Impact of Social Media Advertisement on Brand Image

Sara Aslam [1], Syed Muhammad Ahmad Hassan Gillani [2*], Syed Muhammad Afraz Hassan Gillani [3], Hamad Raza [4], Humara Ahmad [5]

[124] Lyallpur Business School, GC University Faisalabad.

[3] Department of Public Administration, GC University Faisalabad.

[5] IVY College of Management Faisalabad.

Corresponding Author ahmadgillani@gcuf.edu.pk

Abstract

This study aims to examine social media marketing's effect on a brand's image. And to find out the relationship between them, in this study, there are three factors: the independent variable is Facebook and YouTube, and the dependent variable is the brand image. A conceptual model on how advertisements using social media work on the brand image was constructed, and findings reveal that advertising on YouTube has a greater impact on a brand image as compared to Facebook advertising, which does not have a significant effect. Although Facebook has a larger user base than other social media platforms, it is not a reliable source for advertising as users tend to scroll through ads rather than wait for them to finish. In contrast, YouTube is considered a more reliable resource for advertising, as viewers must wait for ads to complete before watching their desired content. Essentially, YouTube and other social media platforms serve as effective tools for raising consumer awareness and maintaining brand recall. However, the study suggests that Facebook advertising does not contribute significantly to brand image. The sampling method utilized in this study is convenience sampling, with 50 surveys and questionnaires distributed among the university students, including professors, directly by visiting the campus, and 120 responses obtained from an online questionnaire. A total of 170 users were used as the sample for this study. Data was collected over one month, and the collected data was analyzed using two software programs: Smart PLS and SPSS. This study provides a comprehensive picture to marketers about which social media platform is more effective for creating a positive brand image in consumers' minds. This study assists marketers in choosing an effective social media platform.

Keywords: YouTube, Facebook, Pakistan, Brand image

1. Introduction

Advertising is an important factor that makes a brand image. Advertising has a long history and will continue to be relevant in the future due to the need for people to learn about various topics in diverse ways. Every business needs to produce advertisements for their products, services, or features to reach customers and potential customers and show them how good their product or service is.

Over the past decade, the widespread use of social networking sites has been facilitated by the development of information and communication technology and the Internet. (Irani et al., 2012). As a result, commercial organizations have switched from using traditional media promotional channels to social media. (Lee & Hong, 2016). Companies are spending more money on social media marketing. According to Rotman et al. (2011), companies are spending a higher percentage of their advertising budget on social media marketing (Duffett, 2015). As a result, practitioners and researchers are very interested in the usefulness of social media advertising (Saxena & Khanna, 2013). Recently, a lot of academics have concentrated on how to integrate social media advertising into marketing communication tactics (Hamouda, 2018).

Advertising has become an important part of our everyday lives. Whether we turn on our TV sets or open a magazine or newspaper, we can't escape from it. Advertising has had to adapt to the changing world. To remain relevant, advertisers must change their strategies and techniques to ensure that their message gets across as clearly as possible with minimal confusion for their audience. Today, advertising takes advantage of every conceivable medium to get its message through. This includes TV, print (daily newspapers, magazines, and diaries), radio, and the Internet. It makes use of these advertising techniques through direct selling, hoardings and mailers, contests, sponsorship, and posters to get its message across effectively. (Sanwal & Ullah, 2021). Advertising is a vital method for a business to offer their items and services, as well as make an identity for themselves. Advertising can significantly affect the way a customer sees the brand and ultimately lead to an increase in sales. Using famous people or celebrities in the advertisement can accomplish this. The purpose of using famous people is to attract attention from consumers, which helps create a positive image for the company's product (Bayer et al., 2020). It has been one of the least

examined. Promoting is an imperative segment of any business, keeping in mind the end goal of increasing your customer base and enhancing profitability. There are numerous approaches to conveying your brand image; however, few have as much impact as advertising. As indicated by numerous financial experts, advertising is traditionally seen as an approach to separating brands in a market. When items and administrations emerged, so did the need to make them known (Evans et al., 2017).

The role of advertising is vital to the success of a brand, and effective advertising is achieved by communicating the right messages in the right way and place. In today's fast-paced world, to be competitive, brands need to keep up with emerging technologies and fashion trends, and social media tools like Facebook, Instagram, and YouTube have a significant impact on brand image (Tanriverdi, 2005). Studies suggest that knowledge management techniques can enhance the relationship between information technology (IT) and organizational effectiveness. This implies that the use of IT can increase an organization's overall effectiveness by properly managing and utilizing the knowledge within the organization. (Raziq et al., 2018).

Social media is a collection of online platforms and applications that leverage the principles and advancements of Web 2.0. These platforms make it easier for people to create and share content (Kaplan and Haenlein, 2010). In the realm of business and professional discourse, we can leverage theories derived from media research, specifically focusing on social presence and media richness, alongside social processes like self-presentation and self-disclosure. These theories elucidate the core constituents of social media, which hold significant relevance in the corporate landscape, shaping communication strategies and fostering effective interactions. Kaplan and Haenlein (2010) In addition, according to the proposed classifications, there are six different types of social media, including collaborative projects (Wikipedia, blogs), content communities (YouTube), social networking sites (Facebook), virtual game worlds like World of Warcraft, and virtual social worlds like Second Life.

Notably, the adoption of social media has witnessed a significant surge among individuals and organizations alike. Approximately 60 percent of people continually engage with social media daily, ensuring at least one interaction per day, as reported by Tuurosong and Amadu (2014). Moreover, within the realm of business operations, there has been a steady and consistent upward trend in the utilization of social media. As an illustration, the proportion of businesses incorporating social media platforms

for marketing endeavors is projected to rise from 87 percent in 2013 to 89.5 percent by 2016. This surge in adoption signifies the growing recognition and appreciation of the efficacy and potential impact of social media as a strategic marketing tool. (eMarketer, 2014). Undoubtedly, social media presents businesses with valuable opportunities to enhance their marketing strategies through various means. One such advantage lies in its capacity to facilitate consumer data acquisition, which can subsequently be analyzed and leveraged to anticipate future trends in social media conversations.

Moreover, this data-driven approach enables companies to proactively identify and predict potential challenges relating to overall business operations, fostering a proactive and anticipatory approach to problem-solving. (Hamouda, 2016). Social media platforms have proven instrumental in fostering robust customer relationships, thereby augmenting the corporate image and brand reputation of firms. This dynamic medium facilitates meaningful customer interactions, engenders trust, and strengthens connections. Consequently, businesses have witnessed significant improvements in their overall corporate image and brand equity, leading to enhanced market positioning and sustained success in the industry. (Mir, 2012). Furthermore, social media has fundamentally revolutionized the marketing communication strategies employed by businesses, fundamentally altering the methods through which companies engage their intended audience or target market. (Mangold and Faulds, 2009). Traditional advertising channels such as television and newspapers have experienced diminished efficacy in the wake of the emergence of social media platforms (Duffett, 2015). The term refers to a comprehensive phrase that encompasses various advertising formats, both explicit (banner ads and commercial videos) and implicit (fan pages or company-related tweets), which are disseminated through social networking sites. (Taylor et al., 2011). Social media advertising offers distinct advantages, captivating consumers through its provision of valuable advice, sharing of experiences, and facilitating effortless and swift information retrieval (Patino et al., 2012).

In recent times, corporations have directed their investments towards advertising on popular social media platforms such as Facebook and Twitter, utilizing these digital spaces as strategic avenues to promote their offerings. (Barnes and Mattson, 2009). According to eMarketer's findings in 2015, global advertisers allocated a substantial budget of $23.68 billion to engaging consumers through social networks. Moreover,

this expenditure is projected to grow further, reaching an estimated $35.98 billion by 2017, which corresponds to approximately 16.0% of the total global online advertising expenditure.

Literature related to advertisements by social media platforms' impact on brand image was lacking. To regulate this factor and offer a better place to operate, it is essential to pay attention to this subject. So, there's a need to examine the brand image through social media platforms and find the relationship between social media tools and brand image. The study aims to explore the scope of both platforms and contribute to the growing body of knowledge on how social media advertising platforms influence brand image.The significance of social media platforms and ads is that they allow organizations to reach a large audience quickly and easily. The importance of social media platforms in the business world and how they may be utilized to create a competitive edge. Social media platforms have a large user base, and organizations can use them to target specific demographics and reach potential customers where they are already spending a lot of time. Additionally, social media advertising allows organizations to track and measure the effectiveness of their campaigns and make real-time adjustments to improve their results. Social media advertising also allows organizations to create personalized ads that are more frequently effective. Overall, social media platforms and ads are an important tool for organizations looking to build a profitable marketing relationship with their customers.

2. Literature Review:

Given the significant influence of customers' wants and desires on business management, firms selling goods and services to the general public consider them as crucial factors that require meticulous attention. The three main difficulties in this study are that brand image, Facebook, and YouTube have a loose connection to client retention as a critical success component in today's corporate environment.

By leveraging the inherent value of social connections, networks, and relationships, social capital theory can effectively enhance brand image. Within the realm of brand image, this theory posits that establishing robust relationships and connections with consumers through social media channels can yield positive effects on brand reputation and perception. Social capital, as a comprehensive framework, encompasses various fundamental concepts: inter-firm networks, social networks,

relational contracts, social support, relational embeddedness, trust, social resources, social exchange, and informal organization culture. By leveraging these concepts, brands can adeptly cultivate and strengthen their brand image concisely and professionally (Adler & Kwon, 2002; Hirsch & Levin, 1999).

Multiple academic disciplines, including economics, political science, and organizational theory, have embraced it since its inception and gained significant traction. (Adler and Kwon, 2002). Generalized reciprocity is grounded in the principle of reciprocal actions, where individuals believe that if they do a favor for someone, it will be returned either by that same person or another individual in the future. Bagozzi (1975) established the reciprocity standards and the various types of transactions that link social capital and social marketing.

According to Uztu (2003: 40), brand image is the idea that customers form about a product or service as a result of multiple correspondences in the form of a usefully arranged set of associations. Brand image is described as how people view a brand based on the features or services it provides (Kaur & Hundal, 2017). Comparable descriptions describe the brand image as "a holistic picture in consumers' minds regarding the brand". When consumers think favorably of a brand, they are more inclined to purchase it, and when they think negatively of it, they are less likely to do so. (Raji et al., 2019).

Their study with GSM operator customers (Dib & Alhaddad, 2015) concluded that social media advertisement activities had a significant impact on the construction of brand image and an increase in brand awareness. According to a study (Jokinen, 2016), social media is more significant for branding than conventional media in general and has a bigger effect on brand image. The use of social media greatly affects how consumers view a company's brand, according to this study's findings.

A study (Saydan & Dulek, 2019) found that the use of social media by brands significantly influenced customers' brand image and attitude. In their study on the degree to which social media has an impact on the brand performance of businesses in the tourism sector, Lian and Yoong (2018) discovered that social media interaction tools have a positive effect on brand perception. Consumer affiliations and beliefs regarding the brand's attributes have long been central to marketing research. However, in consumer benefit contexts, the assessed rating assumes greater significance as it directly impacts the brand. In such scenarios, the company's

reputation can profoundly influence the purchasing process and user experience (Hsieh & Li, 2008).

So, it implies that "the organization" rather than "the product" becomes the crucial brand. Because there is a need for expert advice regarding the products in many commercial markets, the organization's management also performs admirably (Ramesh, Saha et al. 2019). So, similar to customer benefit showcases, the company's reputation is likely to have a significant influence on purchase patterns that is different from the item-specific impact of the brand's image. This area needs investigation since there are substantial advertising interests in establishing company reputation and brand recognition (Shareef et al., 2019). In commercial markets, the company name frequently serves as the brand name for a variety of product groups (Ansary & Nik Hashim, 2018).

Social Media Platforms Social media can be defined as "A group of Internet-based applications that build on the theoretical and technological foundations of Web 2.0 and enable the creation and exchange of user-generated content"(Kaplan & Haenlein, 2010).There are four different sorts of social media, including blogs, social network microblogs, photo and video-sharing websites, and social networks. The fundamental benefit of these platforms is that there are no limitations on time, place, or media, and they are inexpensive (Lee et al., 2017; Yadav & Rahman, 2017). The usage of social media is becoming more popular, as seen by consumer behaviour. The majority of customers conduct online research before making a purchase. They are quite sensitive to other customers' Internet platform reviews (Godey et al., 2016).

Despite physically visiting a location, individuals frequently use their mobile devices to get a better price elsewhere (Jayasuriya et al., 2017). This is prevalent in the retail fashion industry, and individuals do think carefully before making a purchase. As a result, it will be a good place to experiment with cutting-edge social marketing strategies. The process of advertising websites, goods, and services using social media platforms is known as social media marketing. It includes marketing-related tasks like blogging and uploading photographs and information online. (Yazdanparast et al., 2016). Countless fashion blogs update the newest trends, as well as fashion applications that provide consumers with more opportunities to engage. Customers are additionally encouraged (Mohr & John, 2013).

Face book

Facebook is regarded as the most popular social media channel globally. Among the social networks, it has the most daily active users. Facebook is an excellent social site for both organic and paid chances because it has the biggest potential reach (Hamouda, 2018). 36% of Pakistan's population has internet accessibility, and usage of social media is rapidly increasing (22% growth). With barely 29% penetration in the population, it only has 6 million users at the moment. As a result, Facebook in Pakistan has not yet peaked and still has a lot of room to expand.

Face book is displaying a notable increase in use compared to the other platforms when social media usage is taken into account in the context of Pakistan. Facebook is already regarded as a business launch tool (Kim & Ko, 2012) and a tool that has a significant impact on consumer preferences and public purchasing decisions (Godey et al., 2016). (Yazdanparast et al., 2016). This platform gives fashion-ware sellers a respectable opportunity showroom-room" their products to potential clients online. To find out if there is a better offer elsewhere, the majority of customers frequently conduct online searches both before visiting a store and while they are there (Mukhtar et al., 2013). The aforementioned information highlights Facebook's societal impact. Facebook presents a clear possibility for Pakistani companies as a tool with a large number of users and significant growth potential. (Dehghani, 2013).

H1: Face book has a significant positive impact on brand image

 YouTube

According to earlier research, repeated advertising in consumers' minds helps individuals remember specifics about the product and make repeat purchases, according to past studies. According to two surveys, this market is fiercely spirited, particularly for customers, who are seen as the market (Raji et al., 2019; Sunderaraj & Loheswari, 2015). To draw in more customers, marketers concentrate on a variety of things. Based on findings, this study's findings reveal that there is a positive impact of effective YouTube advertising on brand image (Febriyantoro, 2020):

**H2**: YouTube ads have a significant positive effect on brand image.
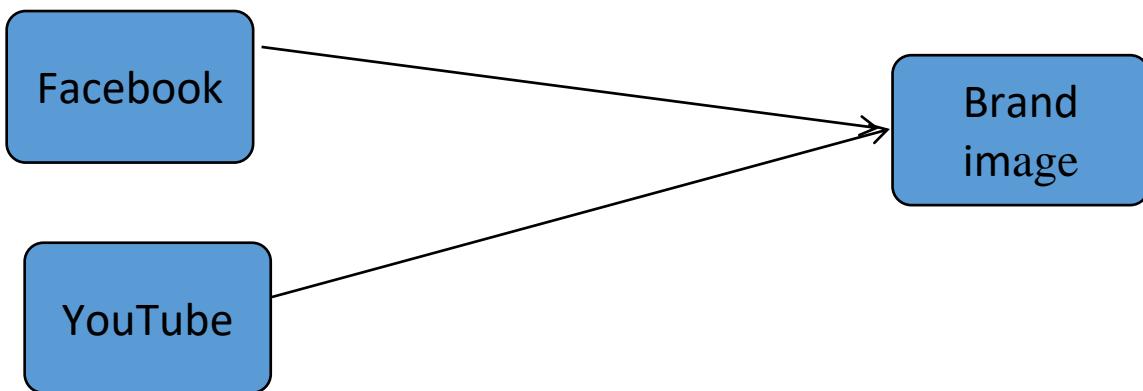
Fig 1: Conceptual Framework

3. Methodology

The nature of data is primary. The data is gathered by using a five-point Likert scale. (from strongly disagree to strongly agree) questionnaires and online questionnaires that measure the impact of advertising platforms on a brand image using social media tools. Due to a shortage of resources and time, it was not be possible to get data from the entire population therefore convenience sampling method was used . "The convenience sampling strategy, a statistical way of gathering representative data by choosing participants based on their ease of volunteering, availability, or accessibility, is employed in this study."

The survey questionnaire was distributed among the university students, including the professors, describing the significance of the study and its voluntary nature, and ensuring that information is confidential. Data were collected over one month. Data was analyzed using smart partial least squares (PLS). PLS is a powerful technique for data analysis, especially in modeling scenarios. It involves steps such as model conceptualization, algorithm analysis, bootstrapping, path diagram estimation, and model evaluation and measurement, which collectively contribute to a comprehensive analysis of the data. 50 survey questionnaires distributed directly by visiting the campus and 120 responses obtained from online questionnaires. Initially, all items pertaining to each variable underwent reliability testing. According to Nunnally (1987), a Cronbach's alpha value exceeding 0.7 signifies instrument reliability. The table displayed results indicating that all variables achieved Cronbach's alpha values greater than 0.7, confirming the reliability of the instrument.

To measure the impact of Facebook ads, the questions were derived from a four-item questionnaire on Facebook. The research paper is "The Impact of Social Media Platforms on Advertising: Facebook Advertising's Effectiveness in Boosting Brand Image," published by Gazimağusa (2013) (1 = strongly disagree; 5 = strongly agree). The respondents were asked to give answers according to their level of agreement and disagreement on each item on a five-point Likert scale that ranges from strongly disagree to strongly agree. Items used in this scale are, "Have you encountered any new brands through the use of Facebook?" and "Is Facebook helpful in staying informed about the latest fashion brands? ", and "Does the information on Facebook brand pages improve your understanding and influence your purchasing decisions?" "Has the visual content or fashion style presented by brands on Facebook inspired you to make a purchase? Hypotheses were tested hypotheses by using IBM-SPSS (version 22.0) and the SMART PLS tool developed by Christian M. Ringle, seven Wende, and Jan-Michael Becker in 2005. The sample size is 170, which is small to analyze.

5. Results

Demographics Analysis:

The study employed a mixed approach to data collection, utilizing both online and physical questionnaire distribution methods. This approach facilitates broader outreach and potentially enhances respondent diversity. By administering an online questionnaire, the research garnered responses from a wider range of participants, including those with internet access. This method offers convenience and affords respondents the flexibility to complete the questionnaire at their own pace.

Using both online and physical distribution methods helps to maximize our data collection efforts and enhance the representativeness of our sample. All questionnaire were correctly answered by respondents. The total sample size is 170, with 95 female respondents and 75 male respondents, whose percentage is 59.9% and 44.1%, respectively. Most respondents were between the ages of 18 and 25, whose percentage is 60.6%. Following this, 32.4% were of the age group 23–27 years, 4.1% were of the age group 20–32, and 2.9% were of the age group 33–40, respectively. Furthermore, 8.2%, 48.8%, 35.3%, and 7.6% belonged to associate degrees, bachelors, masters, and PhDs, respectively.

Table 1

		Respondents gender	Respondents Age	Respondents education	Respondents Location	Respondents favourite tool	Respondents Usage
Statistics							
N	Valid	170	170	170	170	170	170
	Missing	0	0	0	0	0	0
Mean		1.56	1.49	2.42	1.65	1.84	1.37
Median		2.00	1.00	2.00	1.00	1.00	1.00
Mode		2	1	2	1	1	1
Std. Deviation		.498	.715	.752	1.010	.934	.862
Sum		265	254	412	281	312	233

Demographic Statistics

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	75	44.1	44.1	44.1
	Female	95	55.9	55.9	100.0
	Total	170	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-22	103	60.6	60.0	60.6
	23-27	55	32.4	32.4	92.9
	28-32	7	4.1	4.1	97.1
	33-40	5	2.9	2.9	100.0
	Total	170	100.0	100.0	

Qualification

		Frequency	Percent	Valid Percent	Cumulative Percent
	Associate degree	14	8.2	8.2	8.2
	Bachelor's	83	48.8	48.8	57.1
Valid	Master	60	35.3	35.3	92.4
	PHD	13	7.6	7.6	100.0
	Total	150	100.0	100.0	

Descriptive Statistics

Descriptive Statistics: With the help of descriptive statistics, variables' trends and levels of presence were described. The lowest and highest values, within the measurement range of the instrument, represented the accuracy of the data. The maximum and minimum values are in the 1–5 Likert scale range, as illustrated. For both the independent and dependent variables, there is no value lower than 1 and no value higher than 5. The average of all three variables is greater than 1, indicating that all average responses fall within the agreement range. The data gathered for this investigation is therefore typical. This is also the fundamental premise of regression analysis.

Table 3

		Minimum	Maximum	Mean	Std. Deviation
F.B	170	1	5	1.96	.694
Y	170	1	4	2.17	.692
BI	170	1	4	2.04	.575
Valid N (list-wise)	170				

Measurement and Structure Model assessment

Measurement Model

Internal consistency is measured by Cronbach alpha value. A value that is less than 0.6 and greater than 9.5 is not acceptable. And in the next table, the values of Cronbach alpha are 0.720, 0.866, and 0.828, respectively. The Cronbach alpha value should be greater than 0.6, which is acceptable. And the table shows that all values are

greater than 0.6, so it proves that the model is reliable. The AVE stands for "average variance extracted." Convergent validity tests use it. The values from the outer loadings are acceptable when they are greater than 0.5. We further discuss the extracted average variance values. In this research, AVE is explained as follows: brand image AVE value is 0.641, green Facebook value is 0.706, and YouTube AVE is 0.542. All the values are greater than 0.5, so it proved that it was acceptable.

Similar to Cronbach alpha, composite reliability is a measure of internal consistency in scale items. People sometimes refer to it as construct reliability (Maxham III & Netemeyer, 2003). On the other side, it's a "shared variance among the observable variables that is indicative of a latent concept and is utilized as such" (Fornell & Larcker, 1981). And most importantly, the composite reliability value should be greater than 0.6, which indicates that the model is reliable. Composite reliability values of brand image, Face book, and YouTube. The values of these variables are 0.842, 0.905, and 0.875, respectively. All Cronbach Alpha values are greater than 0.6, so it shows that the model is reliable.

Table 4

Variables	Alpha	AVE	CR
Brand Image	0.720	0.641	0.842
Facebook	0.866	0.706	0.905
YouTube	0.828	0.542	0.875

In this table, BI is brand image, F is Facebook and y is YouTube, Alpha is the Cronbach Alpha value of variables, AVE is the abbreviation of average variance extracted, CR is composite reliability, and R is the square root square. Fronell and Larcker suggested that AVC is the is the square root of every variable. It is used to test the discriminant's validity. It also needs to be higher than the variable relationship.

Table: 5

Fornell and Larcker 1981

	BI	F	Y
BI	**0.801**		
F	0.321	**0.840**	
Y	0.523	0.356	**0.736**

The above table shows that brand image, Face book, and YouTube are 0.801, 0.840, and 0.736, respectively.

In a regression model, the correlation between predictor factors expresses a linear association. To put it another way, some of the same variances in the dependent variable are explained, which then decreases their statistics. According to the study, the VIF value should be less than 5, which shows that there's no multi-collinearity in the structural model of the study. "Cross loading means how well all questions load on other variables". Cross-loading is shown in Table 3.

The outer-loading table above demonstrates how well these observed variables capture the variation in the corresponding latent variable. A high outer loading indicates that the observed variables are good indicators of the latent variable, while a low outer loading suggests that the observed variables may not be measuring that latent variable effectively. Therefore, the outer loading is an important indicator of the measurement model's reliability and variability in PLS.

Table 6

Sr. No	Factor	Outer loading	VIF
	Brand Image		
1	B11	0.712	1.331
2	BI2	0.854	1.707
3	BI3	0.829	1.456
	Facebook		

6	F1	0.759	1.965
7	F2	0.864	2.580
8	F3	0.881	2.261
9	F4	0.852	1.843
	You Tube		
11	Y1	0.649	1.423
12	Y2	0.710	1.726
13	Y3	0.857	2.659
14	Y4	0.834	2.707
15	Y5	0.712	2.005
16	Y6	0.625	1.603

The outer-loading table shows a summary about the value of YouTube Ads is greater than other variables which are targeted. Similarly, the value of cross-loading other factors that are not targeted is higher than the other variable, which is Facebook ads. In the last variable, the brand image value is greater than the other non-loading variables.

Structure model

Correlation Analysis

Correlation Analysis A measure of the independent variables' correlation (Facebook) and dependent variable (brand image) showed a value of 0.321, and the measure of the dependent variables' correlation (YouTube) and dependent variable (brand image) showed a value of 0.523, respectively.
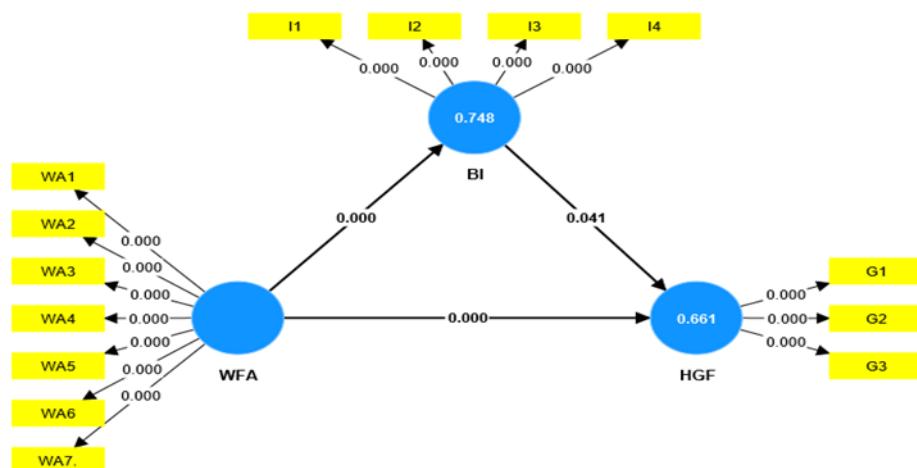
There is a weak association between the variables if the Pearson correlation coefficient is between -0.3 and +0.3. If the Pearson correlation coefficient falls between 0.3 and 0.7, there is a moderate association. A strong correlation between variables is above 0.7. According to Morgan et al. (2004), Facebook and YouTube both have a good association with brand perception.

Table 7

	BI	F	Y
BI	1.000	0.321	0.523
F	0.321	1.000	0.356
Y	0.523	0.356	1.000

Regression Analysis

A statistical indicator of how closely the data adhere to the regression line is the R-square. The coefficient of determination has multiple names. The R-square's range is always 0 to 100. Zero indicates that there is no variation in the answer data around its mean. While 100 indicates that all variation in response data occurs near its mean.

Table 8

	R-Square	Adjusted R-Square
BI	0.294	0.285

Table 9 Direct/ Indirect Effects

Direct / Indirect Effects	Beta value	Mean	SD	t-value	P -value
F -> BI	0.155	1.163	0.082	1.878	0.060
Y -> BI	0.468	0.476	0.072	6.473	0.000

In the table, direct effects are Facebook and Brand image is not supported, YouTube and Brand Image is supported.
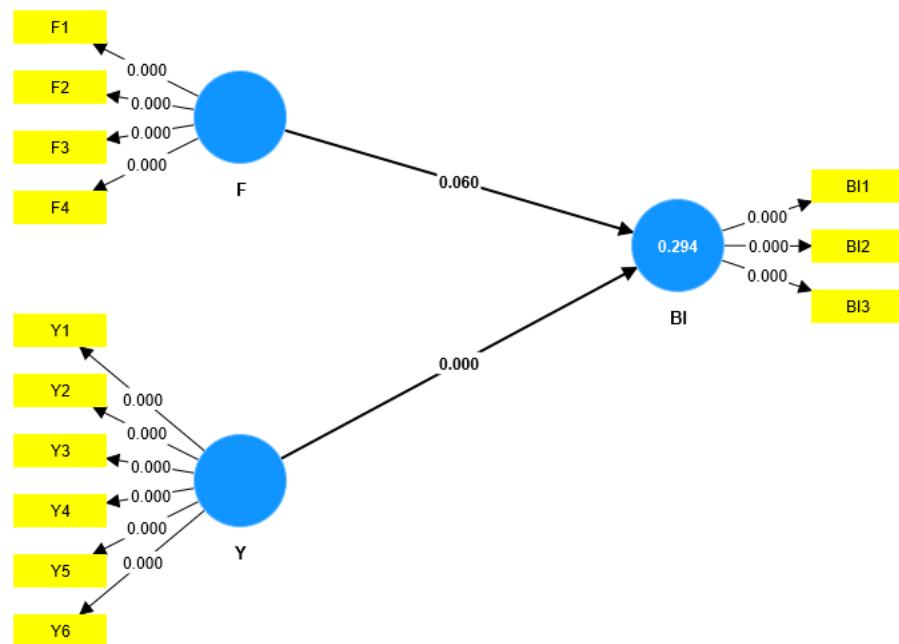
Conclusion and Future Recommendation:

In the digital age, social media has become an integral part of daily life, serving as a communication medium where users can engage with each other and share their consumption patterns, preferences, opinions, and interests. As a result, many businesses create brand profiles on social media platforms and interact with customers through initiatives to provide material, such as online product information, discounts, promotions, and advertisements. The subject of this study is which social media platform is better for creating a brand's image.

The findings reveal that advertising on YouTube has a greater impact on brand image compared to Facebook advertising, which does not have a significant effect. Although Facebook has a larger user base than other social media platforms, it is not a reliable source for advertising, as users tend to scroll through ads rather than wait for them to finish. In contrast, YouTube is considered a more reliable resource for advertising, as viewers must wait for ads to complete before watching their desired content. Essentially, YouTube and other social media platforms serve as effective tools for raising consumer awareness and maintaining brand recall. However, the study

suggests that Facebook advertising does not contribute significantly to brand image. To remind customers and stay on their minds, social media platforms like YouTube are important awareness strategies. However, research has found that Facebook advertising does not significantly affect brand perception. The discovery that YouTube advertising has a significant impact on brand image is a notable and intriguing outcome. This may be due to a variety of factors, including the engaged and attentive audience that YouTube attracts, as well as the platform's ability to target specific demographics with greater accuracy. These findings emphasize the importance of carefully selecting advertising platforms and developing effective strategies to achieve desired outcomes in terms of brand image.

The first recommendation is for future researchers to apply the same model in a new context. This study was conducted at GCUF University, suggesting that future studies could explore another region of Pakistan to broaden the applicability of the findings. Secondly, while this study primarily focused on two variables, future research may benefit from incorporating additional variables, such as moderators or mediators, to further elucidate the relationships under investigation. Future research suggests expanding the small sample size in this study. There are also time and resource constraints, which is another drawback. The study lacks moderation, adding to its burden. In addition to the drawbacks, the study's other significant flaw is that it does not take into account additional aspects that affect electronic word of mouth, such as source legitimacy and homophile.

References

Bayer, J. B., Triệu, P., & Ellison, N. B. (2020). Social media elements, ecologies, and effects. *Annual review of psychology*, *71*, 471-497.

Dehghani, M. (2013). *The role of social media on advertising: research on the effectiveness of Facebook advertising on enhancing brand image* Eastern Mediterranean University (EMU)-Doğu Akdeniz Üniversitesi (DAÜ)].

Evans, N. J., Phua, J., Lim, J., & Jun, H. (2017). Disclosing Instagram influencer advertising: The effects of disclosure language on advertising recognition, attitudes, and behavioral intent. *Journal of interactive advertising*, *17*(2), 138-149.

Fornell, C., & Larcker, D. F. (1981). Structural equation models with unobservable variables and measurement error: Algebra and statistics. In: Sage Publications Sage CA: Los Angeles, CA.

Hamouda, M. (2018). Understanding social media advertising effect on consumers' responses: An empirical investigation of tourism advertising on Facebook. *Journal of Enterprise Information Management*.

Hsieh, A. T., & Li, C. K. (2008). The moderating effect of brand image on public relations perception and customer loyalty. *Marketing Intelligence & Planning*, *26*(1), 26-42.

Irani, Z., Weerakkody, V., Kamal, M., Mohammed Hindi, N., Osman, I. H., Latef Anouze, A., El-Haddadeh, R., Lee, H., Osmani, M., & Al-Ayoubi, B. (2012). An analysis of methodologies utilised in e-government research: A user satisfaction perspective. *Journal of Enterprise Information Management*, *25*(3), 298-313.

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business horizons*, *53*(1), 59-68.

Lee, J., & Hong, I. B. (2016). Predicting positive user responses to social media advertising: The roles of emotional appeal, informativeness, and creativity. *International Journal of Information Management*, *36*(3), 360-373.

Maxham III, J. G., & Netemeyer, R. G. (2003). Firms reap what they sow: the effects of shared values and perceived organizational justice on customers' evaluations of complaint handling. *Journal of Marketing*, *67*(1), 46-62.

Raziq, M. M., Ahmed, Q. M., Ahmad, M., Yusaf, S., Sajjad, A., & Waheed, S. (2018). Advertising skepticism, need for cognition and consumers' attitudes. *Marketing Intelligence & Planning*, *36*(6), 678-693.

Rotman, D., Vieweg, S., Yardi, S., Chi, E., Preece, J., Shneiderman, B., Pirolli, P., & Glaisyer, T. (2011). From slacktivism to activism: participatory culture in the age of social media. In *CHI'11 Extended Abstracts on Human Factors in Computing Systems* (pp. 819-822).

Sanwal, A. K., & Ullah, H. (2021). Impact of Advertising on Brand Image: Evidence from Southern Punjab Pakistan. *Journal of International Business and Management Studies*, *2*(1).

SAYDAN, R., & DÜLEK, B. (2019). The impact of social media advertisement awareness on brand awareness, brand image, brand attitude and brand loyalty: a research on university students. *International Journal of Contemporary Economics and Administrative Sciences*, *9*(2), 470-494.

Tanriverdi, H. (2005). Information technology relatedness, knowledge management capability, and performance of multibusiness firms. *MIS quarterly*, 311-334.

Tuurosong, D., & Amadu, M. (2014). The social media scourge among university students: A study of the University for Development Studies, Ghana. *Journal of Asian development studies*, *3*(2), 62-74.