

ROLE OF SOCIAL MEDIA IN PROMOTING BRAND CULTURE AND ITS EFFECTS ON EDUCATED YOUTH

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Abstract-

Social media applications such as Facebook, Twitter, YouTube and WhatsApp are the main sources of information's and communication. This study analyzed "Role of social media in promoting brand culture and its effects on educated youth". This study was conducted at Institute of Southern Punjab, Multan. A sample of 400 students (male & female) were collected randomly and primary data was collected through a structured questionnaire. We developed six hypotheses and tested them through Chi-Square technique for analysis of hypotheses. The SPSS software was used to draw the empirical results. The findings of this study show that social media plays an effective role in promoting brand culture and has positive effects on educated youth, who assumed that it is the main cause of positive change in the society and modernity. The results reveal that Facebook is more credible, useful and effective for creating brand awareness as compared to Twitter, WhatsApp and other social applications.

Key Words: Social Media; Youth; brand awareness; brand culture. Brand knowledge.

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1. Introduction

1.1 Background of study

Social media is an important source of information. Now, it has become very easy to get information and just for one click. It is a platform, which are based on applications such as Facebook, Twitter, YouTube, WhatsApp, Instagram, WeChat, Snapchat, and Viber etc. Brand has great importance whether in economic, social and culture. A brand is name or logo, design and it can be the symbol. It is used to identify the brands or products and it differentiates that product from others. The value or goodwill of a brand highly depends on its credibility and durability. A brand not only sells a product or service, rather it tends to develop a relationship based on trust and familiarity. Brands are playing vital role in our lives. It is a channel that joins buyer and seller. Presently, young generation is more interested in brands than the old one due to awareness created by social media. In this study the researcher choses three most commonly used social media applications, 1st is Facebook, 2nd is Twitter and 3rd is WhatsApp.

Kotler and Armstrong ([2017](#)) argue that brands represent consumers' perceptions and feelings about a product and its performance – everything that the product or service means to consumers whereas [Goswami \(2017\)](#) says that “A brand can have many forms, including a name, sign, symbol, color combination or slogan. According to American Marketing Association (AMA), a brand is “a name, term, design, symbol, or any other feature that identifies a seller's good or service as distinct from those of other sellers”.

As Pakistan is a developing country and majority of people belongs to its population is poor. Even they are not able to fulfil their basic needs of lives. People who use to live here don't have much food to eat and good clothes to

wear. Except of all this, out of 100 approximately 51 % of people have access to internet and different social sites. They are very much conscious about the things they use to buy. Brand consciousness among students is very common and increasing day by day. They know which trend is in and which is out. Kapferer (2017) disclosed that “The brand’s name is often revealing of the brand's intentions. It is a powerful source of identity and helps to project the intended image of the product against the competition. It is a process of positioning a brand in the mind of target audience”

Youth is much conscious about the things related to brands this is all because easy access to social media. They think, if they use branded items they will look different, attractive and more advanced. Students of Universities and Colleges use to wear branded items like; cloths, shoes, hand bags and so on, so that they look to be more diligent and stylish. So people feel proud to spend money on the branded items. They try to buy branded items on every specific occasion. It is generally believed that, the branded clothes provide high quality and comfort as compared to the unbranded items. Even the customers are ready to pay high price for purchasing a branded item.

2. Social Media

Social media is good platform but to some extent it is diverting attention of our educated youth. Students are much interested and focused on wearing branded items rather than paying attention on their academic career. Similarly, people are conscious about brand and they use to buy such brands, having latest tags or monograms. Outfits, accessories and eatables of famous brands provide satisfaction to the large number of consumers of our society. Basically, the branding is western trend which is now followed in all around

the world including Pakistan. Western countries are developed countries and they can afford these costly products and services. But it is hard for our country. Because people don't earn much money, so it's hard for the people to spend much amount on branded items.

Like other communication sources, brand companies also using social site and social media for publicity of their brands. They also give ads on different social apps e.g. Facebook, Twitter, YouTube, WhatsApp, Instagram, WeChat, Snapchat, Pinterest and Viber so on. They are well aware about their consumers who spend their most of time on social sites. Whenever brand launches new arrivals they update the consumer through social sites. People like and share links with each other through media. Unconsciously, in this way people make brand more popular among others. So the people can easily approach to their liking products.

It is very common to see number off brands anytime, anywhere around the world on social media. It is a platform where the seller uploads information regarding their products and services. It makes consumers easy to buy product. [Mosley \(2019\)](#) states that “We're living in the world of digital marketing and every business knows the importance of social media. Whether you are using influencers, referrals or simply putting out good content yourself, social media has proven to be a key factor in creating brand awareness. This is because social media is also a good platform for brands to maintain customer relationships.

2.1 Types of Social Media

Kietzmann et al. [\(2011\)](#) contends that social media enables the people to share information, data, pictures, videos and expressions. Ssocial media platform include Facebook, Twitter, YouTube etc). Today the youth is well

aware and much conscious about the products that they saw the celebrities on TV dramas, films, social sites and in commercial ads. They choose branded items according to their desire, needs and personality. They are well aware about the following questions: -

- What to purchase?
- Why to purchase?
- Where to purchase it from?
- Why the purchasing of brands is important?
- How to purchase?

Obar (2015) said that social media applications are used to interact with other users through online internet service. Users can create their profiles, upload their pictures, videos, data and to make online friends.

2.1.1 Face Book

Facebook is another important and big source of information and entertainment as well as it is also a very important social site which is making bridge between buyer and seller's. Facebook is one of the most used social sites in the world. Users use it for different purpose. Some user uses it to get information while other use it for entertainment. Different brands also rely on this site and publicize them on it. It provides platform for the buyers to have the product at home. It is just one click away to buy the product in few minutes. Facebook is versatile and attention-grabbing media site. It shows every type of commercial you want to share with the maximum number of people in your target audience or with all. Facebook via video ad, the Video Views objective helps you make deeper connections with people who are likely to watch the

video for 2 seconds, 15 seconds or more. One can make its personal networking accounts and pages with its own privacy.

2.1.2. WhatsApp

It is also playing important role to spread information about brand. People share links and exchange picks of brands with others. As Olson ([2015](#)) stated that WhatsApp application provides facilities for users to send their text messages, voice calls, video calls, images, other media, documents, and user location also with privacy. The application runs on mobile and also on desktop computers; the service requires standard registered SIM number. Users can communicate with other users individually or in groups as well. In September 2017, WhatsApp announced business platform which enable companies to provide customer service while Metz (2016) contends that WhatsApp is an online messaging, voice messaging, audio calling and video calling service owned by Facebook.

2.1.3 Twitter

Twitter was created in March 2006 by Jack Dorsy and his companions. It is launched in July 2006. It gained popularity in the world. In 2012, more than 100 million users posted 340 million tweets in a day (Twitter March 21, 2012) “Twitter turns six”. Twitter is an American social media application in which users upload their pictures and interact with other fellows via written messages that is known as tweet. Twitter is mostly used by celebrities like actors, sports stars and politicians to remain in circle of their fans. Authorized users can post tweets, but those who are not registered can only read. Twitter is mostly considered secured than other social media applications “(Tweeting Made Easier” Retrieved November 7, 2017).

3. Problem statement

Social media make people to discover, share ideas, learn new trends and exchange information. It is excessively used by youth for different reasons. Sometime it diverts the attention of its users particularly the students from their academic activities and they spend most of their precious time in seeing movies and other such activities. It affects their academic career negatively. Thus, we have intended to study the “Role of social media in promotion of brand culture and its effects on educated youth”

4.Objectives of study

The main objective of this research paper are stated as under: -

- To study whether social media plays an effective role in promotion of brand culture.
- To examine whether social media plays important role to bring positive change in society or not?
- To investigate whether the posts of brands on face book cause mental depression for addicted viewers as compared to casual viewers.
- To probe whether the social media users depend more on Facebook for brand awareness than Twitter and WhatsApp.
- To examine whether educated social media users consider Facebook as a credible source of brand information.

5. Research Questions

Main research questions of this study are given below: -

- 1:** Does social media play an effective role in promotion of brand culture?

- 2: Does educated social media users believe that social media is the main cause of modernity?
- 3: Does Social media play an important role to bring positive change in society?
- 4: Does the excessive users of social media feel inferiority complex?
- 5: Does posts of brands on Facebook become the cause of mental depression for heavy viewers as compared to light viewers?
- 6: Does the brand affect the self-confidence of respondents who join group related to brands on social media?

6. Rationale of study

In past it was difficult to get information, to interact with people and to convey the message. In this digital era, almost every person has internet access and social networking sites that has changed trends and life styles. The purpose of this study is to know the emerging role of social media applications like Facebook, WhatsApp and Twitter in promotion of brands. This study provides an opportunity to know how social media promote brand culture and its effects on educated youth. In this study we will understand how brands affect the life, self-confidence and mental capability of student. It also provides how large range of brands affects the life of students those belongs to mediocre families and how they react when they are affected by it.

7. Review of Literature

Molaei ([2017](#)) argues that social media applications become more important for the users. It has totally changed the life patterns and the involvement of users in brands. Now users are more interested in modernity. It has provided awareness about modern trends and updates. It has increased the interest of users and diverts their attentions towards modern trends.

According to Farooq & Karamat (2016), social media is like a podium. It provides an opportunity to the youth to be a part of modernity. It is a platform where users are free to share their thoughts and information. It provides information about what is going around the globe in the field of brands. Khandel (2012), emphasized that Facebook is playing a prime role in promoting brand culture. It allows the social media users to share their thoughts, opinions, suggestions and ideas on any topic. It is discovered that there is significant relationship between sharing of opinions and information on Facebook as it plays important role in promoting the brands. The users of different age levels have different preferences about the branded items. They like to buy the branded items and ready to pay high price for branded items. According to the study of Zaheer (2012), Pakistani youth is much different and they are not committed to any of brands. In fact, they had become more forward-looking. They spend money to buy different branded items to look different and stylish. Deep et al. (2018) views that social media has an imperative role in brand culture. A lot of brands use the social media as an effective tool to gain lead in competition with other brands. Social media is used as a valuable weapon for publicity. Quick response of feedback makes it more pervasive among users. He disclosed that majority of users pursue brands on Facebook, Twitter and YouTube and people gain information related to brands from social media applications like Instagram, Facebook, WhatsApp etc. Agha (2012) is of the opinion that today social networking sites are being commonly used by the brands for the promotion of their new trends and to attract the youth. Its provide an opportunity to keep in touch with brand without any physical involvement. Due to advancement in technology, a lot of

new trends have been introduced in the field of brands. These technologies have changed overall strategy for the brand publicity. Social media is helpful in developing social behavior of people. It influences the youth for participation in brand related activities. According to Meti et al. (2015), Social media is an important weapon and used by every brand for the publicity. Social media eliminates the physical and social distances and brings positive change in the behavior of respondents. Everyone has freedom of expression and can argue easily. They revealed that the Facebook application is commonly used by the people. Their empirical results show that without social media involvement brand cannot get fame and hype. Habiba (2002) investigated whether, utilization of media changes the public behavior or not. She states that the important thing is to know the relationship between media and brand. She finds that social media is popular source of information and awareness among people. The results of her study show that users depend on social media to get information and media changes public opinion by setting its own strategy. According to Kietzmann et al. (2011), social media helps the users to contact with each other in shape of groups. Internet is playing vital role in this process because it is impossible to use social media sites without internet. Users use computers, laptops or smart phones and internet to get access social media sites. Users can use any information, document or video and they can upload them. It is an important platform through which individuals can express their opinions and thoughts. Social media also plays role in communication among organization, groups and individuals. Yi-Cheon (2014) revealed that networking media applications such as Facebook, Twitter and WhatsApp are being excessively used by youth and it has bad effect on their

health and careers. As the youth is immature and it is widely effected by negative aspects of social media.

8.Theoretical framework

The researcher has used “Social Responsibility Theory”. Media are controlled by the community opinion, consumer action, professional ethics and in the case of broadcasting government regulatory agencies because of technical limits on number of channels or frequencies available. This theory emphasizes that great power comes from great responsibility. According to this theory, journalists and media professionals should be accountable to society as well as to employers and the market. (Siebert et al.,1956, p.9) As Moemeka (1991) pointed out “this theory places due emphasis on the moral and social responsibilities of persons who, and institutions which, operate the mass media”. Let us remember that its provision for self-regulation revolve around the concept of ethics. Ethics generally is the moral philosophy concerned with the standards of good and bad conduct, the rightness or wrongness of an action. Toeing this line, Okunna (2003) emphasizes that ethics is self-legislation as opposed to official or government legislation through outside compulsion, which is characteristic of law”.

This theory states that media should be socially responsible and responsible to the society as well. Media should follow some norm, ethics, culture, language and values. Also guard the basic human rights under the charter. The social responsibility theory has generated considerable discussion among social scientists who should see that the media is acting in a socially responsible way.

According to Sarandakos (1993), theories and the research are related to one another different ways. In the first way theory provides guideline and the most basic ideas and in the second way research imparts a way for creating, improving and formulating a theory. It is an aim of different researchers to construct a theory so they try to generate ideas that support a theory.

Mitchell (2015) disclosed that latest Pew Report on the state of news media declared, social media application Facebook as a platform which is used to inspire and stimulus very strongly and effectively by friends and algorithms”. Social media change the terms of life, today people go to brands through social media rather than practically. Almost all kind of information is available on mass media that helps the users to get what they want to know or want to buy online. Brands use social media to provide goods and services. On the other hand, social media users, readers and listeners not only get information regarding latest brands but also know how brands changes their decision making process for buying. Today every brand has its own social media cell which plays an important role to change the views and decision making power of users regarding brands. On social media an individual has a complete freedom in sharing information. It is also quick way of spreading and receiving information

9. Conceptual Model

The proposed model aims to investigate the magnitude of “role of social media in promotion of brand culture and its effects on the educated youth. Figure 1.1 illustrates the how independent variable (Social media) through mediating and moderating variables affects dependent variable (promotion of brand culture). It is a conceptual model showing how independent and mediating/moderating variables interact with dependent variable.

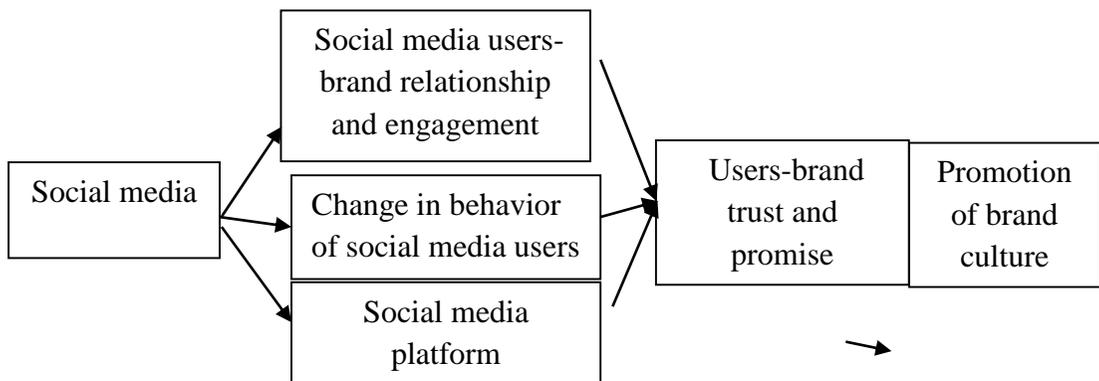


Figure 1. Conceptual Model

10. Hypotheses of study

The researchers developed the following hypotheses for this study.

H₀: Social media does not play an effective role in promotion of brand culture.

H₁: Social media does play an effective role in promotion of brand culture.

H₀: Social media does not play an important role to bring positive change in society.

H₁: Social media does play an important role to bring positive change in society.

H₀: Educated social media users do not believe that social media is the main cause of modernity.

H₁: Educated social media users do believe that social media is the main cause of modernity.

H₀: Excessive users of social media do not feel inferiority complex.

H₁: Excessive users of social media does feel inferiority complex.

H₀: Posts of brands on Facebook do not become the cause of mental depression for heavy viewers as compared to light viewers.

H₁: Posts of brands on Facebook do cause of mental depression for heavy viewers as compared to light viewers.

H₀: Brands do not affect the self-confidence of respondents who join group related to brands on social media.

H₁: Brands does affect the self-confidence of respondents who join group related to brands on social media.

11. Research Methodology

Methodology is the main part of research study because it provides guidance for research. It is actually the plan for doing research. This study is designed to determine the “Role of social media in promotion of brand culture and its effects on educated youth”. “Methodology means the science of method. It contains the standard and principles to be employed to guide to choice the structure process and use of methods as directed by underlying paradigm” (Cozy, 2000, p.56). “Methodology is identical to the research model employed by a researcher in a particular project including basic knowledge related to the subject and research methods in questions and the frame work employed in a particular context. (Lather 1998, p.87).

11.1 Research Design

This research is quantitative study in nature and quantitative data and methodology will be used in it. Primary data will be used in this study and it will be collected from 400 students of the Institute of Southern Punjab, Multan. The students will be selected randomly from different academic discipline. The data will be collected through a structured questionnaire. The number of male and female students will be equal (200) in total sample of 400 students. The authors faced difficulties in collecting data particularly from female students who were reluctant to disclose their preferences about use of

social media, its effects and selection of brands. Promotion of brand culture was dependent variable while independent variables include social media and its different dimensions, level of education, income, size of family, age of respondents. Mostly respondents have age between 18 to 40 years whose view were recorded. The questionnaire contains total 51 different questions relating to social media, brands and effects of social media on educated youth. 5-points Likert Scale was used to ascertain the attitudes, demographic characteristics and tendency of respondents. Chi square test was applied to test hypotheses of the study.

12 Data Analysis

12.1 Demographic statistic:

Demographic characterizes of respondents are shown in [Table 1](#).

Table 1: Gender of respondents

Marital status	<i>F</i>	%
Single	238	59.5
Married	162	40.5
Total	400	100.0

Table 1 shows that 50. % of the respondents were male and .50 % were female. So the above results reveals that the genders of both respondents (male & female) were equal in the sample of study.

Table 2: Marital statuses of respondents

Education level	<i>f</i>	%
Graduate	150	37.5
Master	130	32.5
M.Phil.	120	30.0
Total	400	100.0

Table 2 shows that 59.5% of the respondents were unmarried (single) and 40.5% were married. Most of the married students were employed and were studying in different M.Phil. weekend academic program.

Table 3: Age groups of respondents

Gender	<i>F</i>	%
Male	200	50
Female	200	50
Total	400	100.0

The data in table 3 shows that 178 students have age between 18 and 25 years while 222 students have age between 25 and 40 years. The students having 40 years age are studying in M.Phil program and are serving in different Government Departments. None of them are studying in morning programs.

Table 4: Level of Education of respondents

Nature of family	<i>f</i>	%
Separate	116	29.0
Joint	190	47.5
Extended	94	23.5
Total	400	100.0

The data in table 4 shows that 150 students are graduates while 130 students have Master Degree and 120 students are in the final stage of their M.Phil. programs. Majority of the respondents are graduates in this study.

Table 5: Family size of respondents

Age	<i>f</i>	%
18-25 years	178	21.3
25-40 years	222	28.8
Total	400	100.0

Table 5. shows that total number of respondents according to their family size. The data shows that 21.3% of the respondents having 4-6 family members, 28.8% having 7-9 family members, 22.3% having 10 and above family members, 27.8% of the respondents having less than 4 family members. The table 5 shows respondents' family status 29.0% of the respondents having separate family status.47.5% of the respondents having joint family and 23.5% having extended family status. Majority of the respondents are living in joint families.

Table 6: Monthly incomes of respondents

Income level	<i>f</i>	%
less than 10000 PKR	53	13.3
10001-20000 PKR	113	28.3
20001-30000 PKR	92	23.0
30001-40000 PKR	119	29.8
40001 & Above	23	5.8
Total =	400	100.0

Table 6 shows that total respondents according to their house hold monthly income. The results reveal that 13.3% of the respondents having house monthly income less than Rs. 10,000/-, while 28.3% respondents are earning between Rs. 10,000/-Rs. 20,000. 23.0% respondents having monthly earning between Rs. 20,001/-Rs.30000/- where as 29.8% having Rs. 30,001-40,000 per month income. Only 5.8% of respondents have monthly income of Rs. 40,001 and above. It means that majority of respondents belong to poor families whose monthly income is very low.

12.2 Hypotheses Testing

We formulated total six hypotheses and we tested them through Chi square test. The results of each tested hypothesis is explained separately.

Hypothesis: 01

H₀: Social media does not play an effective role in promotion of brand culture.

H₁: Social media does play an effective role in promotion of brand culture.

The results are shown in [Table 7](#).

Table 7: Use of social media and its effectiveness.

You actively use social media?	Social media play an effective role in promotion of brand culture.		
	Yes	No	Total
Yes	162	88	250
No	116	34	150
Total	278	122	400

Chi square Value (X^2): 2.412 Degree of freedom (DF): 1 Significant level: .117

The result of chi square shows in table 7 reveal indicate the value which is 2.412. This value is higher than given table value at degree of freedom 1, with significance level of .117. Therefore, alternate hypothesis “Social media play an effective role in promotion of brand culture” is accepted and the null hypothesis is rejected.

Hypothesis: 02

H₀: Social media does not play an important role to bring positive change in society.

H₁: Social media does play an important role to bring positive change in society.

The results are shown in [Table 8](#).

Table 8: Positive change in the society due to social media.

Do you actively use social media?	Social media play an effective role to bring positive change in society.		
	Yes	No	Total
Yes	184	106	290
No	73	37	110
Total =	257	143	400

Chi square Value (X^2): 3.708 Degree of freedom (DF): 2 Significant level: .213

The chi square value is 3.708 which is higher than the value at degree of freedom 2, with significance level of .213. Therefore, alternate hypothesis “It is more likely that social media plays an important role to bring positive change in society.” is accepted and the null hypothesis is rejected. It means that the role of social media in bringing changes in the society is significant. The change in the life style of people is visible due to using various sources of social media.

Hypothesis: 03

H₀: Educated social media users does not believe that it is the main cause of modernity.

H₁: Educated social media users do believe that it is the main cause of modernity.

The results of this hypothesis is given in [Table 9](#).

Table 9: Social media as the main cause of modernity

Level of education	Social media is the main cause of modernity.		
	Yes	No	Total
Graduate	134	71	205
Masters	96	45	141
M. Phil	37	17	54
Total	267	133	400

Chi square Value (X^2): 4.017 Degree of freedom (DF): 2 Significant level: .416

The calculated Chi square value is 4.017 which is higher than the value of degree of freedom 2 And significance level of .416. Therefore, alternate hypothesis “Educated social media users believe that social media is the main cause of modernity” is accepted and the null hypothesis is rejected. Thus, it has been proved that social media is one of the main cause of modernity because the people learn the changes being taken place in different parts of the world through social media.

Hypothesis: 04

H₀: Excessive users of social media do not feel exhaustion.

H₁: Excessive users of social media does feel exhaustion.

The results of fourth hypothesis testing are shown in [Table 10](#).

Table 10: Effect of excessive use of social media:

Respondents who use excessive social media	Do you feel inferiority complex?		
	Yes	No	Total
Often	54	91	145
Very often	43	88	131
Sometimes	35	50	85
Rarely	11	13	24
Never	08	07	15
Total	151	249	400

Chi square Value (X^2): 1.865 Degree of freedom (DF): 2 Significant level: .397

The Chi square value is 1.865 which is less than the value of degree of freedom 2 and significance level is .397. Therefore, null hypothesis “The excessive users of social media does not feel exhaustion” is accepted and the alternate hypothesis is rejected. It means that social media users enjoy by using various application and get desired information and knowledge and therefore they do not feel exhaustion or anxiety.

Hypothesis: 05

H₀: Posts of brands on Facebook do not cause mental depression among heavy viewers as compared to light viewers.

H₁: Posts of brands on Facebook cause of mental depression among heavy viewers as compared to light viewers.

The results of Hypothesis five is shown in [Table 11](#).

Table 11: Brand posting at Facebook causes mental depression

You actively use Facebook?	Posts of brands on Facebook become the cause of mental depression?		
	Yes	No	Total
Yes	99	152	251
No	55	94	149
Total	154	246	400

Chi square Value (X^2): 1.321 Degree of freedom (DF): 2 Significant level: .528

The Chi square value is 1.321 which is less than the value of degree of freedom 2. The significance level is .528. Therefore, null hypothesis “Posts of brands on Facebook are not the cause of mental depression for heavy viewers as compared to light viewers” is accepted and alternate hypothesis is rejected. It means that viewers of social media do not feel depression and boredom while using different applications of social media.

Hypothesis: 06

H₀: Brands does not affect the self-confidence of respondents who join group related to brands on social media.

H₁: Brands does affect the self-confidence of respondents who join group related to brands on social media.

The calculated results Chi square test are shown in [Table 12](#).

Table 12: The effects of brand on the self-confidence of respondents

Joining a group related to brands on social media.	Brand affects the self-confidence of respondents.		
	Yes	No	Total
Often	64	93	157
Very often	40	54	94
Sometimes	39	47	86
Rarely	18	21	39
Never	11	13	24
Total			

Chi square Value (X^2): 1.765 Degree of freedom (DF): 4 Significant level: .785

The calculated Chi square value is 1.765 which is lower than the value of degree of freedom 4, with significance level of .785. Therefore, null hypothesis “Brand does affect self-confidence of respondents who join group related to brands on social media” and alternate hypothesis is rejected. It means that joining social media group enhances self-confidence of viewers or users of social media.

14. Conclusion of study

It can be concluded from the above results that social media is playing an effective role in promotion of brand culture and to bring positive change in the society. Educated social media users believe that it is the main source of modernity in the sense of knowing about new technology, new products and new ways of life. It is also concluded that the posts of brands on Facebook are not the cause of mental depression for heavy viewers as compared to light

viewers. It means that excessive viewers get more knowledge, information and entertainment and as such they do not feel depression. The same is the building of confidence among the users of social media who join any group for gaining information about the things in which they have interest. It is also noted that social media increase the level of awareness and confidence among the educated youth and diverts their attention toward modern trends. Moreover, most of the users of social media consider that the Facebook is a more credible and important source of information as compared to other sources of social media. It was also noted during the study that respondents who spend more time on social media have more exposure of brands and they are more active in participating in the brand events. Thus, social media is the best source of sharing thoughts, ideas and preferences.

15. Recommendations of study

We would like to make the following recommendations keeping in view the findings of this study: -

- Appropriate use of social media could be very beneficial to educate, to inform and to encourage the users to become a part of brand industry.
- Youngsters should use social media for enhancing knowledge, building their career and improving their characters by studying healthy and ethical material available at different sources of social media. They should avoid to waste time in seeing unethical activities which may spoil their characters and personalities.
- Youngsters should use social media for the right purpose not for criticizing. They should criticize the events in positive ways so that other should learn something new.

- The youngsters should focus on their education use various applications of social media for enhancing their subject knowledge so that they may be able to perform better in the examinations and can secure high grade, which ultimately plays a key role in their future careers.
- Social media users should avoid character assassination of any person because it hurts the feeling of others and create social rift.
- The users of social media should avoid private matters of any celebrity and brand organizations.
- Social media users should not involve in unethical activities because it spoils their positive thinking and may also damage their careers and personality.

16.Limitations and future direction of research

This study is confined only to three social media applications -Facebook, Twitter and WhatsApp. Therefore, in future, further research's should be conducted on other social media resources. This research is conducted in a specific area of Pakistan where literacy rate of people is not high and communication facilities are not easily available therefore future study may be conducted in more developed areas.

Brands have become an important field for new researchers. It has large number of opportunities for further research. This study is limited only to the “Role of social media in promotion of brand culture and its effects on educated youth”. Other researchs should carry out in different categories such brand equality, brand awareness, brand image, brand equity, brand utility, etc. This study did not use latest technology or rigorous statistical techniques to draw the results. Future studies may apply latest technologies in order to get more precise results, because technologies changes rapidly. This study was

restricted to the students of a private University. In future studies more universities and colleges may be included into the sample of study. Only two techniques like 5-points Likert scale and Chi square tests were applied to analyze data. Other researchers may use other statistical techniques like Multiple Regression analysis and multivariate models for their analysis.

17. Contribution of this study

This study contributes in the body of knowledge in different ways. This study has highlighted the aptitude of University students using social media. It shows that the youth are eager to use social media and get knowledge about new brands, new life styles and new technologies. The educated youth can get help from social media particularly YouTube for enhancing their expertise in the application of statistical techniques. They can also learn about the methods of data collection and data manipulation. The results of this study reject the general impression that social media spoil the characters and personality of youth and reduces their physical activities because it spends most of their time on social media. The results of this study also disapprove the findings of some studies which states that social media causes depression among youth. It is generally observed that those who use social media are well aware what is going on around them, in their country and around the world. It means that social media is enhancing the knowledge of educated youth. When youngsters see that life styles, way of study or way of behaving are changing around the world they also try to change their working style, behavior and outlook. In this way major changes are being taken place in the society. Previously, changes in the societies were occurred through political and social movements in which hundreds of people were killed for the cause of change but there is no such

change because changes are being taken place automatically in the ideas, thinning and behavior of the people. This is the crux of this study.

Data Availability Statement

The data that supports the findings of this study will be available on request by corresponding author.

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