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Social Media Sentiment Analysis for the Brand Management in Startup

Gaurav Sunil Pathak, Prof Dhananjay Bhavsar

School of Management and Research (SMR), Dnyaan Prasad Global University (DPGU), Pune, Maharashtra, India

ABSTRACT: This study looks at how the things that startups post on media affect the way people think about their brand. Startups use social media sites like Instagram, Facebook and LinkedIn to tell people about their brand talk to customers and get known in the market. The study wants to know how kinds of things that startups post, like regular posts, videos, reels and stories affect what customers think about the brand and how well they know it. Since startups do not have a lot of money to spend social media is a way for them to reach a lot of people without spending too much. This study is based on answers from 50 people who filled out a questionnaire, on Google Form. What the study found out is that posts, videos, reels and stories that are creative, consistent and interactive really help get customers involved and make them trust the brand. The study shows that when startups use media in a good way they can make their brand look better make customers happier and grow in a way that will last.

KEYWORDS: Social Media, Startup, Brand Management, Customer Engagement, Digital Marketing, Brand Awareness, Social Media Content

I. INTRODUCTION

In the world we live in social media has changed the way companies talk to their customers. For businesses social media is a great way to promote themselves and build a name that people know and trust. New businesses usually do not have a lot of money to spend so they use platforms like Instagram, Facebook, LinkedIn and YouTube to reach a lot of people without spending much money.

The things that new businesses post on media include pictures, videos, short videos, daily stories, blog posts, things that customers say about them and special promotions. These things help new businesses get people to know about them attract customers and make people trust them. People who study how businesses start and how they use the internet to build their brand say that being active on media makes it easier for people to see them helps them come up with new ideas and makes them stronger than other businesses.

New businesses need to manage their brand because it helps them stand out from other businesses. If they come up with a plan for what they post on social media it can change how customers think about them and what they buy. Social media also lets new businesses talk to their customers. Hear what they think right away.

This project is going to look at how the things that new businesses post on media affect how people think about their brand. We will ask people some questions. Use their answers to understand how the quality of what new businesses post how much customers interact with them and how well their brand grows are all connected to each other. We are going to study how social media content impacts startup brand management by looking at what customers say. The research will help us understand the relationship, between the quality of media content how much customers interact with startups and how well the startup brand grows.

II. PROBLEM STATEMENT

Startups have a time making a name for themselves because they do not have a lot of money there is a lot of competition and not many people know about them. Social media is a way for startups to build their brand without spending too much money. However many startups are not using media in the best way because they are not sure what kind of content to post and they do not really understand what their customers like. The kind of content that startups post on media can affect how customers think about them how much they engage with them and how much they trust them. Startups need



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to figure out what kind of content works best for them. This study is going to look at how the content that startups post, on media affects their brand. We got feedback from 50 people to help us understand this better.

III. REVIEW OF LITERATURE

Social media is an important tool for startups to build and manage their brand in a very competitive market. Lots of researchers have looked at how social medias used for marketing and branding especially for small businesses and startups. What they found out is that social media platforms really help startups get noticed, talk to customers and promote their products or services without spending much money compared to traditional ways of marketing.

Some studies show that the kind of content startups put on media really matters when it comes to what customers think of them. Content like videos, reels, images and stories that're really good and engaging gets a lot of attention and helps people remember the brand. When startups use interactive content it gets more people involved compared to just plain text. This helps startups connect with the people who're interested in them and build strong relationships. When startups respond to comments, messages and feedback customers are happier and more loyal. This helps build an image of the brand and makes customers trust them.

Working with influencers is also an idea for startups. It helps them reach people and makes their brand more believable. Telling stories is also a way to create content because it makes customers feel connected to the brand and makes the brand more relatable.

Even with all the research that has been done not many people have looked at how different kinds of social media content affect how startups manage their brand from the customers point of view. Most studies just look at how marketing works in general not at how customers respond. So this study is trying to fill that gap by looking at what 40 people said about how social media content influences startup branding and customer engagement. Social media content is really important, for startup branding and customer engagement. Startups use media to manage their brand and engage with customers. Social media content helps startups build their brand and talk to customers.

Research Objective :-

- To study the correlation between social media content attributes and brand equity of startups.
- To study the effect of various types of social media content on consumer engagement and brand perception.
- To study the moderating effect of consumer engagement on the correlation between social media content and brand loyalty of startups.
- To study the effect of social media content strategy on consumer purchase intentions and brand positioning of startups.

IV. RESEARCH METHODOLOGY

Research Design

This study uses a research design. It helps us understand how social media content affects startup brand management. We chose this design because it lets us see what people think how they behave and what they think about brands on media. It looks at how people use media and how it influences branding. This approach helps us collect and analyze data in a way. It shows us how different content strategies can engage customers.

Data Collection

We collected data through a structured questionnaire using Google Forms. The questionnaire was shared online to get responses from people who use media. It asked about what kind of content people prefer, how much they engage and what they think about brands. The online method made it easy and quick for people to respond. It was also cost-effective. Helped us collect data within a short time.

Sample Size and Sampling Method

Our study has 40 respondents. They are media users from different backgrounds who know about startup brands. We used a convenience sampling method. This means we chose participants who were available and willing to respond. This method is simple and practical. However it may not represent all media users, which can affect our findings.



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Research Instrument

The main tool we used is a questionnaire made with Google Forms. The questionnaire has ended and multiple-choice questions. It collects data, on social media usage, content preferences, engagement and brand perception. The instrument is simple and easy to understand. It ensures that all responses are uniform which helps with data analysis.

Limitations

Our study only has 50 respondents. This small sample may not represent all media users. We used convenience sampling, which can be biased. Responses are based on opinions, which can vary. We also had time constraints and limited geographical coverage. These limitations affect how far our findings can be applied.

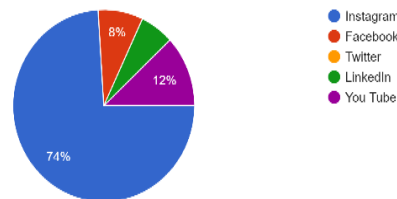
Data Analysis :-

The table below shows thematic analysis for the response to the questionnaire over 9 categories for each category a summary and graph is shown

Graph:-1

the most commonly used social media platforms

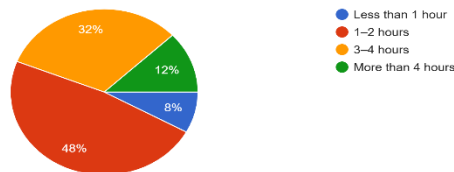
5.Which social media platform do you use regularly
50 responses



Instagram is the social media platform that people use the most. This makes it the best platform for startups. YouTube is also popular. Not as much as Instagram. Facebook and LinkedIn are not used much and Twitter is hardly used at all.

Graph 2:-

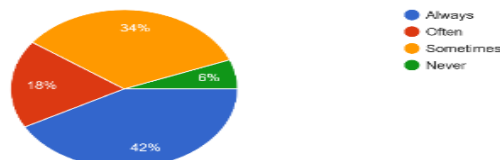
6. How many hours do you spend daily on social media?
50 responses



Most people spend one to two hours on media every day. Some people even spend three to four hours on it. This means that startups have a lot of chances to talk to people and share their content.

Graph 3:-

8. How often do you read reviews before purchasing from a startup?
50 responses





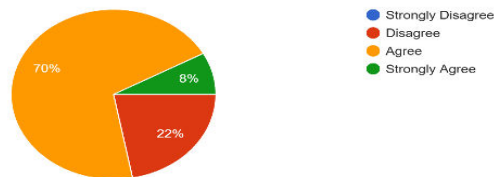
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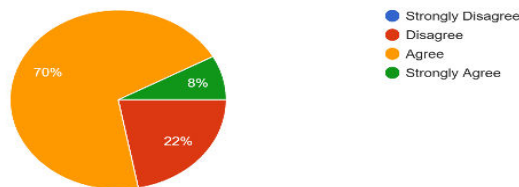
When people want to buy something they often look at reviews first. This shows how important reviews are when people are making decisions. Startups need to make sure they have reviews and are trusted by people or else it will be hard to get people to buy from them.

Graph 4:-

9. Social media comments influence my opinion about a startup brand.
50 responses



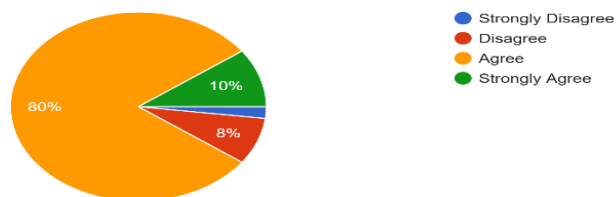
9. Social media comments influence my opinion about a startup brand.
50 responses



What people say about a brand on media can change how others think about it. This means that startups need to pay attention to what people're saying about them online and respond in a good way.

Graph 5:-

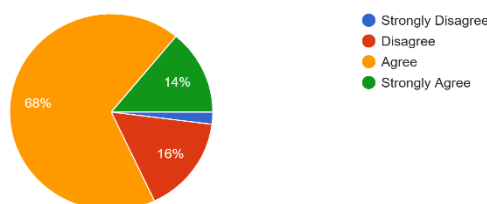
10. Positive reviews increase my trust in a startup brand.
50 responses



Good reviews make people trust a brand more. Most people think that reviews are important so startups should try to get reviews from their customers. This will help them seem trustworthy and get customers.

Graph 6:-

11. Negative comments reduce my intention to purchase.
50 responses





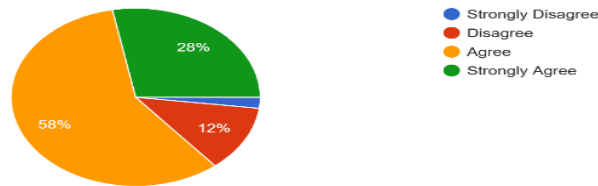
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If someone says something about a brand it can stop people from buying from them. This shows how much bad reviews can hurt a brand and why startups need to fix problems and keep their online reputation good.

Graph 7:-

12. Startup brands should respond to complaints on social media.
50 responses



Most people think that startups should respond to complaints, on media. This shows that people want startups to be active and help their customers. When startups respond to complaints it helps them seem trustworthy and keeps their brand image good.

V. FINDINGS

Most people like Instagram the best and that is why it is the platform for startups to market themselves and talk to customers. YouTube is used a lot,. Not as much as Instagram. Facebook and LinkedIn are not used much which means people like platforms that are more fun to look at. People usually spend one or two hours on media every day. When people want to buy something from a startup company they usually read reviews first. Comments on media really affect what people think about a company, which shows how important it is to have people talking about your company. If people write reviews about a startup company it makes people trust the company more. So it is very important for companies to make sure people are saying things about them. If people write comments about a startup company it makes people less likely to buy from them. This shows how much bad comments can hurt a company. People think that startup companies should respond to complaints on media, which shows how important it is for companies to talk to their customers. Overall social media has an impact, on what people buy what they think about companies and how they make purchasing decisions.

VI. CONCLUSION

The study finds that social media posts really matter for startups to manage their brand in today's world. Startups that make interesting and regular posts do better in getting their brand known and keeping customers. From 50 responses it seems that videos and reels get attention and engage customers more than just regular posts. Social media lets startups talk straight to customers, which helps build trust and improve how customers see the brand. It works only if startups understand who their customers are and what they like to see. Overall the study shows that a good plan for media posts can make a brand look better make customers act in a certain way and help the startup grow in the long run. Startups need to keep changing their post plans to stay ahead and important, in the market.

Based on the findings the following recommendations are proposed:-

Startups should use Instagram a lot because most people use it and it helps startups reach customers. Startups should make videos and pictures to get people to look at their stuff. They should ask customers to say good things about them so people trust them.

When someone says something startups should fix the problem right away. Startups should talk to people on media when they have a problem so they like the startup more. Startups should post things on media all the time because people are on social media a lot.

Startups should work with people, on social media to get more people to know about them. Startups should always tell the truth to their customers so they trust them for a time. Startups should always listen to what their customersre saying so they know what people like.



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