

(54) Title of the invention : Social Media's role in shaping consumer preferences and brand loyalty

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(86) International Application No	:NA	(72) Name of Inventor : 1)Dr. D. UMAMAHESWARI Address of Applicant :PROFESSOR, DEPARTMENT OF COMMERCE, PERIYAR MANIAMMAI INSTITUTE OF SCIENCE AND TECHNOLOGY (DEEMED TO BE UNIVERSITY), THANJAVUR, INDIA Thanjavur ----- 2)Dr. MOUMITA SAHA Address of Applicant :ASSOCIATE PROFESSOR, MANAGEMENT, BRAINWARE UNIVERSITY, WEST BENGAL, KOLKATA, WEST BENGAL- 700125, INDIA Kolkata ----- 3)Dr. V.SUSAN JAYASEELI MANUEL Address of Applicant :ASSISTANT PROFESSOR, MBA, SRM INSTITUTE OF SCIENCE AND TECHNOLOGY, RAMAPURAM, TAMILNADU -600 089, INDIA Chennai ----- 4)Dr. V.KANNAN Address of Applicant :MANAGING DIRECTOR, CLDC IT SOLUTIONS, NO.997, METTUPALAYAM ROAD, NEAR X-CUT SIGNAL, R.S.PURAM, COIMBATORE, TAMIL NADU -641002. INDIA (BHARAT) Coimbatore ----- 5)Dr. S THAMARAI SELVI Address of Applicant :ASSOCIATE PROFESSOR, DEPARTMENT OF BUSINESS ADMINISTRATION, CAUVERY COLLEGE FOR WOMEN (AUTONOMOUS), TIRUCHIRAPPALLI , TAMILNADU - 620018, INDIA Tiruchirappalli ----- 6)Mr. G S SRINIVAS MURTHY Address of Applicant :ASSOCIATE PROFESSOR, PSCMR COLLEGE OF ENGINEERING AND TECHNOLOGY, VIJAYAWADA , ANDHRA PRADESH - 520001, INDIA Vijayawada ----- 7)B GAYATHRI Address of Applicant :ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE WITH PROFESSIONAL ACCOUNTING, DR SNS RAJALAKSHMI COLLEGE OF ARTS AND SCIENCE , COIMBATORE - 641049, TAMILNADU , INDIA Coimbatore ----- 8)Dr. R. MONISHA Address of Applicant :ASSISTANT PROFESSOR, DEPARTMENT OF MBA, ST. JOSEPH'S COLLEGE OF ENGINEERING, OMR CHENNAI -600119, INDIA Chennai ----- 9)Dr. D.BHUVANESWARI Address of Applicant :ASSISTANT PROFESSOR, COMMERCE, SRM INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI-603 302 TAMILNADU, INDIA Chennai ----- 10)Dr. SIVARANJANE R Address of Applicant :ASSISTANT PROFESSOR, CHEMICAL ENGINEERING, ST. JOSEPH'S COLLEGE OF ENGINEERING, CHENNAI, TAMIL NADU-600119, INDIA Chennai -----
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(57) Abstract :

ABSTRACT Social Media's role in shaping consumer preferences and brand loyalty Social media has emerged as a powerful tool in shaping consumer preferences and brand loyalty in India. With the growth of digital and mobile technology, social media platforms have become an integral part of the daily lives of consumers. This has opened up a new avenue for brands to connect and engage with their target audience. One of the key ways in which social media has impacted consumer preferences is by providing a platform for direct and real-time communication between brands and consumers. Through social media, brands can gather feedback, address grievances, and build a personal connection with their customers. This has given consumers a voice and has made them feel more empowered in their buying decisions. Moreover, social media has also enabled brands to better understand their target audience. Through data analytics and insights, brands can analyze consumer behavior, interests, and trends. This helps brands to tailor their marketing strategies and products in accordance with the preferences of their consumers. This level of personalization has not only enhanced the overall customer experience but has also influenced their buying decisions. Furthermore, social media has also played a significant role in building brand loyalty among Indian consumers. With the rise of influencer marketing and user-generated content, consumers are exposed to authentic and relatable content from their favorite brands. This has created a sense of trust and loyalty towards these brands, leading to increased brand advocacy and repeat purchases. Additionally, social media has also leveled the playing field for both small and big brands. With minimal cost and effort, small businesses can now reach a wide audience and build a strong brand presence through social media. This has opened up new opportunities for smaller brands to compete with larger, established brands, solely based on the quality of their products and engagement on social media platforms. In conclusion, social media has significantly impacted consumer preferences and brand loyalty in India. It has revolutionized the way brands connect, engage, and understand their target audience. With the increasing adoption of social media and digital technology, it is evident that its role in shaping consumer behavior and brand loyalty will continue to grow in the future.

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