

Empercial Study of Visual Social Semiotic of Targets Branding Using Instagram

* *Associate Prof. Dr. Akhter Anwar*

** *Assistant Prof. Sachin Hatole*

* Millennium Institute of Management, Aurangabad

** Modern Institute of Business Management. Pune

INTRODUCTION

Brand new innovative practice increase cause of new marketing trends. David Aaker framework or dimensions look visual social semiotic variables to use applied communication. It has been Social branding i.e. Facebook, Twitter and Instagram.

OBJECTIVE OF THE STUDY

1. To study the Aaker brand equity dimensions impact on branding.
2. To explore the study of visual social semiotic of target's branding using Instagram

RESEARCH METHODOLOGY

The main objective of the study was to investigate the Aaker dimensions of brand equity. The research design was based on a simplified analytical Aaker brand equity framework. Secondary data was extensively used for the study. Research based on exploratory data. Collection of data used various research models investigated study etc.

LITERATURE REVIEW

SOCIAL MEDIA BUILDS BRANDS

Brands have more opportunity than ever to communicate with their consumers. Social media has given the user to connect, build community, or produce and share content. Brands have more opportunity than ever to communicate with their consumers. Social media has given the user to connect, build community, or produce and share content.¹

Brands are able to offer their participants, a forum for exchange of common interests, a sense of place with codes of behavior, the development of congenial and stimulating dialogues leading to relationships based on truth and encouragement for active participation.²

Traditionally brands were able to tell the consumer what to think and what they should buy and with social media the user is able to publish their own opinions. Years ago, relationships with the consumer happened after the use of the product or service it but now the consumer enters into an openended relationship where they share their experience with the product or service online. In the article Digital Branding: The branding perspective states, "There's no ignoring online in an age where consumers' power is growing and brands must develop deeper relationships with customers "Social media platforms are centered on opinions and sharing information it has given brands the opportunity to listen to their users and to begin to build a relationship. Consumers are turning to social media to speak about brands."³

Traditionally, the term "brand" referred to the way in which a company or organization differentiates itself from its competition. In the era of the Internet and social media, branding occurs in new and interesting ways even personal branding.⁴

When developing a strong brand presence online a marketer must first, defining the strategy begins with research in order to define your consumers. Marketers must find out where their consumers are in the digital world. Different ages have more interaction on other social media platforms than others. Secondly, creating relevant and quality content is critical so your audience will want to engage with your brand. Thirdly, maintaining your brand online is critical. Social media channel so staying up to date with posts and always having fresh content is key to building a relationship.⁵

SEMIOTICS

Semiotics applied to communications, to look at advertising to use semiotics to decipher intended meanings. Advertising is visual and semiotics will show how signs function. Semiotics studied "the life of signs within society" and work defined a sign as "something

which stands to somebody for something” and categorized signs into three main types: an icon, a symbol, and meaning.⁶

VISUAL SOCIAL SEMIOTIC ANALYSIS OF IMAGES

Social semiotics of visual communication involves the description of semiotic resources, what can be said and done with images (and other visual means of communication) and how the things people say and do with images can be interpreted.⁷

Advertising may persuade consumers by creating or maintaining a favorable product attitude which then forms the basis for subsequent purchase behavior. The advertisement intends to draw in consumers so they will purchase their product. Advertisements are distributed in many different forms such as: print, radio, video, and through the Internet. Advertisements create different meanings through signs, symbols, text, images, graphics, and color.⁸

Visual communication can be expressed through different uses of color or different compositional structures.⁹

Visuals are used not only to illustrate news and feature genres but also in advertising and campaigns that attempt to persuade their target audiences to change attitudes and behaviours.¹⁰

Images may be analyzed without any recourse to the verbal or written information which may accompany them. Images can stand alone and provoke emotions. Images carry connotations and invite individual reminiscence. Many people follow Instagram because they feel they have a connection with the user or images produced. People like to feel and be connected to things that they can identify with. Moreover, when looking at a photo it can express the same points as the words that correspond to it.¹¹

INSTAGRAM

Instagram launched on October 6, 2010 and is primarily a mobile application that allows users to take a photo, apply filters to the photo taken and then upload it to Instagram and/or other social networking media. It is a user friendly app with 130 million people who use its service.¹² Instagram also has added a video feature, “giving publishers and marketers another option to Twitter, and YouTube, when it comes to making content more multimedia”. Instagram offers more than sharing photos; it offers creativity, a community, interaction, and storytelling and lets the user on the other end who is receiving the photo to interpret it in a way that fits their needs. Traditional photography has grown from people using cameras to capture special moments to people capturing their everyday lives with their camera phone. Today, cameras are built into peoples’ lives and have allowed everyone to be a photographer.¹³

COMPANY USE OF INSTAGRAM

Instagram can create a visual story but also communicates products or services for companies. Whenever you’re releasing a new product line or hosting an event, a single photo can communicate more effectively than the longest press release. The strategies include, show off your current products, sneak peeks of upcoming products, creates uses of your products, shots of your brand ambassadors and representative, behind the scenes shots, shots of your product in the wild, sneak peeks of future marketing campaigns/ads and photos that relate to the lifestyle your brand represents. Brands are able to use Instagram to their advantage. When a brand uses Instagram effectively they will know exactly how they are impacting their customers.¹⁴

TARGET’S USE OF INSTAGRAM

Target interacts through Instagram with three different profiles: target, target style and target does it again. According to Business Insider Target Style has mastered the use of Instagram because their account “mixes product advertisements with backstage fashion show images, as well as styling images” Target does it again mainly posts photos of Target’s clothes, jewelry and shoes.¹⁵

FINDINGS

With the increase of new social media sites, businesses and companies have to create a social media strategy or they will fall behind in this digital age. David brand equity dimensions has awareness', image, loyalty, identity, and brand associations. Semiotics has been used in analyzing images in advertising but not much research has analyzed the use of semiotics in digital media and target's brand management through Instagram using the Visual Social Semiotics.

REFERENCES

1. Smith, T. The social media revolution. International Journal of Market Research. 51(4).
2. McWilliam, G. (2000). Building stronger brands through online communities. MIT Sloan management review. <http://sloanreview.mit.edu/article/building>
3. Edelman, D. (2010). Branding in the digital age: You're spending your money in all the wrong places. Harvard Business Review.
4. Sigman, B. Social media helps build strong brands. (2012). <http://go.galegroup.com.ezproxy.liberty.edu:2048>
5. Hill, A. (2010). Branding for digital media: although branding for and through digital media has become technically simple to do using modern tools, unless you have a firm grasp of the art of branding, you can unwittingly damage your brand very quickly. Global cosmetic industry. 178(2). 42.
6. Umberto Eco (1975), A Theory of Semiotics, Journal of Aesthetics and Art Criticism.
7. Van Leeuwen and Jewitt, (2001). Handbook of visual analysis. Sage Publications Ltd.
8. Percy, L., & Rossiter, J. R. (1980). Advertising strategy: A communication theory approach. Praeger Publishers. 165.
9. Kress, G. and Van Leeuwen, T. (2006). Reading images: The grammar of visual design. Routledge.
10. Hélène, J. (2008). The power of visual material: Persuasion, emotion and identification.
11. Van Leeuwen and Jewitt, (2001). Handbook of visual analysis. Sage Publications Ltd.
12. Bailey, B. (2013, Jun 20). Instagram unveils video feature to compete with vine, other services. Oakland Tribune. <http://search.proquest.com/docview/1369962472?accountid=12085>
13. Heine, C. (2013) Brands are already using Instagram videos and planning. <http://www.adweek.com/news/advertising-branding/brands-are-already-using-instagram-videos-and-planning>.
14. <http://www.socialmediaexaminer.com/13-instagram-marketing-tips-from-the-experts/>
15. Austin, C. (2013) These 20 brands have mastered the use of Instagram. Business Insider. <http://www.businessinsider.com/>