

# A Study on Branding White Goods through Social Media Marketing

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## Abstract

*This research investigated how social media marketing affects the branding of white goods. The research evidence indicates social media techniques enhance customer understanding about brands and their perception and create brand loyalty among them. This study offers useful recommendations to marketers who want to build powerful social media branding strategies for white products. Key effective strategies identified include working with influencers, developing interactive content, utilizing user-generated content, and employing targeted advertising. The study also pinpointed the most beneficial social media platforms for white goods branding. Ultimately, the results offer crucial insights for marketers and businesses within the white goods sector, underscoring the significant role of social media marketing in establishing robust brands that can fuel business growth and enhance competitive advantage.*

**Keywords:** Social, Marketing, Advertising, Branding, Influencer, Loyalty

## Introduction

Social media furnishes white goods brands with a vibrant and interactive arena to display their offerings, disseminate captivating content, and engage with their intended customers instantly. By implementing well-planned branding initiatives, companies can harness the capabilities of social media to distinguish themselves in a competitive market, solidify their brand identity, and cultivate customer connections. As social commerce gains traction, enabling direct product purchases on social platforms, grasping the subtleties of effective social media branding is becoming ever more vital for white goods companies to maintain their competitive edge and relevance

Moreover, this research will delve into how user-created content and social proof contribute to building brand trustworthiness and credibility among consumers. The necessity of social media branding expertise has increased immensely for white goods manufacturers because social commerce enables direct purchases through social media platforms. Researchers will study the fundamental components of social media marketing platforms that white goods firms utilize

which includes content generation and influencer collaborations and audience engagement alongside targeted marketing strategies.

Through the examination of case studies and industry patterns, we will analyze effective branding endeavors and their influence on consumer opinions and buying habits.

## **Literature Review**

According to Wee (2003) conducted a study to identify the factors affecting adoption of new product innovations in the consumer electronic industry of Singapore using qualitative (focus group discussions) and quantitative research techniques (survey with 151 respondents in the 16 - 35-year age group). The researcher considered two brands, the Mini Disc and the MP3 Portable player. Using factor analysis, seven factors were identified as critical in effecting adoption of a player: relative advantage, perceived risk, complexity, compatibility, observability, image and trial ability. Of these factors, relative advantage conferred by the player was the most important factor that consumers valued in their adoption decisions.

According to a study by Chen et al. (2020), UGC can significantly influence purchasing decisions, as consumers perceive it as more authentic and trustworthy compared to branded content.

According to Karthika and Vijai Anand (2017), who examined in this research that the purchase behaviour and attitude of buyers towards selected white goods such as refrigerator, washing machine, mixer grinder, wet grinder and air conditioner. The study aimed to study the buying behaviour for selected white goods and to identify the factors that influenced the buyers during the purchase of white goods. The study was done in the Tiruchirappalli district of Tamil Nadu, India, with 500 participants. They concluded that satisfaction level of the consumers towards the durable products, their experience in the retail outlet during the purchase and after sales service seems to be optimistic.

According to Andreea, Cătălin (2014) Customers are more likely to choose a brand that is consistent with their self-image. In this approach, each consumer will aim to portray his or her own identity through choice on an individual basis. Consumer decisions tend to converge to a given pattern when part of a larger social group, providing the foundations of an individual social identity.

According to Raju and Sheth (1974) there are four essential buying behaviors among consumers which include Habitual and Exploratory together with Impulsive and Belief-based behavior types. Each purchase behavior demonstrates a unique approach for consumers to handle their buying decisions. Purchases that people make through automatic routine without conscious consideration are known as habitual buying behavior. Consumer interest drives individuals to adopt new product brands through exploratory buying behavior.

## **Statement of the Problem**

Social media functions as a fundamental operational instrument which enables brands to both build their brand image and connect with their consumer base during the present digital era. Most white goods manufacturers face important obstacles while trying to maximize their platform effectiveness. The research explores the dominant obstacles and lacking knowledge which block successful social media marketing practices in this white goods industry. The research investigates methods which brands can use to improve their approaches while identifying approaches to create unified and appealing online platforms which connect with their intended audience. The dominant role of social media in marketing demands brands from this sector to continuously develop innovative strategies. Through efficient social media practice implementation brands achieve better brand visibility that produces stronger consumer relationships.

### Objectives of this Study are

- To assess consumer satisfaction regarding the branding of white goods via social media platforms.
- To examine the relationship between social media engagement and brand awareness.
- To ascertain the impact of branding white goods through social media platforms.

### Methodology

This research employs a quantitative methodology to investigate the branding of white goods through social media marketing. Data was collected from a convenience sample of 52 consumers to explore their perspectives on white goods branding. Questionnaires were distributed using the convenience sampling method. The survey instrument consisted of a mixed-method questionnaire to gather data on branding white goods through social media marketing, and included demographic questions to obtain relevant participant information. The collected data will be analyzed using statistical techniques, including correlation analysis and descriptive statistics.

### Results and Discussion

**Table 1 Satisfaction of branding of white goods through social media**

**Table 1 Branding**

Options	Frequency	Percent
Very Satisfied	25	48.1
Satisfied	7	13.5
Neutral	19	36.5
Very Dissatisfied	1	1.9
Dissatisfied	0	0
<b>Total</b>	<b>52</b>	<b>100.0</b>
<i>Source: Primary Data</i>		

Out of 52 respondents, 48.1% of respondents are very satisfied with the branding of white goods and 13.5% of respondents are satisfied with the branding and 1.9% of respondents are very dissatisfied with the branding of white goods. Finally, 36.5% respondents are neutral to the statement

**Table 2 Correlation between Social Media Engagement and Brand Awareness**

Correlations			
		Social Media Engagement	Branding
Social Media Engagement	Pearson Correlation	1	.337*
	Sig. (2-tailed)		0.015
	N	52	52
Branding	Pearson Correlation	.337*	1
	Sig. (2-tailed)	0.015	
	N	52	52

The 0.337 value of the Pearson correlation coefficient shows that “Social Media Engagement” and “Branding” have a positive relationship. The results indicate statistical significance at 95% confidence using a 0.015 significance value since it remains lower than 0.05. The data supports a case for social media engagement investments since they could boost performance in branding outcomes for white goods products.

**Table 3 Impact of Advertisement of White Goods on Social Media**

Options	Frequency	Percent
High impact	15	29.8
Moderate	21	26.75
Neutral	10	28.75
Low	6	5.75
Very low	0	8.65
<b>Total</b>	<b>52</b>	<b>100.0</b>
<i>Source: Primary Data</i>		

The survey data from 52 participants demonstrated a particular breakdown of individuals based on their responses toward advertisements. Survey respondents showed that 29.8% believed advertisements made significant impacts on their behavior showing advertisements can powerfully shape approximately one-third of survey participants. The research shows advertisements affect their perspectives to a moderate level based on responses from 26.75% of participants. A significant portion of survey respondents expressed a neutral reaction to advertisements since the ads demonstrated neither strong nor substantial impact on them. Their stance indicated advertisements were somewhat insignificant in their buying decisions. The lower percentages showed minimal influence (5.75%) combined with those who experienced little to no impact (8.65%).

### Suggestions

These are some strategically developed recommendations for analyzing white goods branding through social media advertising:

1. In your target market analysis, study your core market consisting of white goods consumers; you must understand their preference patterns alongside their product use patterns and daily routines. Conduct surveys together with focus groups to obtain first-hand knowledge from consumers who may potentially buy your white goods.
2. Competitive Benchmarking: Examine the social media branding strategies of established white goods brands. The team should examine how different competitors use their content approaches, together with engagement activities and promotional methods through Instagram, Facebook, and Pinterest. The process of evaluating successful methods for improvement, along with discovering new possibilities for advancement, exists. This exercise shows what stands as typical practice in the market and helps generate original branding approaches.
3. Visual content performance matters in the modern visual digital world, so use high-resolution pictures together with interesting video content to show your products through social media. Show white goods through realistic scenes featuring modern appliances arranged in luxurious kitchens or compact laundry rooms with smooth washing machines. Showcase how the products excel in daily use with their main characteristics and benefits. Brand Identity Development: Clearly define the brand’s personality, communication style, and core messages to ensure a unified and recognizable image across all social media channels.

The strategic deployment of these tactics in social media marketing will enhance your white good branding to better connect with prospective home appliance customers who prioritize both excellence and innovation.

## Conclusion

In conclusion, this study indicates that social media marketing presents a significant advantage for white goods branding, providing numerous avenues for companies to connect with their target audience, enhance brand recognition, and boost sales. Furthermore, the study also highlights the importance of focused social media marketing with uninterrupted interaction, coherent messaging, and engagement to maximize social media campaign productivity in the white goods industry.

Furthermore, the study underscores the importance of influencer marketing for white goods brands. Collaborating with influencers who have a strong social media presence can enable brands to reach a broader audience and build consumer trust. These influencers can generate authentic and relatable content that demonstrates how white goods integrate into consumers' lives, thereby influencing their purchasing decisions. Additionally, the research highlights the crucial role of actively engaging with consumers on social media platforms.

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