Chapter 5
Role of Social Media in Brand Promotion: An International Marketing Perspective

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ABSTRACT
This chapter aims to promote brand management through social media in global marketing, thus explaining the theoretical and practical overview of social media, evolving dynamics of brand management, shifts in global marketing dynamics, and brand promotion through social media in global marketing. Social media is a great way to reach a new group of targeted consumers. Social media is utilized as a marketing tool by marketers in creating brand relationship. The integration of social media and brand management is necessary for modern organizations that seek to serve suppliers and customers, increase business performance, strengthen competitiveness, and achieve continuous success in global marketing. The chapter argues that promoting brand management through social media in global marketing has the potential to enhance organizational performance and reach strategic goals in the social media age.

INTRODUCTION
The emergence of social media has facilitated the consumer’s communication in global marketing (Abzari, Ghassemi, & Vosta, 2014). Social media activities generated by consumers in brand communities are claimed to have a potential impact on interaction among brand entities and brand building (Luo, Zhang, & Liu, 2015). Online platforms and social networks directly influence the consumer-brand relationship (Enginkaya & Yılmaz, 2014). Companies create the official fan pages on social networking sites such as Facebook, Twitter, and LinkedIn to provide customers with information about their brands, products, and promotions (Zadeh & Sharda, 2014). The purpose of a brand website is to create a positive brand experience for customers (Culache & Obadã, 2014).

Understanding how brands operate on social media is very important for contemporary marketing, researchers, and brand managers (Habibi, Laroche, & Richard, 2014). Gensler et al. (2013) stated that

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the dynamic, ubiquitous, and real-time interaction enabled by social media significantly changes the landscape for brand management. Eisingerich et al. (2015) stated that Facebook is a global phenomenon. Social networking sites have become some of the primary sources of communication for people to find people in their network and brands (Bright, Kleiser, & Grau, 2015). Building and leveraging the brand community on social networking sites is one of the popular social media strategies that companies employ to build a consumer-brand relationship (Park & Kim, 2014).

The strength of this chapter is on the thorough literature consolidation of social media and brand management. The extant literature of social media and brand management provides a contribution to practitioners and researchers by describing the multifaceted applications of social media and brand management to appeal to the different segments of social media and brand management in order to maximize the business impact of social media and brand management in global marketing.

BACKGROUND

Advances in information and communications technology (ICT) has brought new challenges and opportunities to the relationship marketing, in which brand communities has received the attention from researchers and businesses (Hudson, Roth, Madden, & Hudson, 2015). Social media based on information technology (IT) enables the combination of competences, capabilities, and knowledge that underpin value co-creation in dynamic relationships with their partners (Srivastava & Gnyawali, 2011). It is essential to understand the ways in which brands can preserve the one-to-one characteristics and intimate relationship qualities offered by social media is essential (Labrecque, 2014).

Marketing the brands through social media becomes the precise, personal, interesting, interactive, and social perspectives (Jothi, Neelamalar, & Prasad, 2011). Sukoco and Wu (2010) indicated two main motivations for customers to join a brand community (i.e., self-related motivation and social-related motivation). Self-related motivation refers to members’ interest to experience enjoyment, gain knowledge regarding a brand, and maintain their self-esteem. Social-related motivation refers to members’ interest to join brand communities to have some affiliation with other members and acquire social status to maintain their collective self-esteem. Through social networks, consumers are entrenched in the dissemination of information. Consumers are brands’ storytellers and the new brand ambassadors (Booth & Matic, 2011).

The rise of social media in organizational settings has initiated the new horizons for strategic communication (Zerfass & Schramm, 2014). Social media is defined as a method of technological innovations in terms of both hardware and software that facilitate the inexpensive content creation, interaction, and interoperability by online users (Berthon, Pitt, Plangger, & Shapiro, 2012). Social media is considered as consumer-generated media that covers a variety of new sources of online information used by consumers, who are intent on sharing information with others (Blackshaw & Nazzaro, 2004). Malthouse et al. (2013) stated that the rise of social media is challenging the traditional notion of customer relationship management.

Due to its popularity and widespread use, social media is recognized as a new platform, which can be used as a competitive marketing tool by business firms (Hassan, Nadzim, & Shiratuddin, 2015). The development of social media shapes people’s connections with others via the different social media platforms (Colliander & Dahlén, 2011). Social media involves the social communication and builds reputations (Tang, Gu, & Whinston, 2012). Social media enables the broad communication and the