SOCIAL MEDIA AS A TOOL FOR BRAND BUILDING IN SMALL BUSINESSES

BY

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June,2025

DECLARATION

I hereby, declare that this project report entitled "**SOCIAL MEDIA AS A TOOL FOR BRAND BUILDING IN SMALL BUSINESSES**" which is submitted by me to Nepal Tourism and Hotel Management College, in partial fulfillment of the requirement for the degree of Bachelor of Business Administration of Pokhara University. Every effort is made to show this clearly, with due reference to the literature, and acknowledgment of collaborative research and discussions. The results and findings of the research is not submitted to any other institutions or any other University.

.....

Signature

Rijan Gurung

Date: July, 2025

CERTIFICATE OF APPROVAL

This is to certify that the project work entitled "**SOCIAL MEDIA AS A TOOL FOR BRAND BUILDING IN SMALL BUSINESSES"** submitted by Rijan Gurung for the partial fulfilment of the requirement of BBA-BI embodies Bonafide work done by him under

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Signature of the Supervisor

MR. Prakash Regmi

Date: 2025

.....

Signature of the Project Head

External

Date: July, 2025

ACKNOWLEDGEMENT

I would like to express my sincere gratitude to everyone who supported me throughout the course of the project report as per the requirement of BBA- 6th semester of the syllabus provided by BBA, Pokhara University. My deepest appreciation goes to MR. Prakash Regmi, whose guidance, insight, and encouragement were invaluable to the completion of this project.

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Rijan Gurung

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EXECUTIVE SUMMARY

This study explores the role of social media as a tool for brand building in small businesses, focusing on six key independent variables: Content Quality, Customer Engagement, Social Media Platform Choice, Consistency of Posting, Use of Influencers, and Collaborations. Findings reveal that high-quality content significantly enhances brand perception by attracting and retaining audience attention. Active customer engagement fosters stronger relationships and builds trust, which in turn strengthens brand loyalty. Selecting the right social media platforms based on target audience behavior optimizes reach and effectiveness. Consistent posting maintains brand visibility and keeps audiences engaged over time. Additionally, leveraging influencers amplifies brand messages and drives credibility, while strategic collaborations expand audience reach and create new opportunities for growth. Overall, these factors collectively contribute to successful brand building on social media for small businesses, emphasizing the importance of a well-rounded and targeted social media strategy.

CHAPTER-I: INTRODUCTION

1.1 Background of the study

In today's digital world, social media has become more than just a place to connect with friends—it's now a vital tool for businesses, especially small ones, to grow and stand out. Platforms like Facebook, Instagram, X (formerly Twitter), LinkedIn, and TikTok have changed the game when it comes to how brands communicate and build relationships with their audiences.

For small businesses that often don't have large marketing budgets, social media offers an affordable and powerful way to build their brand. Unlike traditional advertising—like TV or newspaper ads, which can be expensive and hard to measure—social media allows even the smallest business to reach a wide audience, tell their story, and create meaningful connections with customers.

With the right approach, small businesses can use social media to showcase what makes them unique, share their values, and interact directly with their customers. It's a space where they can respond to feedback instantly, share updates, and build a loyal following. More importantly, they can learn from their audience in real-time—what content resonates, what products are loved, and where improvements are needed—just by looking at likes, comments, shares, and reviews.

However, while the opportunities are great, many small business owners struggle to use social media effectively. They may lack the time, skills, or strategy needed to really make an impact. That's why understanding how social media can be used as a tool for brand building—and how to overcome the common challenges—is so important.

This study explores how small businesses can make the most of social media to build stronger, more recognizable brands, and why doing so can be a game-changer in today's competitive market.

1.2 Objective of the Project work

The main objective of this study is given below:

1.2.1 General Objective:

- To use social media as a way for small businesses to connect with people, share their brand story, build trust, and grow a loyal community—helping the business stand out and succeed in a competitive market.

1.2.2 Specific Objectives:

- **Get the Word Out:**
  Use social media to let more people know your business exists—who you are, what you do, and what makes you different.
- **Connect with Your Customers:**
  Talk with your audience, not just at them. Respond to comments, ask questions, and build real relationships with people who support your brand.
- **Show Off What You Offer:**
  Share eye-catching photos, fun videos, or behind-the-scenes moments to creatively highlight your products or services in a way people enjoy.
- **Learn and Grow from Feedback:**
  Listen to what your audience says—whether it's praise or suggestions—and use it to make your business better and more in tune with what people want.

1.3 Statement of the Problem

A lot of small business owners know that social media can help grow their brand, but they often don't know where to start or how to use it the right way. With limited time, money, and marketing experience, many struggle to stand out or connect with their audience online. Even though social media is a powerful tool, it's not always easy to turn posts and likes into real business growth. This study looks at how small businesses can use social media more effectively to build their brand and grow their customer base.

The following questions guided the study:

- How aware are small business owners of the potential of social media for brand building?
- What challenges do small businesses face when using social media to build their brand?
- Which social media platforms are most commonly used by small businesses, and why?
- What types of social media content are most effective in increasing brand visibility and engagement for small businesses?

1.4 Organization of the study

This study is organized into five chapters to provide a structured and clear exploration of the role of social media in brand building for small businesses:

Chapter One: Introduction

This chapter provides an overview of the study, including the background, statement of the problem, objectives of the study (general and specific), research questions, significance of the study, scope and limitations, and the definition of key terms.

Chapter Two: Review of Related Literature

This section reviews existing research and literature on social media marketing, brand building, and small business strategies. It explores relevant theories, past studies, and conceptual frameworks to provide a foundation for the current research.

Chapter Three: Research Methodology

This chapter outlines the methods and procedures used in the study. It includes the research design, population and sample, sampling techniques, instruments for data collection, data analysis methods, and ethical considerations.

Chapter Four: Presentation and Analysis of Data

This section presents the data collected during the research, along with analysis and interpretation. It answers the research questions and may include tables, charts, and figures to support findings.

Chapter Five: Summary, Conclusions, and Recommendations

The final chapter summarizes the key findings of the study, draws conclusions based on the data, and provides recommendations for small business owners, marketers, and future researchers.

1.5 Significance of the study

This study is significant for several key reasons:

- **For Small Business Owners:**
  It offers practical insights on how to use social media effectively to build brand awareness, connect with customers, and grow their business with limited resources.
- **For Marketers and Social Media Managers:**
  The study provides guidance on creating more targeted and cost-effective strategies that are specifically suited for small business branding.
- **For Researchers and Students:**
  It adds to the existing body of knowledge in digital marketing and entrepreneurship, serving as a useful reference for future studies or academic work.

- **For Policymakers and Support Organizations:**
  The findings may help identify areas where training, funding, or digital tools can be provided to support small business growth in the online space.

1.6 Limitations of the Study

- **Limited Sample Size:**
  The study may focus on a small number of businesses, which might not represent all small businesses in different industries or locations.
- **Time Constraints:**
  The research is conducted within a limited timeframe, which may affect the depth of data collection and analysis.
- **Rapid Changes in social media:**
  Social media platforms and algorithms change frequently, so findings may become outdated quickly.
- **Varied social media Knowledge:**
  Differences in how much business owners know about social media could influence results and generalizability.

CHAPTER-II: LITERATURE REVIEW

2.1 Review of the literature

The today fast-changing digital world and the extensive usage of social networking sites have led the social media to become an irreplaceable brand-building instrument, especially when it comes to small businesses. Some studies have considered the relationship between different types of social media practices, and their characteristic success when building a powerful presence of a brand. Through this literature review, we will examine the past studies of five main independent variables, which include 'Content Quality, Customer Engagement, Social Media Platform Choice, Consistency of Posting, Use of Influencers and Collaborations, all of which lead to the dependent variable, which is, as you may expect, Brand Building in Small Businesses.

1. Content Quality and Brand Building

Quality contents are central to the development of a brand image on the internet. Ashley and Tuten (2015) state that informative, visually beautiful, and affective content is able to increase brand awareness and customer confidence considerably. Kapoor et al., (2020) note that the firms thinking more about quality rather than quantity in their content development tend to experience a greater concentration of consumer interaction as well as brand dedication. It is a brand differentiation advantage to continuously deliver high quality at the right number of visuals and messages especially to small businesses which have fixed budgets.

2. Customer Engagement and Brand Building

The social media procedures that offer customer engagement include liking, sharing, commenting, messaging, and getting back to the customer feedback. Brodie et al. (2013) believe that social media encourages both-way interactions and, in this way, brands can establish an emotional contact with people. According to Habibi, Laroche and Richard (2014), high engagement will result in high brand confidence that is practically important in terms of small firms that seek to build the retention of customers. Direct participation makes the brand to seem human and customer-sensitive**.**

3. Social Media Platform Choice and Brand Building

The success of branding strongly depends on the choice of the platform. According to Tuten and Solomon (2017), every social media platform is different and has its peculiarities, audience profiles, and piece formats, which is why the choice of platforms should be strategic. As an example, Instagram and TikTok are more useful to present visual and short-form video content, but Facebook is more useful to develop the community and spread information. According to Alalwan et al. (2017), the better response and the more effective communication with the brand is possible due to the appropriate choice of the platform depending on the target audience and the form of content.

4. Consistency of Posting and Brand Building

The scope of following a defined posting routine creates a sense of familiarity and trust among audiences. According to De Vries, Gensler, and Leeflang (2012), perpetual social media presence will result in augmented exposure and higher recognition of brand messages. Frequent updates are also a mark of reliability and professionalism in case of small businesses. Constantinides (2014) identified the ability of structured content calendar with consistent messaging to lead to more robust online identities and consumers loyalty in their brands.

5. Influencers and Collaborations in Brand Building

Partnerships and influencer marketing have become potent tools when it comes to small businesses that need to enlarge the scope, as well as the credit of their companies. According to Freberg et al. (2011), influencers are opinion leaders who have influence on consumer decision, thus positively increasing brand visibility and consumer confidence. As noted by Hughes, Swaminathan, and Brooks (2019), in conjunction with peers or organizational influencers, a crossover effect, as well as reputation and trust, can be achieved. The approaches can be particularly useful to a small business that has a low advertising budget but which intends to enter into a different market or niche.

6. Social Media as a Tool for Brand Building (Dependent Variable)

In sum, it is a well-known fact that social media is a very important support in the brand building of small businesses. Felix, Rauschnabel, and Hinsch (2017) state that social media contributes to

the improved communication with customers, brand exposure, and identity development. Marketing activities on the platform are also very affordable, which is why it will be of particular value to startups and other small businesses. Content quality, engagement, platform strategy, consistency, and partnership with influencers all build on each other to enhance the brand strength and image of a small business and go towards positioning it on the market thus leading to additional financial gains and business growth.

2.2 Conceptual Framework

Conceptual framework shows the relationship between the dependent variable and independent variables. According to the research of social media as a tool for brand building in small businesses is a dependent variable and Content Quality, Customer Engagement, Social Media Platform Choice, Consistency of Posting, Use of Influencers and Collaborations are independent variables.

Independent variables **Dependent variable**

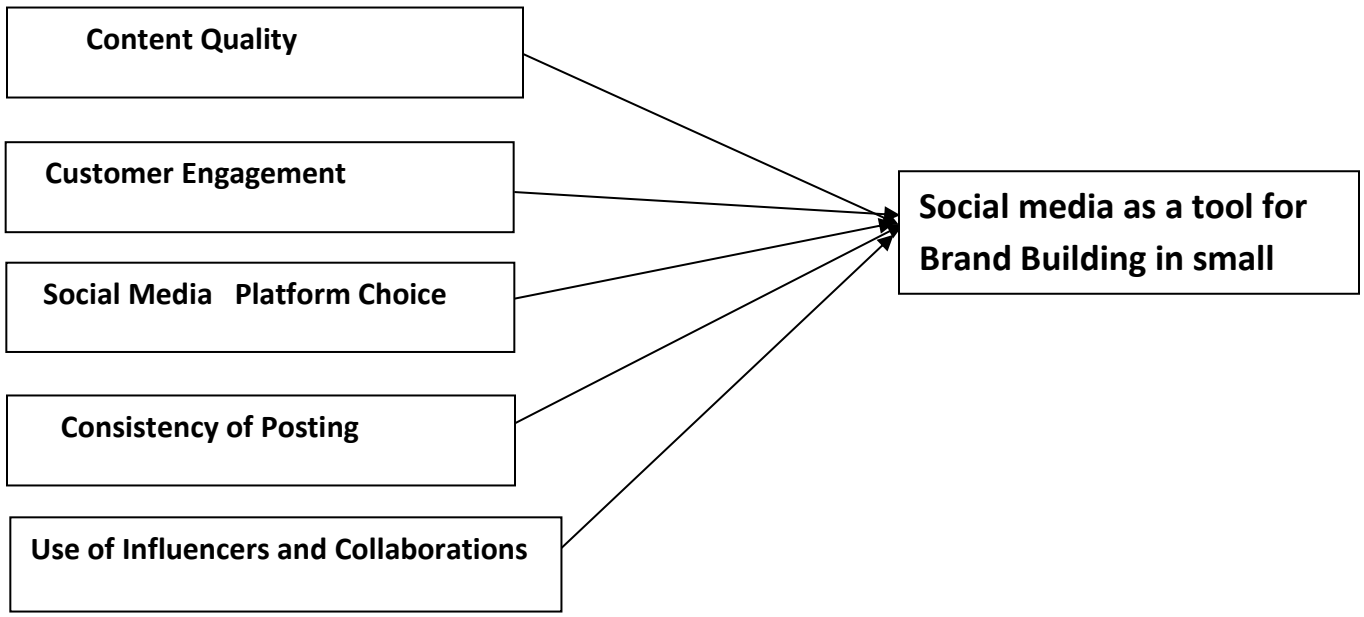

Figure 1: Conceptual Framework

1. Content Quality

This refers to how well the business presents itself on social media through posts, images, videos, and captions. High-quality content is:

- Visually appealing and well-designed
- Informative, entertaining, or valuable to the audience
- Consistent with the brand's tone and message
  When content is well-made, it grabs attention, encourages shares, and builds a stronger brand identity.

2. Customer Engagement

This is about how actively a business interacts with its followers. It includes:

- Replying to comments and messages
- Asking questions and encouraging discussion
- Running polls, contests, or Q&A sessions
  Strong engagement makes customers feel heard and valued. It builds relationships, which is a core part of brand loyalty and trust.

3. Social Media Platform Choice

Not all platforms are equally effective for every business. This variable refers to:

- Choosing the right platform(s) where the target audience spends time (e.g., Instagram for fashion, LinkedIn for B2B services)
- Understanding the strengths of each platform (e.g., TikTok for video storytelling, Facebook for local business discovery)
  Using the right platform helps maximize visibility and ensures content reaches the intended audience.

4. Consistency of Posting

How regularly a business shares content matters. This includes:

- Posting on a set schedule (e.g., daily, 3 times per week)
- Maintaining a consistent style, tone, and type of content
- Avoiding long gaps between posts
  Consistency keeps the brand top-of-mind for followers and builds familiarity over time, both of which are essential for brand growth.

5. Use of Influencers and Collaborations

Partnering with social media influencers or other brands can increase credibility and reach. This involves:

- Collaborating with trusted voices in the niche
- Sharing audiences with other small businesses or content creators
- Leveraging social proof to build trust
  Influencer marketing can create a positive association with the brand and expose it to new potential customers.

CHAPTER-III: RESEARCH METHODOLOGY

This chapter deals with the methods and techniques that were used in the study. It includes selection of site and it's rational, research design, nature and sources of data, population and the sample, techniques for the data collection and data analysis and presentation. Below is the procedure that was adopted to meet the research questions and accomplish the objectives of the research.

3.1 Research Design

This is a correlational study since we are trying to study the relationship between the identified dependent and independent variables.

3.2 Nature and source of Data

The nature of the study will be both of qualitative and quantitative. The source of data collected will be from:

Primary Data Sources

- Questionnaire

Secondary Data Sources

- The websites
- Related Reports
- Existing Document

3.3 Population and Sample

I used convenience sampling method and collected the response from 100 undergraduate students studying in different colleges of Pokhara valley, with the help of questionnaires in Google forms and distributed it through social media.

3.4 Analysis of Data

The data collected will be edited, coded and tabulated. Visual display of the data will be presented and analyzed in bar chart, pie-chart and frequency table. Different statistical and modeling tools will be used.

Chapter-IV: DATA PRESENTATION AND ANALYSIS

4.1 Primary Data Presentation and Analysis

This chapter is allocated for the data analysis and presentation. The data observed or collected directly from the first-hand source that has not been used before are called primary data. The primary data is taken by questionnaire method from the undergraduate students of different colleges in Pokhara valley. For the data collection 100 respondents are taken as sample using the convenience sampling method. The data presentation is as follow.

4.1.1 Age of Respondents

The following chart shows the age of respondents.

Table 1: Age of Respondents

ITEMS	PERCENT
13-16	4%
16-20	39%
21-23	43%
24-28	14%

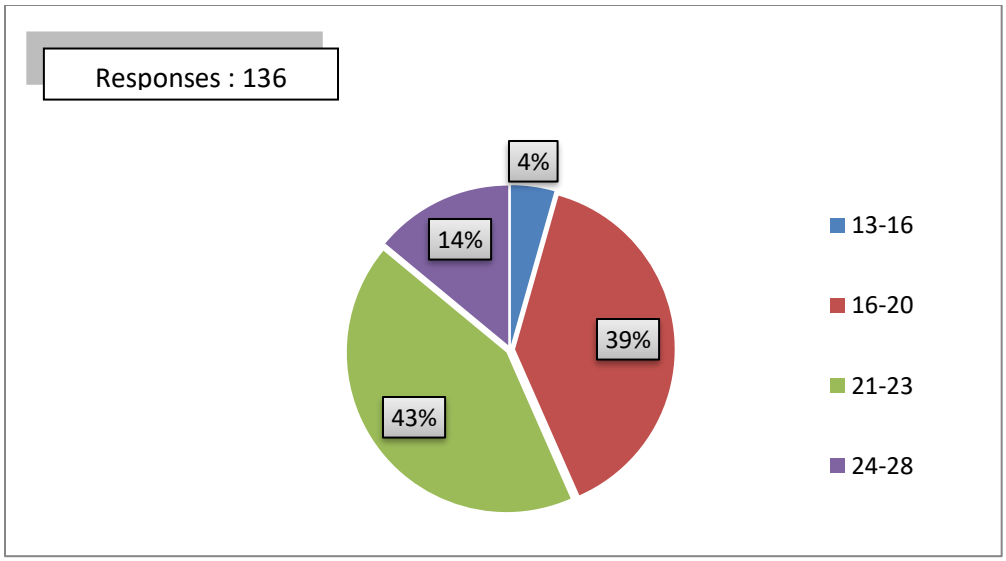

Figure 2: Respondent's Age

From the above diagram, out of 136 respondents 4 % are at the age of 13-26, 39 % at the age of 16-20, 43% between 21-23 leaving 14%% at the age of 24-28. It shows that age ranging from 21-23is more than remaining 3 age groups.

4.1.2Respondent Based on Gender

Gender was added in the survey to find out the major difference between male and female concerning the beliefs towards the factors.

Table 2: Respondent's Gender

Gender	No. of respondents
Male	51%
Female	49

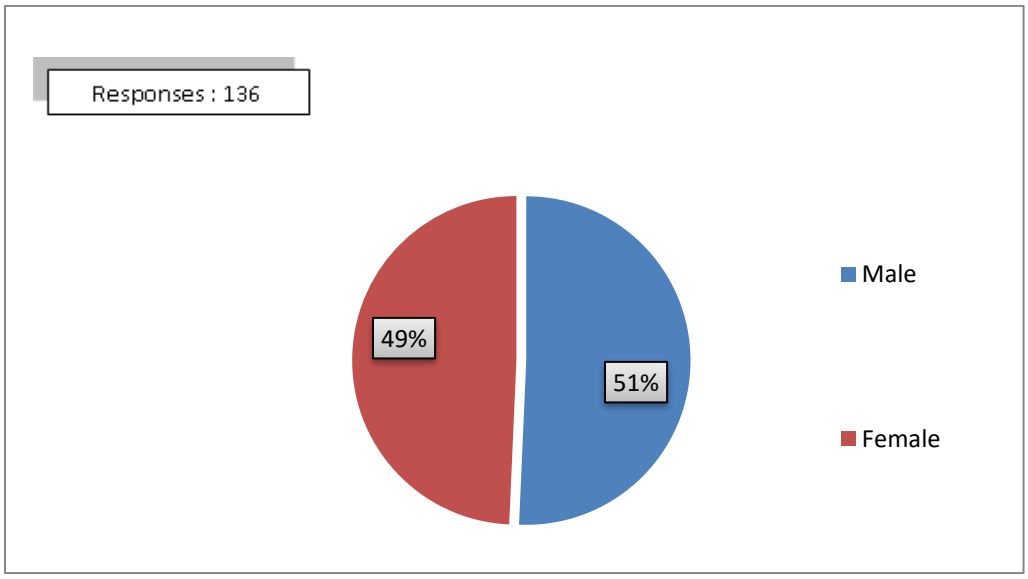

Figure 3: Respondent's Gender

This shows that males (51%) had used social media more as compared to female (49%). Through which we can analyze that males are more interactive during the process of brand building for their businesses from the help of social medias.

4.1.3Respondents Based on Education Level

The following table shows the qualification level of employee

Table 3: Respondent's Education Level

Items	Percent
High School	38%
Undergraduate	46%
Post Graduate	16%

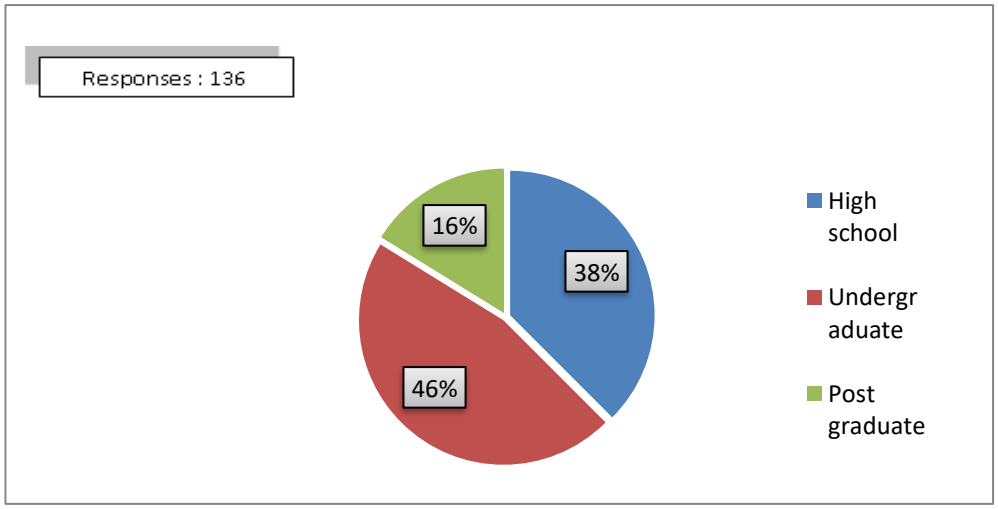

Figure 4: Respondents based on Education Level

The above pie chart shows the different education level of the respondent. As we can see there are more respondents who are Undergraduate with 46% following with respondents with significant percentage of 38% who have acquired the education level of high school and respondents who are postgraduates with 16%

4.1.4 Respondents with their employment status

To Acquire the information on what type of occupation or Business does the respondents rely on. It was tried to know how many of the Respondents are have their own business or are student, employed, unemployed, or self-employed.

Table 4: Respondent's employment status

ITEMS	PERCENT
STUDENT	69%
EMPLOYED	17%
SELF EMPLOYED	11%
UNEMPLOYED	3%

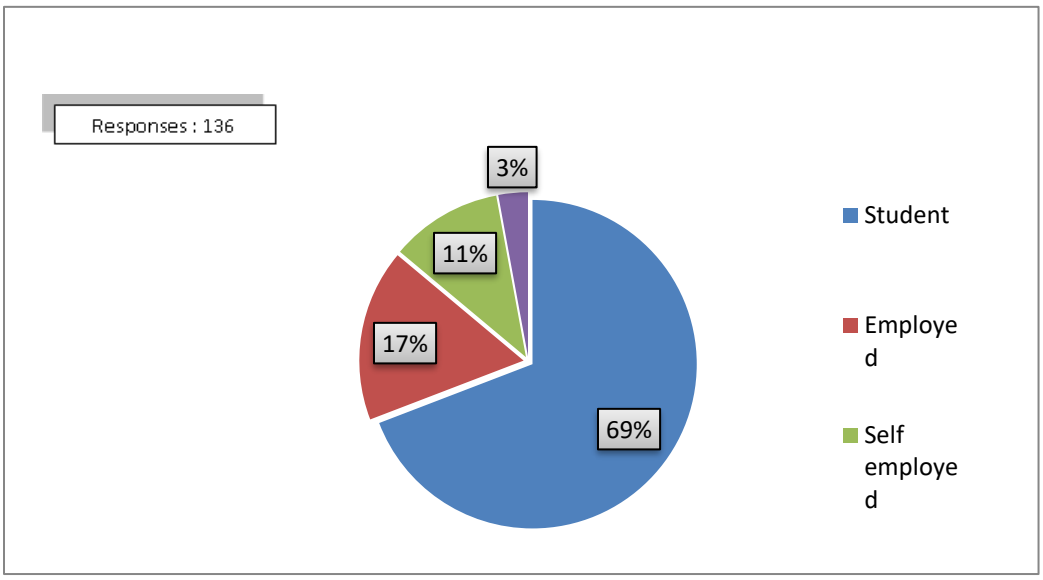

Figure 5: employment status of the Respondents

Through the help of above pie chart, we can clearly see that there are different categories of respondents with their respective employment status. We can see that the number of respondents who are still students (69%) is definitely more than the other 3 categories which are Employed being 17%, Self Employed at 11% and unemployed being at 3%.

4.1.5 Respondents Line of occupation

To gather any specific information about what type of Business do the Respondents run

Table 5 Respondents line of occupation

ITEMS	PERCENTAGE
Retail	27%
Food and Beverage	29%
Fashion and beauty	23%
Services	21%

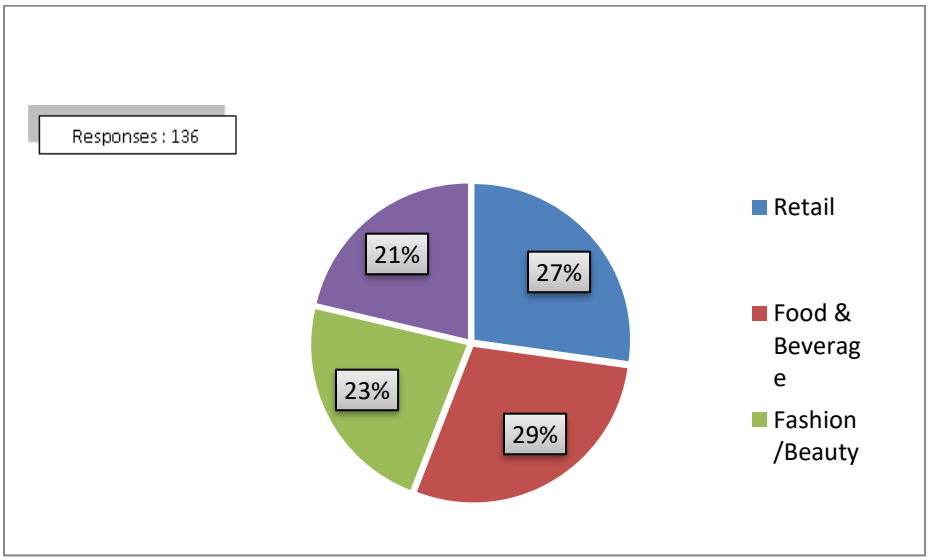

Figure 6: Line of Occupation chosen by the Respondents

From the Above pie Chart and Table, we can Briefly analyze that most of the Respondents " the group are involved in the food and beverage industry (29%), with retail not far behind at 27%. Fashion and beauty make up 23%, and the rest—21%—are in various service-based businesses.

4.1.6 Operating Time of The Business

Through this specific part of the survey, we can keep track of how long a respondent have been running his/her Business.

Table 6: Operating Time of The Business

ITEMS	PERCENTAGE
Less than 1 year	64%
1-3 years	24%
4-6 years	5%
More than 6 years	7%

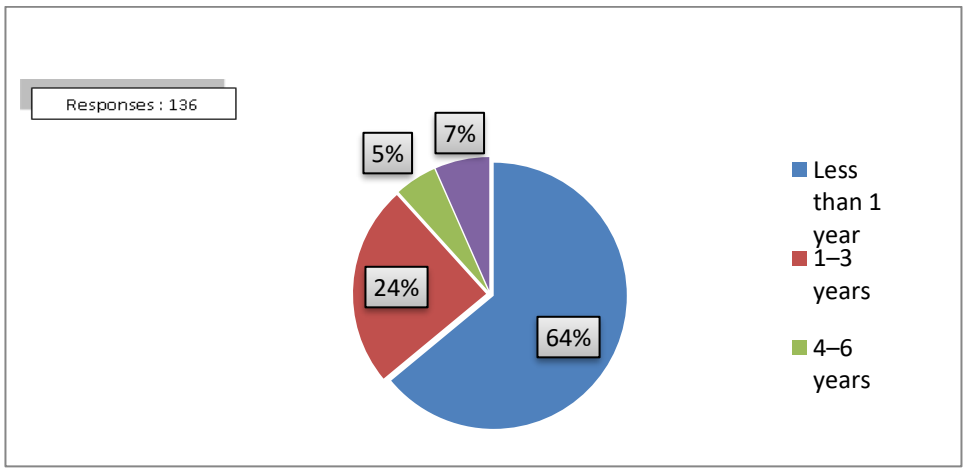

Figure 7: Operating Time of The Business

The data indicates that a significant majority of respondents (64%) have been running their businesses for less than one year, suggesting a high prevalence of newly established enterprises. About 24% have operated between 1 to 3 years, while only a small proportion—5% and 7%—have been in business for 4–6 years and more than 6 years, respectively. This reflects a relatively young entrepreneurial landscape among the surveyed group.

4.1.7 Social Media Platforms Used for Business

This section explores which social media platforms respondents utilize to promote or conduct their business. Identifying the most commonly used platforms can provide insight into marketing trends and customer engagement strategies among entrepreneurs.

Table 7: social media platforms used for business

ITEMS	PERCENTAGE
Facebook	29%
Instagram	38%
TikTok	17%
Twitter/X	8%
Others	8%

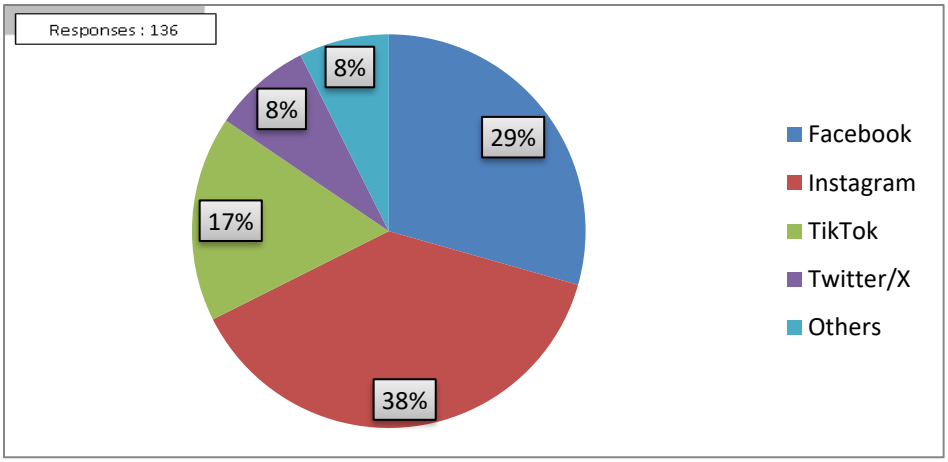

Figure 8: social media platforms used for business

The results show that Instagram is the most popular platform among respondents, used by 38% of businesses. Facebook follows at 29%, while TikTok is utilized by 17%, indicating a growing interest in short-form video marketing. Twitter/X and other platforms account for the remaining 16%**,** suggesting a smaller, yet diverse digital presence among the respondents.

4.1.8 Aligning Social Media Content with Brand Values

This section looks at how confident respondents feel that the content they share on social media truly represents their brand's core values. When social media content aligns well with a brand's values, it can create a stronger, more consistent brand identity.

Table no.8: aligning social media content with brand values

ITEMS	PERCENTAGE
Strongly Agree	40%
Agree	46%
Disagree	6%
Strongly Disagree	1%
Neutral	7%

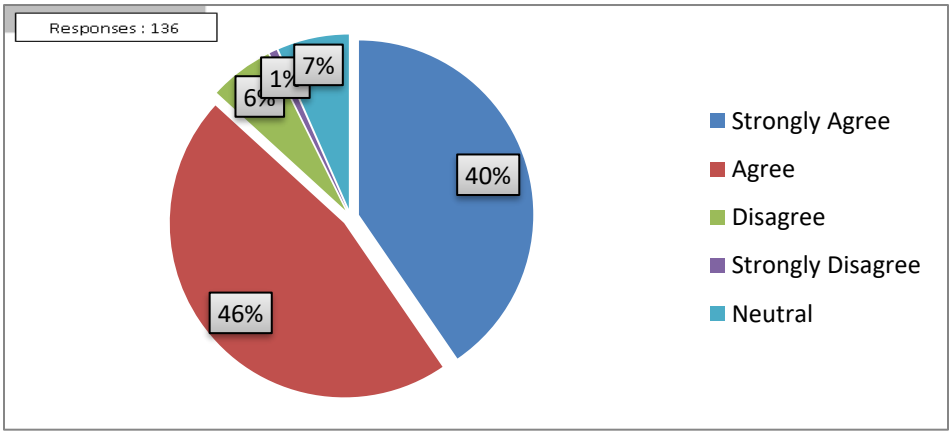

Figure 9: Aligning social media content with brand values

The pie chart shows that most respondents believe aligning social media content with brand values is important, with 46% agreeing and 40% strongly agreeing—totaling 86%. A small percentage disagreed (6%) or strongly disagreed (1%), while 7% were neutral. This highlights the strong emphasis on consistency between brand values and social media content.

4.1.9 Investing Time and Effort into Creating High-Quality Visuals and Videos

This section looks at how much effort respondents put into creating high-quality visuals and videos for their business. High-quality content can make a significant impact on customer engagement and brand perception.

Table 9: Investing time and effort into creating high-quality visuals and videos

ITEMS	PERCENTAGE
Strongly Agree	36%
Agree	48%
Disagree	10%
Strongly Disagree	1%
Neutral	5%

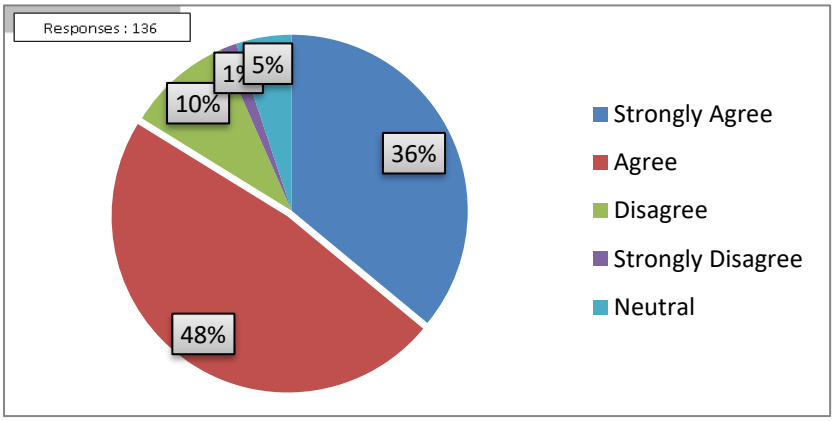

Figure 10: Investing time and effort into creating high-quality visuals and videos

The pie chart shows that most respondents value investing time and effort into creating high-quality visuals and videos, with 48% agreeing and 36% strongly agreeing—totaling 84%. However, 10% disagreed and 1% strongly disagreed, while 5% were neutral. This suggests that while high-quality content is widely appreciated, a small group may have different views on its importance.

4.1.10 Using Content to Educate and Inform Audiences About Products and Services

This section looks at how respondents use their content to educate and inform their audience about their products or services. Providing valuable information through content can enhance customer understanding and drive better engagement.

Table 10: Using content to educate and inform audiences about products and services

ITEMS	PERCENTAGE
Strongly Agree	37%
Agree	54%
Disagree	3%
Strongly Disagree	1%
Neutral	5%

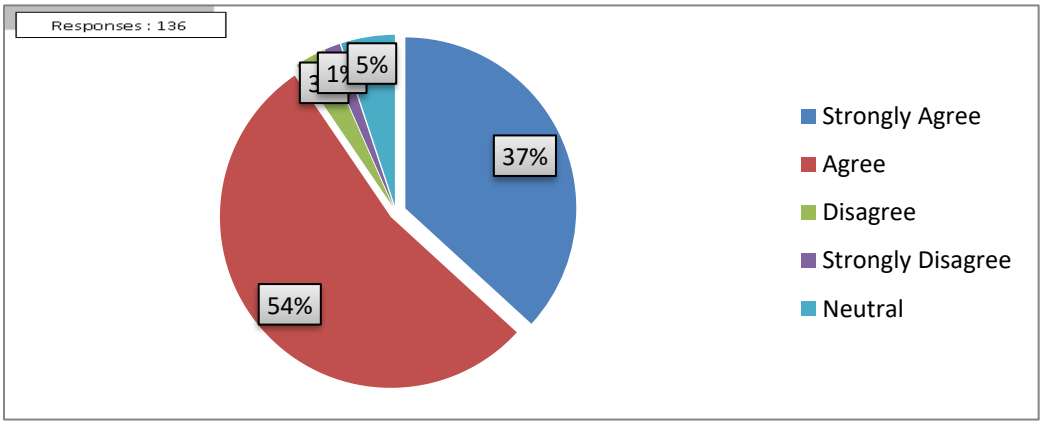

Figure 11: Using content to educate and inform audiences about products and services

The pie chart shows that most respondents believe using content to educate and inform audiences about products and services is effective, with 54% agreeing and 37% strongly agreeing—totaling 91%. Only a small number disagreed (3%) or strongly disagreed (1%), while 5% were neutral. This highlights the importance of informative content in social media marketing.

4.1.11 Engaging with Customers: Responding to Comments, Messages, and Feedback

This section examines how actively respondents engage with their customers by responding to comments, messages, and feedback. Timely and thoughtful engagement can help build stronger relationships and enhance customer loyalty.

Table 11: Engaging with customers

ITEMS	PERCENTAGE
Strongly Agree	34%
Agree	53%
Disagree	8%
Strongly Disagree	1%
Neutral	4%

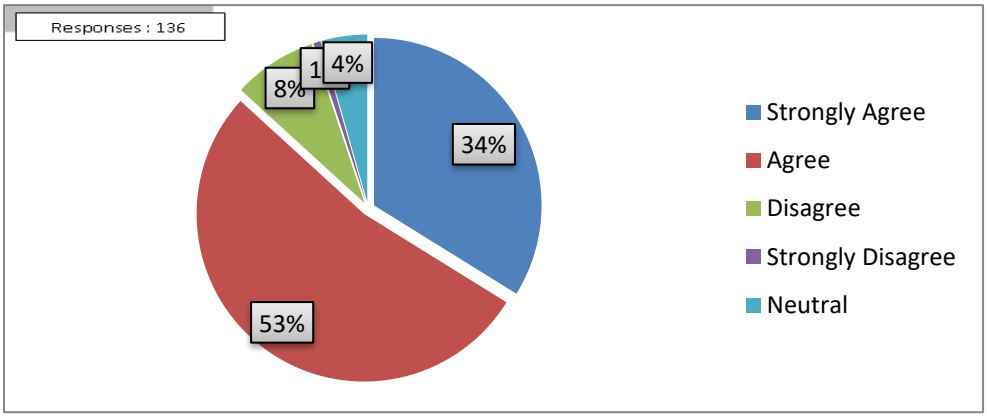

Figure 12: Engaging with customers

The pie chart shows that most respondents value engaging with customers on social media, with 53% agreeing and 34% strongly agreeing—adding up to 87%. A small percentage disagreed (8%) or strongly disagreed (1%), while 4% were neutral. This indicates strong support for customer engagement as a key social media strategy.

4.1.12 Creating Posts that Encourage Customer Interaction

This section focuses on how respondents create content that encourages interaction from their audience. Posts that spark engagement can foster a sense of community and strengthen relationships with customers.

Table 12: Creating posts that encourage customer interaction

ITEMS	PERCENTAGE
Strongly Agree	32%
Agree	56%
Disagree	4%
Strongly Disagree	2%
Neutral	6%

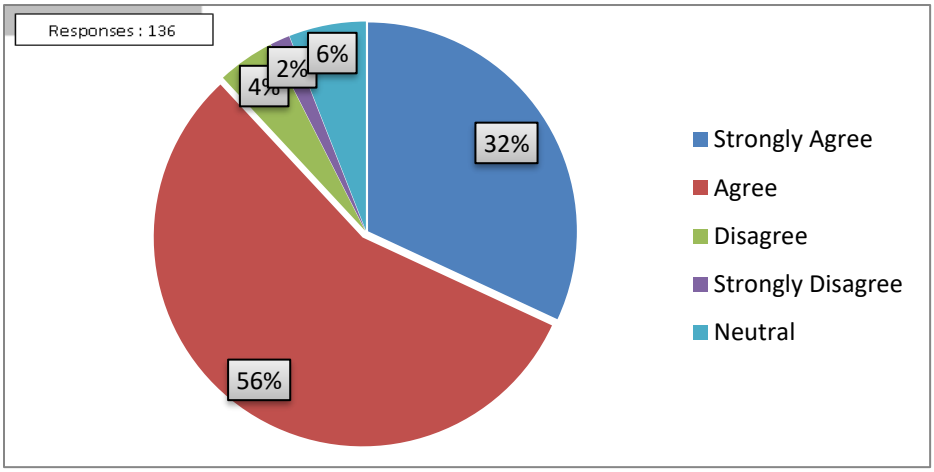

Figure 13: Creating posts that encourage customer interaction

The pie chart shows that most respondents believe creating posts that encourage customer interaction is important, with 56% agreeing and 32% strongly agreeing—totaling 88%. Only a small number disagreed (4%) or strongly disagreed (2%), while 6% were neutral. This highlights the value placed on engaging content to boost interaction.

4.1.13 Building Closer Customer Relationships Through Social Media

This section looks at how respondents feel that social media has helped them establish stronger, more personal connections with their customers. Building these relationships can increase customer loyalty and trust.

Table 13: Building Closer Customer Relationships Through Social Media

ITEMS	PERCENTAGE
Strongly Agree	35%
Agree	51%
Disagree	7%
Strongly Disagree	2%
Neutral	5%

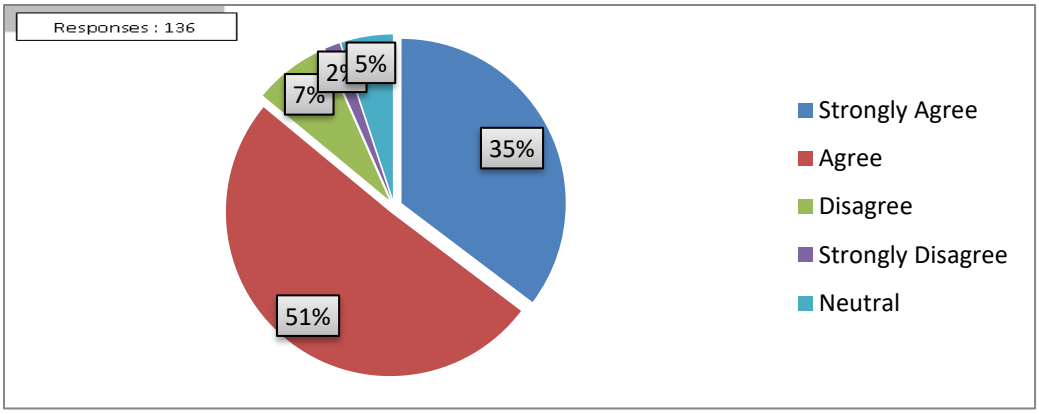

Figure 14: Building Closer Customer Relationships Through Social Media

The pie chart shows that most respondents believe social media helps build closer customer relationships, with 51% agreeing and 35% strongly agreeing—totaling 86%. A small portion disagreed (7%) or strongly disagreed (2%), while 5% remained neutral. This suggests social media is widely seen as an effective tool for strengthening customer connections.

4.1.14 Selecting Social Media Platforms Based on Customer Activity

This section explores how respondents choose their social media platforms, ensuring they align with where their customers are most active. Selecting the right platforms is key to maximizing reach and engagement.

Table 14: Selecting Social Media Platforms Based on Customer Activity

ITEMS	PERCENTAGE
Strongly Agree	35%
Agree	53%
Disagree	4%
Strongly Disagree	1%
Neutral	7%

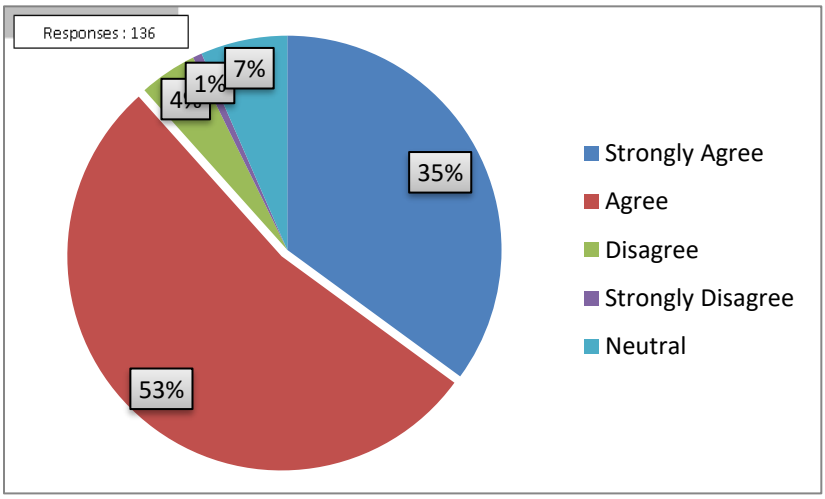

Figure 15: Selecting Social Media Platforms Based on Customer Activity

The pie chart shows that most respondents choose social media platforms based on where their customers are most active, with 53% agreeing and 35% strongly agreeing—making up 88% in total. A small percentage disagreed (4%) or strongly disagreed (1%), while 7% were neutral. This indicates that understanding customer activity is key to platform selection for many users.

4.1.15 Choosing Platforms That Suit the Type of Content I Share

This section focuses on how respondents select social media platforms that best align with the content they wish to share. Choosing the right platform ensures that content reaches the right audience and resonates with them.

Table 15: Choosing Platforms That Suit the Type of Content I Share

ITEMS	PERCENTAGE
Strongly Agree	31%
Agree	57%
Disagree	2%
Strongly Disagree	4%
Neutral	6%

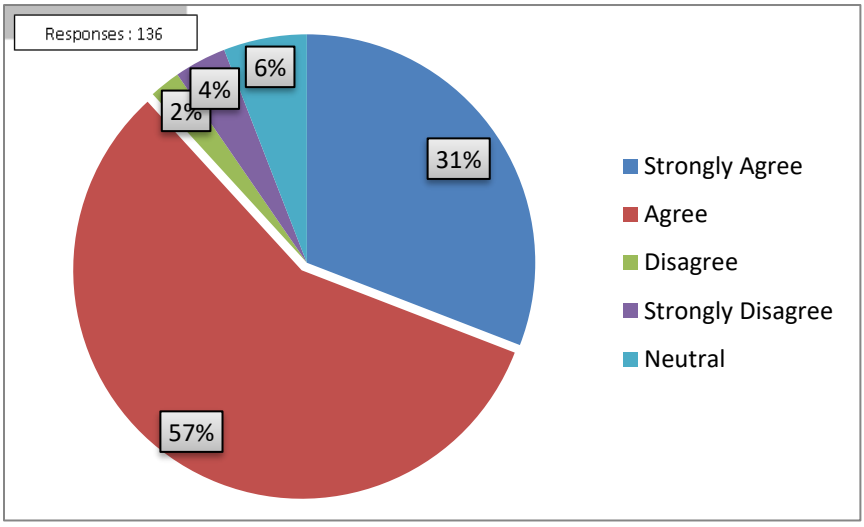

Figure 16: Choosing Platforms That Suit the Type of Content I Share

The pie chart shows that most respondents believe it's important to choose platforms that suit the type of content they share, with 57% agreeing and 31% strongly agreeing—totaling 88%. Only a small number disagreed (2%) or strongly disagreed (4%), and 6% were neutral. This suggests a strong preference for matching content to the right social media platform.

4.1.16 Focusing on Platforms That Deliver Better Results for My Business

This section examines how respondents prioritize social media platforms that provide the most impactful results for their business. Optimizing platform selection for better performance is essential for growth and efficiency.

Table 16: Focusing on Platforms That Deliver Better Results for My Business

ITEMS	PERCENTAGE
Strongly Agree	38%
Agree	52%
Disagree	0%
Strongly Disagree	3%
Neutral	7%

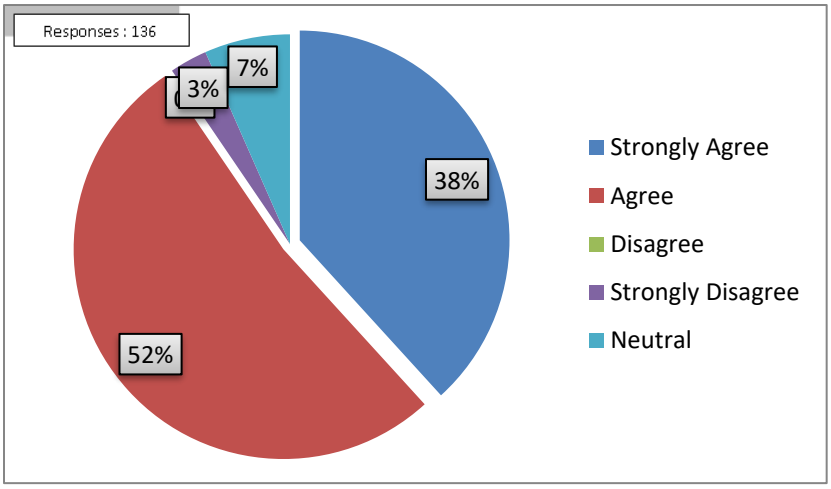

Figure 17: Focusing on Platforms That Deliver Better Results for My Business

The pie chart shows that most respondents prioritize focusing on platforms that deliver better results for their business, with 52% agreeing and 38% strongly agreeing—adding up to 90%. No one disagreed, while 3% strongly disagreed and 7% remained neutral. This highlights a strong consensus on the importance of choosing the right social media platforms for business success.

4.1.17 Using a Content Calendar or Plan to Organize Social Media Posts

This section looks at how respondents utilize content calendars or plans to organize and schedule their social media posts. A well-structured plan can help businesses maintain consistency and strategic alignment with their marketing goals.

Table 17: Using a Content Calendar or Plan to Organize Social Media Posts

ITEMS	PERCENTAGE
Strongly Agree	35%
Agree	43%
Disagree	8%
Strongly Disagree	4%
Neutral	10%

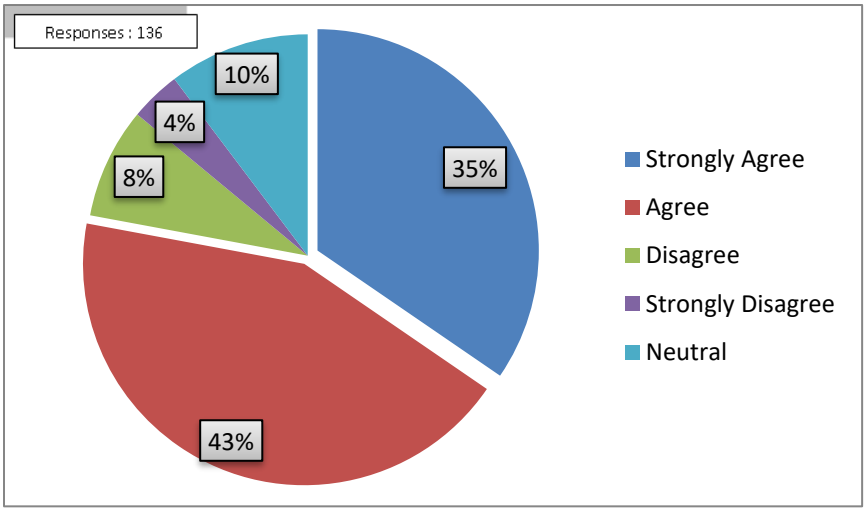

Figure 18: Using a Content Calendar or Plan to Organize Social Media Posts

The pie chart shows that a majority of respondents believe using a content calendar or plan helps organize social media posts, with 43% agreeing and 35% strongly agreeing—totaling 78% in favor. Meanwhile, 8% disagree, 4% strongly disagree, and 10% are neutral. This suggests that most people see content planning as a useful tool for managing social media effectively.

4.1.18 The Impact of Regular Posting on Brand Visibility

Table 18: The Impact of Regular Posting on Brand Visibility

ITEMS	PERCENTAGE
Strongly Agree	37%
Agree	48%
Disagree	7%
Strongly Disagree	2%
Neutral	6%

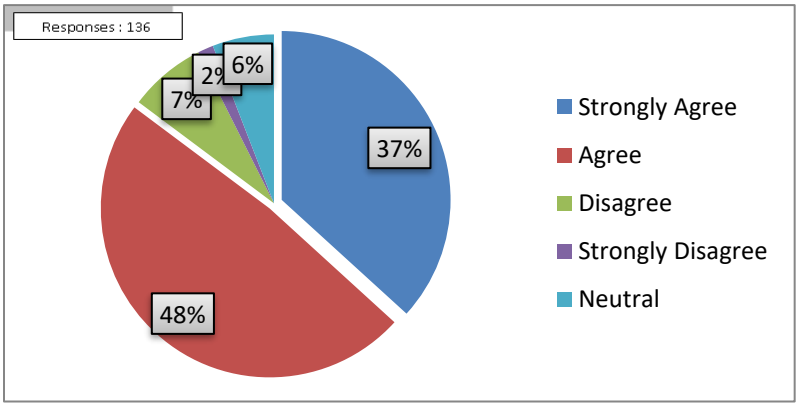

Figure 19: The Impact of Regular Posting on Brand Visibility

The pie chart shows that most respondents believe regular posting boosts brand visibility, with 48% agreeing and 37% strongly agreeing—totaling 85% positive responses. A small portion disagrees (7%) or strongly disagrees (2%), while 6% remain neutral. This indicates that consistent posting on social media is generally seen as an effective way to enhance brand visibility.

4.1.19 The Impact of Collaborations on Increasing Reach and Following

This section focuses on how collaborations with others have helped respondents expand their reach and grow their social media following. Partnering with others can provide access to new audiences and boost visibility.

Table 19: The Impact of Collaborations on Increasing Reach and Following

ITEMS	PERCENTAGE
Strongly Agree	33%
Agree	57%
Disagree	5%
Strongly Disagree	5%
Neutral	0%

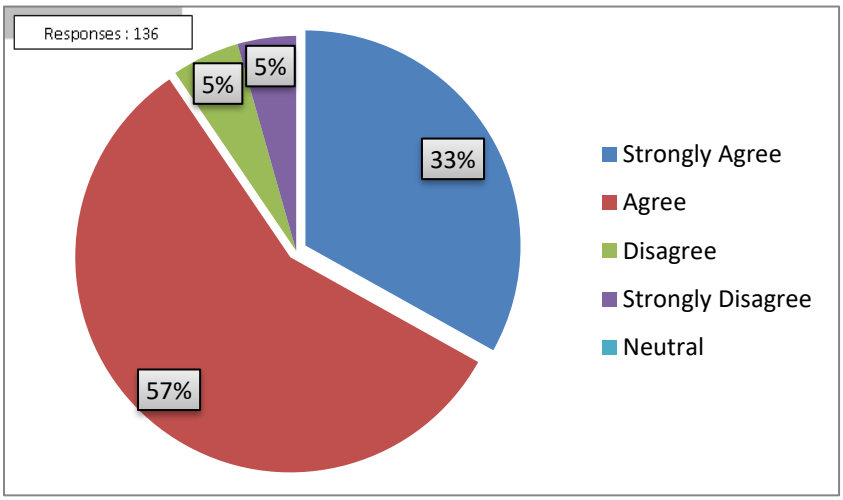

Figure 20: The Impact of Collaborations on Increasing Reach and Following

The pie chart reflects that a strong majority believe collaborations help increase reach and following, with 57% agreeing and 33% strongly agreeing—totaling 90% positive responses. Only 5% disagree and another 5% strongly disagree, while no one remained neutral. This

suggests that collaborations are widely seen as an effective strategy for expanding audience and visibility.

4.1.20 The Effectiveness of Influencer Marketing for Small Business Growth

This section explores how respondents perceive the impact of influencer marketing on the growth of small businesses. Leveraging influencers can help increase brand awareness, drive sales, and build trust with new audiences.

Table 20: The Effectiveness of Influencer Marketing for Small Business Growth

ITEMS	PERCENTAGE
Strongly Agree	36%
Agree	55%
Disagree	4%
Strongly Disagree	0%
Neutral	5%

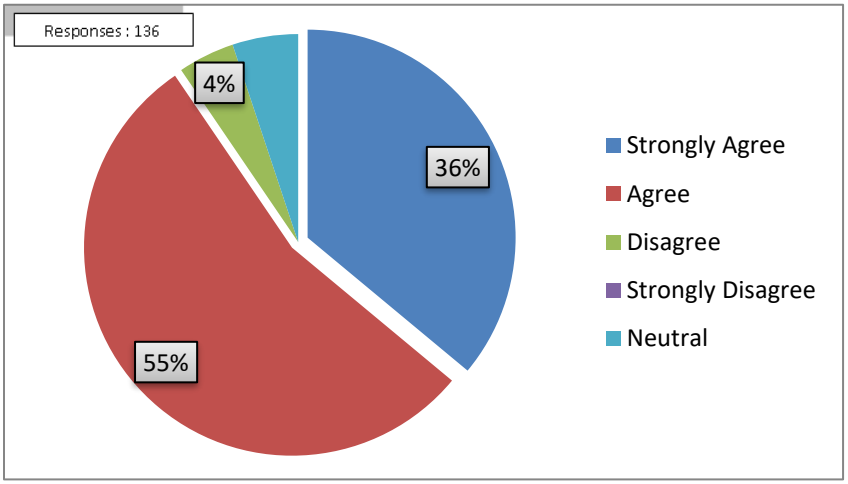

Figure 21: The Effectiveness of Influencer Marketing for Small Business Growth

The pie chart shows that most respondents believe influencer marketing is effective for small business growth. A total of 91% either agree (55%) or strongly agree (36%) with this idea.

Only 4% disagree, none strongly disagree, and 5% are neutral. This suggests that influencer marketing is widely trusted as a valuable strategy for helping small businesses grow.

4.1.21 The Role of Social Media in Increasing Business Awareness

This section examines how social media has contributed to increasing the visibility and awareness of respondents' businesses. A strong social media presence can significantly elevate brand recognition and help businesses reach a larger audience.

Table 21: Social media is Increasing Business Awareness

ITEMS	PERCENTAGE
Strongly Agree	36%
Agree	55%
Disagree	2%
Strongly Disagree	2%
Neutral	4%

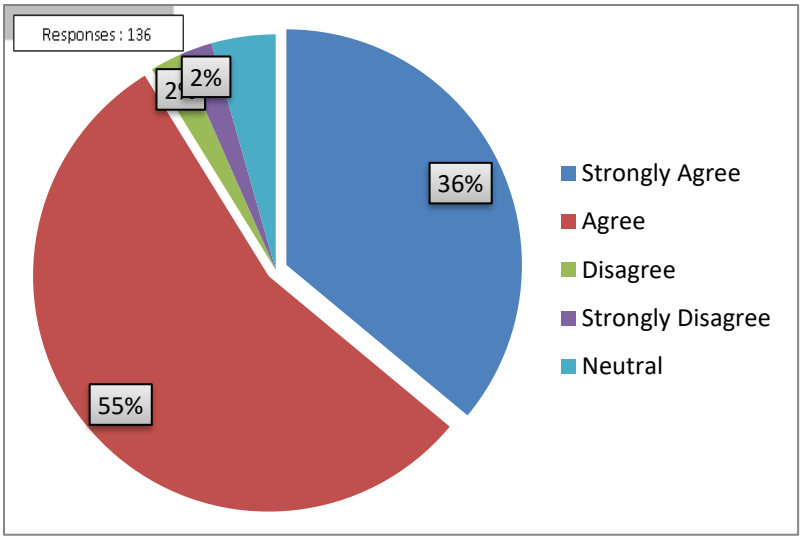

Figure 22: Social media is Increasing Business Awareness

The pie chart shows that most respondents believe social media is increasing business awareness, with 55% agreeing and 36% strongly agreeing—totaling 91%. Only 2% disagreed, 2% strongly disagreed, and 4% remained neutral. This highlights strong overall agreement on the positive impact of social media on business visibility.

4.1.22 Building a Recognizable Brand Through Social Media Presence

This section explores how a strong social media presence has contributed to the development of a recognizable brand for respondents. An impactful online presence is key to establishing a brand identity and ensuring it resonates with customers.

Table 22: Building a Recognizable Brand Through Social Media Presence

ITEMS	PERCENTAGE
Strongly Agree	36%
Agree	55%
Disagree	2%
Strongly Disagree	2%
Neutral	5%

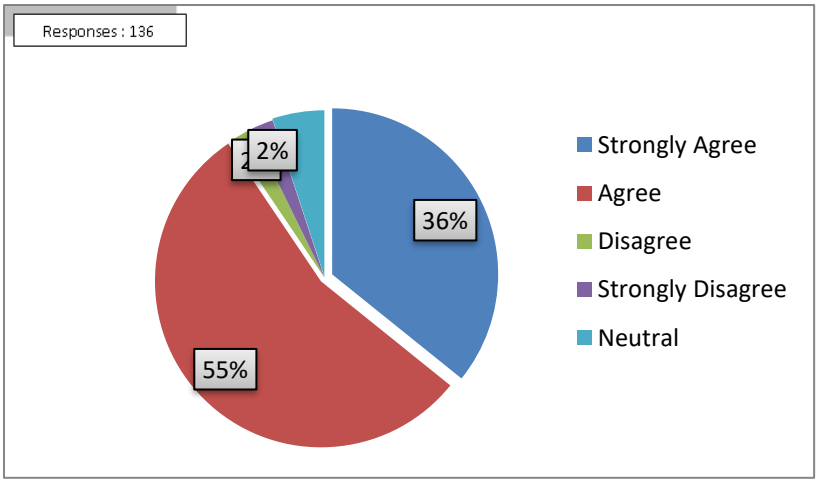

Figure 23: Building a Recognizable Brand Through Social Media Presence

The pie chart indicates that a large majority of respondents believe social media presence helps build a recognizable brand, with 55% agreeing and 36% strongly agreeing, totaling 91%. Only 2% disagreed, 2% strongly disagreed, and 5% were neutral. This shows strong overall support for the role of social media in brand recognition.

4.1.23 Building Customer Trust Through Social Media Presence

This section examines how respondents believe their social media presence has contributed to building trust with their customers. Trust is a crucial factor in fostering customer loyalty and driving long-term business growth.

Table 23: Building Customer Trust Through Social Media Presence

ITEMS	PERCENTAGE
Strongly Agree	39%
Agree	49%
Disagree	8%
Strongly Disagree	3%
Neutral	1%

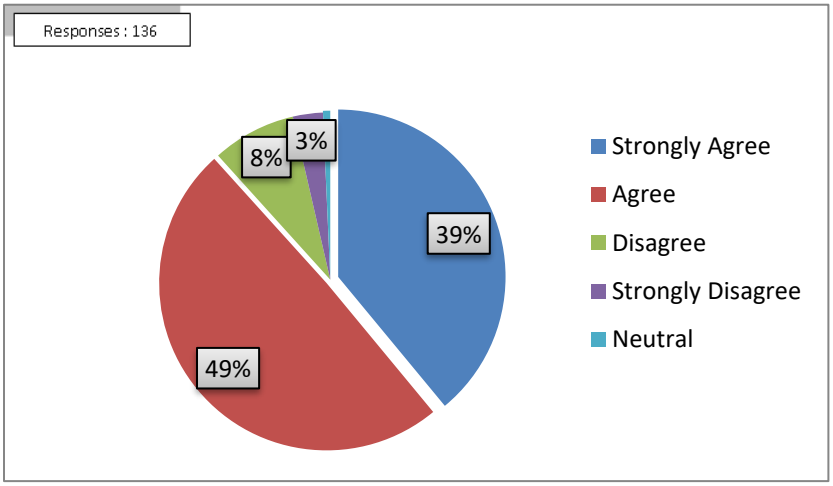

Figure 24: Building Customer Trust Through Social Media Presence

The pie chart shows that most respondents believe social media presence helps build customer trust, with 49% agreeing and 39% strongly agreeing—totaling 88% in favor. Only 8% disagreed, 3% strongly disagreed, and 1% remained neutral. This indicates strong overall confidence in the role of social media in building customer trust.

4.1.24 Increasing Customer Loyalty Through Social Media

This section explores how respondents feel social media has helped boost customer loyalty to their brand. Social media can strengthen relationships with customers, fostering a sense of connection and loyalty.

Table 24: Increasing Customer Loyalty Through Social Media

ITEMS	PERCENTAGE
Strongly Agree	37%
Agree	51%
Disagree	2%
Strongly Disagree	3%
Neutral	7%

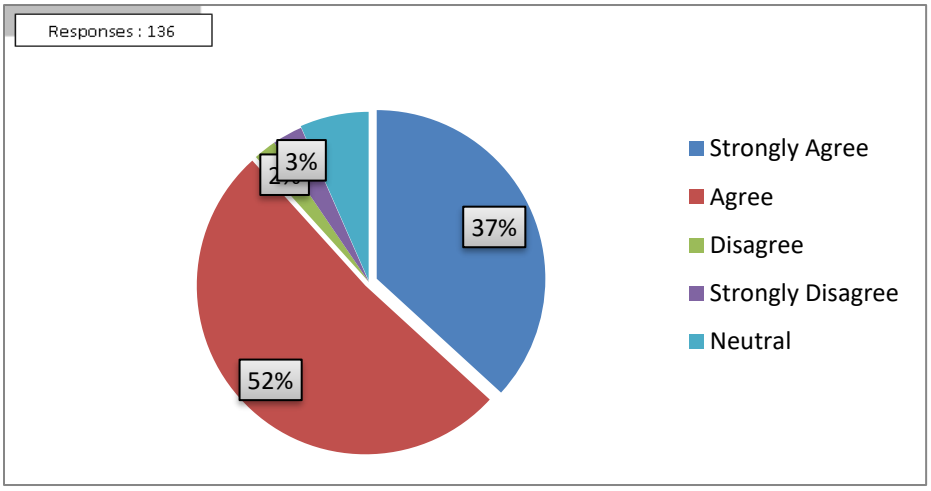

Figure 25: Increasing Customer Loyalty Through Social Media

The pie chart illustrates that a majority of respondents believe social media effectively increases customer loyalty, with 51% agreeing and 37% strongly agreeing. Only a small percentage disagreed (2%) or strongly disagreed (3%), while 7% remained neutral. Overall, the data suggests strong support for the positive impact of social media on customer loyalty

4.2 Major Findings

1. **Demographic Profile of Respondents:**
    - The largest age group of respondents is between 21-23 years (43%), indicating that young adults dominate the sample.
    - Gender distribution is nearly balanced, with males slightly higher (51%) than females (49%), suggesting active participation of both genders in social media usage for business.
    - Education levels show that most respondents are undergraduates (46%), followed by high school graduates (38%) and postgraduates (16%), highlighting a relatively educated respondent base.
2. **Employment and Business Profile:**
    - A significant majority (69%) of respondents are students, with fewer employed (17%), self-employed (11%), or unemployed (3%), reflecting a young and possibly entrepreneurial demographic.
    - Respondents mainly operate in food and beverage (29%), retail (27%), fashion and beauty (23%), and service industries (21%).
    - Most businesses are relatively new, with 64% operating for less than one year, indicating a vibrant start-up culture among the participants.
3. **Social Media Platforms Usage:**
    - Instagram (38%) is the most popular platform for business promotion, followed by Facebook (29%) and TikTok (17%).
    - Twitter/X and other platforms are less commonly used (16%), indicating preferences towards visually driven and short-video content platforms.
4. **Social Media Content and Brand Alignment:**

- A strong majority (86%) agree that aligning social media content with brand values is crucial for building a consistent brand identity.
- High-quality visuals and videos are prioritized by 84% of respondents, underscoring the importance of appealing multimedia content.
- Informative and educational content is highly valued, with 91% believing it effectively informs audiences about products and services.

5. **Customer Engagement Strategies:**
    - Engaging with customers through responses and feedback is emphasized by 87% of respondents.
    - Creating posts that encourage interaction garners strong support (88%), showing the importance of fostering community engagement.
    - Building closer customer relationships through social media is widely recognized, with 86% agreeing or strongly agreeing.
6. **Platform Selection and Posting Consistency:**
    - Respondents prioritize choosing social media platforms based on customer activity (88%) and content suitability (88%), reflecting strategic platform selection.
    - Focusing on platforms delivering better business results is agreed upon by 90% of respondents.
    - Using content calendars to organize posts is favored by 78%, while 85% acknowledge that regular posting improves brand visibility.
7. **Collaborations and Influencer Marketing:**
    - Collaborations are seen as effective for expanding reach and following, supported by 90% of respondents.

- Influencer marketing is regarded as a powerful growth tool for small businesses, with 91% agreeing on its effectiveness.

8. **Impact of Social Media on Business Outcomes:**

    - Social media significantly increases business awareness (91%) and helps build a recognizable brand (91%).

    - It plays a key role in building customer trust (88%) and increasing customer loyalty (88%), highlighting its value beyond mere promotion to relationship building.

Chapter-V: SUMMARY AND CONCLUSION

5.1 Summary and Conclusion

In today's digital world, social media has become a game-changer for small businesses. It's no longer just a place to share pictures or scroll through updates—it's a powerful way for brands to tell their story, connect with people, and stand out in a crowded market.

For small businesses especially, social media offers a level playing field. You don't need a massive budget to build a strong presence. Platforms like Instagram, Facebook, TikTok, and LinkedIn allow small business owners to show off their products, share their journey, and interact directly with customers. It's a chance to put a face and personality behind the brand.

At the end of the day, social media isn't just a nice-to-have for small businesses—it's a must. It gives owners the chance to build real relationships with their audience, showcase what makes them different, and grow their brand without breaking the bank.

If used thoughtfully and consistently, social media can turn curious visitors into loyal customers. It's about being present, being authentic, and staying connected. For any small business looking to build its brand in today's fast-paced world, social media is one of the most powerful tools out there.

5.2 Recommendation

Social media can feel overwhelming at first, but with patience and a little creativity, it's one of the best ways to build a brand in today's market. The key is to stay true to your business, engage with your followers in meaningful ways, and provide content that resonates with them. Over time, you'll see the payoff in stronger customer relationships and a more recognizable brand.

I would like to recommend some tips regarding advertisement on social media.

1. **Be Authentic and Show Your Personality:**
   People want to connect with real people, not faceless corporations. Use social media to share the heart and soul of your business—whether it's your team behind the scenes, your business's story, or the passion that drives you. Authenticity builds trust and helps people feel more connected to your brand.
2. **Engage with Your Audience Regularly:**
   Social media isn't just about posting and hoping for the best. It's a two-way conversation. Respond to comments, answer messages, and show your followers you care about their feedback. People appreciate a personal touch and it strengthens their loyalty to your brand.
3. **Share Valuable, Relevant Content:**
   Think about what your audience needs or cares about—then share content that's useful, entertaining, or informative. Whether it's tips, tutorials, behind-the-scenes glimpses, or industry news, provide value in your posts. It's not just about promoting your product, but also positioning yourself as an expert or trusted source in your field.
4. **Stay Consistent with Your Brand Voice**
   Whether it's fun and playful or serious and professional, make sure your posts match the tone of your brand. Consistency is key in helping people remember your business and understand what it stands for. Over time, this helps build a clear, recognizable identity.
5. **Leverage the Power of Stories and User-Generated Content:**
   People love stories, especially when they can relate to them. Share customer

testimonials, success stories, and user-generated content. Encourage your customers to tag your brand or share their experiences with your products. This not only builds trust but also turns your followers into brand ambassadors.

6. **Utilize Ads (When You Can)**

   Once you have a solid organic following, consider using social media ads to expand your reach. Platforms like Facebook and Instagram offer affordable and targeted advertising options, allowing you to get in front of the right audience. With the right strategy, it can lead to increased brand awareness and even sales.

7. **Monitor Insights and Adapt**

   Social media platforms provide a wealth of data. Pay attention to what's working—whether that's specific types of posts, engagement levels, or times of day—and adapt accordingly. Social media is always evolving, so it's important to stay flexible and responsive to what your audience wants.

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APPENDIX

Survey Questionnaire

I am a BBA student at Nepal Tourism and Hotel Management College affiliated with Pokhara University. This questionnaire is designed to gather information about **SOCIAL MEDIA AS A TOOL FOR BRAND BUILDING IN SMALL BUSINESSES**. The survey aims to gain deeper insights into how social media can be used as an implement to build the image / brand of a small business. Your responses are confidential and used solely for academic purposes. Thank you for your cooperation in advance.

Regards,
Rijan Gurung
NTHMC
BBA 6th semester

What is your age?

- 13 – 16
- 16 – 20
- 21 – 23
- 24 – 28

Gender

- Male
- Female
- Non-binary / prefer not to say

Education Level

- High school
- Undergraduate

- Post graduate

Occupation

- Student
- Employed
- Self employed
- Unemployed

What type of business do you run?

- Retail
- Food & Beverage
- Fashion/Beauty
- Services

How long has your business been operating?

- Less than 1 year
- 1–3 years
- 4–6 years
- More than 6 years

Which social media platforms do you use regularly for your business?

- Facebook
- Instagram
- TikTok
- Twitter/X
- Others

The content I post on social media reflects my brand's values clearly.

- Strongly Agree
- Agree
- Disagree

- Strongly Disagree
- Neutral

I invest time or effort into creating high-quality visuals or videos.

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree
- Neutral

My content helps educate or inform my audience about my products or services.

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree
- Neutral

I regularly respond to comments, messages, or feedback from customers.

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree
- Neutral

I create posts that encourage interaction

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree
- Neutral

Social media has helped me build closer relationships with my customers.

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree
- Neutral

I have chosen social media platforms based on where my customers are most active

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree
- Neutral

The platforms I use are suitable for the kind of content I want to share.

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree
- Neutral

I focus more on platforms that generate better results for my business.

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree
- Neutral

I use a content calendar or plan to organize my social media posts.

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree
- Neutral

Regular posting has helped increase my brand visibility.

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree
- Neutral

Collaborations with others have increased my reach and following.

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree
- Neutral

I believe influencer marketing is effective for small business growth.

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree
- Neutral

- Social media has helped increase awareness of my business. Strongly Agree
- Agree
- Disagree
- Strongly Disagree
- Neutral

My social media presence has helped me build a recognizable brand.

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

- Neutral

Customers trust my brand more because of what they see on social media.

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree
- Neutral

Social media has helped increase customer loyalty to my brand.

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree
- Neutral