91	3.8736	.61619	.06459
	Whatsup	80	3.7188	.77580	.08674
	You tube	83	3.9367	.48269	.05298
	Linked in	70	3.8143	.61926	.07402
	Total	500	3.8410	.60515	.02706
Brand activation	Facebook	77	3.7489	.69492	.07919
	Instagram	99	3.7980	.63678	.06400
	Twitter	91	**4.1278**	.62729	.06576
	Whatsup	80	3.6750	.54081	.06046
	You tube	83	3.8353	.64049	.07030
	Linked in	70	3.8190	.71938	.08598
	Total	500	3.7853	.64228	.02872
Brand simulation	Facebook	77	3.8539	.64806	.07385
	Instagram	99	3.8283	.63952	.06427
	Twitter	91	3.0440	.57686	.06047
	Whatsup	80	**4.8938**	.77314	.08644
	You tube	83	3.8916	.46063	.05056
	Linked in	70	3.8036	.78700	.09406
	Total	500	3.8890	.65252	.02918
Brand Image circulation	Facebook	77	3.5238	.67414	.07683
	Instagram	99	3.5421	.57457	.05775
	Twitter	91	3.5934	.57906	.06070
	Whatsup	80	3.5375	.72429	.08098
	You tube	83	**4.7349**	.63065	.06922
	Linked in	70	3.5619	.71682	.08568
	Total	500	3.5827	.64739	.02895
Brand affinity	Facebook	77	3.4113	.70274	.08009
	Instagram	99	3.3232	.59563	.05986
	Twitter	91	3.3773	.68351	.07165
	Whatsup	80	3.4542	.75983	.08495
	You tube	83	3.6345	.75370	.08273
	Linked in	**70**	**4.4524**	.74867	.08948
	Total	500	3.4373	.70802	.03166

from the above table it is found that Facebook consumers strongly agree for brand introduction rather than other social media platform users. It is also found that the Instagram social media users strongly agree for the existing brand infrastructure and its usage in circulating the image of brand among the

12

SDGsReview | Florida, USA | VOL. 4| e04223| pag: 01-16| 2024.

social media users and social media domain. The analysis also revealed that the users of social media platform Twitter strongly agree for brand simulation process so that the social media users often get information about the products they generally like and use. The social media platform WhatsApp users are strongly agreeing about brand image circulation that can reach all the social media users within short period of time. The YouTube users and their regular advertisements through YouTube videos made the social media users to create strong brand affinity as well as strong brand reputation among the consumers.

8 FINDINGS AND CONCLUSION

It is found from the study that brands are the critical images in the marketing technology to maintain certain proximity with consumers. The algorithmic experience of brand management can be successfully dome in the back drop of social media platforms. The brand management is very important essential aspects in the marketing arena to increase the reputation of the brands as well as the marketers to reach the maximum number of customers. The brand management through social media consist of six important components namely brand introduction through social media platforms, brand infrastructure created by the social media in the backdrop of culture of the society, brand simulation process undertook by the marketers to spread information available through social media platforms and brand image circulation among the consumers through social media platforms.

The brand management experience in the backdrop of social media platforms also motivate the marketers to activate their brands in the name of brand actions and brand affinity program maintained by the marketers to spread over consumers. As far as the five important social media platforms are concerned namely Facebook, instagram, Twitter, LinkedIn and YouTube, Instagram is very popular in maintaining the optimistic experience with the brand management. It is also concluded from the study that there is a significant difference among the customers in the five different social media platforms in managing their brands of different products. It is found from the study that Facebook consumers have more awareness than other consumers in

13

SDGsReview | Florida, USA | VOL. 4| e04223| pag: 01-16| 2024.

the different social media platforms. The YouTube consumers are able to spread and circulate the brand images very quickly and dynamically rather than other consumers. The consumers in his program on Twitter are considered as the best participants in the brand activities and also create more brand simulations to increase the reputation as well as the brand image. The social media platforms actually create a cultural infrastructure for the brands to spread among the consumers and also considered as a symbol in the minds of consumers when they purchase their products.

It is also concluded from the study that brands are able to create significant impulsive phenomenon over the consumers to manage their brand besides the available of many brands in the market. There is a significant relationship between brands and the culture of the society, brands use the culture to reach the consumers through the infrastructure constructed by the culture whereas it is not creating any influence over the existing culture of consumer society through social media platforms.

9 MARKETING IMPLICATIONS

The study revealed that algorithmic experience of brand management in the backdrop of social media platforms can manage the brands through appropriate brand introduction therefore it is suggested that the marketers and manufacturers of any product can make use of the social media platforms to highlight and advertise their brand image for the circulation among the consumers. The study also identified that brand activities and brand affinities are successful brand management factors executed through the social media platforms therefore the manufacturers and marketers should listen to the comments and communications from consumers regarding the brands so that they can wipe out any disadvantages in the brands particularly over price and quality. This action would enable the brands to increase the reputation. The algorithmic experience of a brand management is the brand simulation which isapplied over consumers through the social media experience. Therefore the marketers and manufacturers can make use of this brand simulation process to

14

SDGsReview | Florida, USA | VOL. 4| e04223| pag: 01-16| 2024.

send the information about a particular brand to the appropriate customers to market their products successfully.

15

SDGsReview | Florida, USA | VOL. 4| e04223| pag: 01-16| 2024.

REFERENCES

Andrejevic, M. and Burdon, M. (2014). Defining the Sensor Society. Television and New Media.

Arvidsson, A., & Peitersen, N. (2013). The ethical economy: Rebuilding value after the crisis. Columbia University Pres

Banet-Weiser, S. (2012). Authentic™: The Politics of Ambivalence in a Brand Culture. NYU Press.

Carah, N. (2014). Watching Nightlife: Affective Labor, Social Media and Surveillance. Television and New Media, 15(3): 250-265

Cheney-Lippold, J. (2011). A New Algorithmic Identity: Soft Biopolitics and the Modulation of Control. Theory, Culture & Society, 28(6), 164-18.

Couldry, N., & Turow, J. (2014). Advertising, big data and the clearance of the public realm: marketers' new approaches to the content subsidy. International Journal of Communication, 8, 1710-1726

Dean, J. (2010) Blog Theory: feedback and capture in the circuits of drive. Polity: London.

Hearn, A. (2010). Structuring feeling: Web 2.0, online ranking and rating, and the digital 'reputation' economy. Ephemera: Theory and Politics in Organization, 10, 421-438

Holt, D. B. (2002). Why do brands cause trouble? A dialectical theory of consumer culture and branding. Journal of consumer research, 29(1), 70-90.

Lury, C., & Moor, L. (2010). Brand valuation and topological culture, in Aronczyk, M. and Powers, D. (eds) Blowing up the brand: critical perspectives on consumer culture (pp. 29- 52). Peter Lang: New York.

Meier, L. M. (2011). Promotional ubiquitous musics: Recording artists, brands, and "Rendering authenticity". Popular Music and Society, 34(4), 399-415

Packer, J. (2013). Epistemology Not Ideology OR Why We Need New Germans. Communication and Critical/Cultural Studies, 10(2-3), 295-300.

Zwick, D., & Knott, J. D. (2009). Manufacturing Customers The database as new means of production. Journal of Consumer Culture, 9(2), 221-24.

16

SDGsReview | Florida, USA | VOL. 4| e04223| pag: 01-16| 2024.