

Brand Awareness and Promotion in Social Networks Based on the Example of a Lithuanian Supermarket Chain

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Abstract: With the rapid spread of technology, consumers spend most of their free time on computers, smartphones, and social networks. It is becoming increasingly difficult for businesses to reach the consumer directly, and more and more businesses are reorganizing all or part of the electronic space. This process was particularly evident during the COVID-19 pandemic. Merchants are discovering ever new ways to present their goods and services. Thus, the changing needs of the user also change the means of promotion. However, the question constantly arises, what factors influence one or another consumer's choice, what increases the brand awareness, how to promote it most effectively on social networks? We carried out a systematic and comparative analysis of the concepts published in the scientific literature, a study of the brand, brand awareness, brand promotion concepts, and factors increasing the brand awareness. The article aims to identify the factors that increase brand awareness and, based on the results of the Eye-tracking system research, to make suggestions for increasing brand awareness on social networks. Research methods: a systematic and comparative analysis of concepts and methods published in the scientific literature, statistical processing, expert survey, research of the Eye-tracking system, multicriteria evaluation.

Keywords: brand, brand awareness, Eye-tracking system, multicriteria evaluation, expert survey

1. Introduction

Branding is one of the most important marketing tools used to increase visibility. However, with the current abundance of brands and advances in technology, this is becoming increasingly difficult. The internet is becoming more and more pervasive in every consumer's life, with consumers spending most of their free time on computers, smartphones and social networks. Currently, the most popular advertising is on social networks, forums and similar communication sites. In 2019, 79% of businesses used online social media, and this figure is rising. Among the fastest growing tools are social networks. Almost everyone who has internet access also uses different social networks. So, in today's world, it is compelling for a company to take advantage of them.

According to a NordVPN study conducted in June 2021 (Higgins 2021), Lithuanians spend 25 years, 3 months and 5 days online in their lifetime. That's almost a third of their lives. People who use the internet for personal purposes do so mostly for networking; reading news and magazines; and looking for information about goods and services. As many as 74.3% of people use the internet on a daily basis. In terms of occupation, the most intensive daily use of the internet is by schoolchildren and students (97.6%), while the most moderate use is by people of retirement age (31.2%).

Therefore, in order to increase the brand awareness, it is necessary analysing and understanding what consumers want and seek when they go online. According to (Adcock, D.; Halborg, A.; Ross, 2001), the main feature that differentiates consumers is that online consumers have a computer and the internet. The aim will be to determine what factors increase the brand awareness, how the consumer searches for information on the Internet and what should be done to increase brand awareness.

2. Brand

A brand is any distinctive set of words, phrases, letters, numerals, drawings, designs, shapes, colours, logos, labels or combinations of these components intended to distinguish goods or services. In many countries, remarks, advertising slogans, film and book titles are also considered trademarks. The following table shows different authors' conceptions of trademarks (Table 1).

Table 1: Concept of brand

Author, year	Concept
National Patent Office (2010)	A trademark (or simply mark) is a sign that identifies and distinguishes one company's products from another company's products in the market. In many countries, remarks, advertising slogans, film and book titles are also considered trademarks.
Davidavičienė, Jezukevičiūtė (2013)	A brand is a company's visual identity, consisting of tangible and intangible factors, which represents the company to consumers, and differentiates it from competitors and increases its value to creditors (shareholders, etc.).
Kotler and Armstrong (2015)	A brand is created when a product is given a special meaning - a name, logo or other form of identification - that distinguishes one seller's goods or services from those of competitors.
Schroeder (2017)	The brand implies an understanding of the management context, cultural processes, which include historical context, ethical issues, consumer reaction and regulation.
The Republic of Lithuania Law on Trade Marks (2000)	A trademark may consist of words, names of persons, names, artistic pseudonyms, company names, slogans, letters, numerals, drawings, emblems, three-dimensional forms (the exterior of the products, their packaging or container), a colour or combination of colours, a composition of colours, and any combination of the signs referred to in this Article.
Grubor, A., Milovanov, O. (2017)	Brand is a unique blend of functional and emotional characteristic perceived by consumers as an additional value, unique experience and fulfilled promise. It has a symbolic value different from everything that is available in reality, and ability to represent interests that go beyond the brand itself.
American Marketing Association, 2020	A brand is a name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers.
Kotler and Keller, 2007	Brand image is defined as perceptions about a brand as reflected by the brand associations held in consumer memory and consists of four categories: Types of Brand Association, Favourability of Brand Associations, Strength of Brand Associations, Uniqueness of Brand Associations.

An analysis of the definitions by different scholars shows that they have changed little over time. In all cases, the brand is referred to as a symbol or visual device that helps to distinguish the product or service of a particular company from other companies.

Brand awareness is about reputation, distinctiveness and market position (Kautish, Khare and Sharma, 2021). Various studies (Kotler, 2011) show that buyers are willing to pay more for a product with a well-known brand than for the exact same product without a brand. (Kapferer, 2012) argues that brand awareness is identified with aspects such as trust, reliability, availability, high quality, uniqueness.

Often, a brand has an emotional connection with the consumer. It's nice to get personal attention, or wearing a certain brand builds self-esteem, and many other things that can be associated with a brand. How a company promotes, and what strategy it chooses in positioning a brand, determines how it is perceived and attached to by consumers. If a brand provides high value to the consumer, it will certainly have no competitors, and the consumer will choose a brand that they know and trust (Murphy, 1998). According to (Urbanskienė, R.; Vaitkienė, 2006), brand awareness is the ability of a potential buyer to recognise or recall that a brand is part of a certain product category. Išoraitė (Išoraitė, 2018) divides brand awareness into two parts: brand recognition and well-known brands. Meanwhile, Koniewski (Koniewski, 2012) identified five levels of brand awareness: negative associations caused by the company or the brand; company reputation; brand recognition; preference; and consumer loyalty.

To sum up, brands are influential in shaping consumer opinion. If a brand meets consumers' expectations, they are likely to become loyal to the brand.

2.1 Branding using social networks

Social networks are a fast-growing online marketing tool. Lithuanian researchers (Vilkaitė-Vaitonė, 2015; Trakimavičiūtė, 2017) in their scientific works investigated both social networks themselves and their application in business. Pei, Chakraborty and Sycara (Pei, Chakraborty and Sycara, 2015) presented the advantages and

threats of social networks. According to Bakanauskas and Vanagienė (Bakanauskas, A.; Vanagienė, 2012), social networks have become so popular because 'people can anonymously meet others with the same fears, problems, or interests, check their beliefs, or find like-minded people by discussing various topics'. As a result, social networks have become very popular for promoting goods or services and for communicating with consumers or potential customers in a faster and more useful way. If used properly, social networking can be the best way to promote your brand.

Social networks are very popular because of their convenience and simplicity. According to Bakanauskas and Vanagienė (Bakanauskas, A.; Vanagienė, 2012), 'social networks are zones of comfortable, unrestricted communication that can be accessed from anywhere, anytime. These are usually bulletin boards, forums, event calendars, newsletters and anything else that allows users with similar interests to communicate publicly or anonymously'.

In 2021, there will be just over 2.8 billion people in the world using at least one social network. According to be1st.agency, the top three social networks are FACEBOOK; INSTAGRAM; TWITTER. Do I need social networks to promote my brand? It is undoubtedly one of the most important benefits for an organisation today. As Bakanauskas (2012) says, 'it is essential for an organisation and a brand to promote itself on social networks, i.e., to set up forums, bulletin boards, etc. on the website. This builds a strong community of consumers and loyalty to the organisation, brand, products and services. Recommendations from loyal customers attract new customers, which leads to sales growth'. (Bakanauskas, A.; Vanagienė, 2012).

Modern technology offers every opportunity to promote your brand in cyberspace. As Davidavičienė and Jezukevičiūtė (2013) state, 'branding in social networks is inseparable from emotional branding'. According to the authors, it includes three emotional elements of branding in social networks: personalisation; communication; brand experience.

Sometimes a brand can face difficulties on social networks. Consumers are very considerate of the opinions of other online consumers. The point is that bad reviews spread much faster than good ones. Even one negative review can spread quickly on social networks and have a significant impact on sales. But one good review is no longer enough to rebuild trust. Consumers will look for different opinions from as many consumers as possible. Therefore, brand advertising on social networks must be controlled much more responsibly than it seems at first sight.

3. Methodology

The study was carried out in several stages:

Stage 1. A questionnaire survey was carried out to find out the brand awareness and promotion of a Lithuanian supermarket chain on social networks. 144 respondents took part in the survey. The survey was carried out between August and October 2021.

Stage 2. An expert survey was carried out to assess the consistency of the experts' views. The aim of this survey was to determine the experts' attitudes towards the viral advertising of the Lithuanian supermarket chain. The agreement between the opinions of the ten experts participating in the survey is assessed by Kendall's concordance coefficient W (1)

$$W = \frac{12\tilde{S}}{k^2(n^3-n)} \quad (1)$$

$$\tilde{S} = \sum_{j=1}^n (\tilde{R}_j - \frac{\tilde{R}_1 + \tilde{R}_2 + \dots + \tilde{R}_n}{n})^2 = \sum_{j=1}^n (\tilde{R}_j - \frac{k(n+1)}{2})^2, \quad (2)$$

where:

x_{ij} - is the value of the j -th expert's estimate of the i -th variable.

$\tilde{R}_j$ - the sum of the ranks of the j -th, i.e. $= R_1 + R_2 + \dots + R_k$

n – sample size;

Stage 3. The weights of the factors and their individual groups were determined by the statistical average method according to formula (4):

$$w = \frac{\bar{s}_j}{\sum_{j=1}^m \bar{s}_j} \quad (3)$$

where, $\bar{s}_i$ is the statistical average

The weighting factor shall take values between 0 and 1. The sum of the weighting factors for each group of factors should be 1.

Stage 4. SAW (Simple Additive Weighting) method (Ginevičius, Podvezko and Mikelis, 2004; Ginevičius and Podvezko, 2008; Zavadskas and Turskis, 2011; Lazauskas, Zavadskas and Šaparauskas, 2015) (5):

$$S_j = \sum_{i=1}^m w_i \tilde{r}_{ij}, \quad (5)$$

where:

S_j – is the multi-criteria evaluation value of alternative j ;

w_i – is the weight of the i -th indicator;

r_{ij} – is the normalised value of the i -th indicator for the j -th alternative

The normalisation of the original data is carried out according to formula 6 (Ginevičius and Podvezko, 2008)

$$\tilde{r}_{ij} = \frac{r_{ij}}{\sum_{j=1}^n r_{ij}}, \quad (6)$$

where:

r_{ij} – is the value of the i -th indicator for the j -th object.

Stage 5. Biometric testing of respondents to find out the brand awareness of the supermarket chain. Biometrics include fingerprints, iris scanning and voice recognition (Kaklauskas, Krutinis and Seniut, 2009; Kazlauskas, A.; Zavadskas, 2010).

Business also can benefit from biotechnology. When setting up an e-business, it is possible to analyse how users search for information, and where they look first. This is particularly important in the design and layout of the website. 'Eye-Tracking is a technology that tracks eye movement or the point at which your eyes focus on an object'. This process is filmed and stored in a database. During testing, the following features are recorded: the coordinates of the direction of gaze, the duration, the sequence of glances, etc. On this basis, special maps are created using mathematical methods.

Biometric devices can therefore be used to learn many things about a person's behaviour. Eye-Tracking allows us to determine user's behaviour in e-shops, i.e., where they look for information first and where they focus their attention. This analysis enables companies to design websites that are user-friendly. The correct presentation of information in the virtual space will attract more potential customers, which will enable companies to succeed.

4. Results of the study

The Lithuanian retail chain in question is engaged in the wholesale and retail trade of construction and finishing products. It has been operating successfully since 2000. It currently operates twenty-four stores. The chain employs around 800 people. The market survey revealed that spontaneous awareness of the chain is only 8.4 %, while the awareness of the named competitors is 70.1 %. In contrast, the awareness of the described chain is 55.6 %, while the awareness of the named competitors is 95.9 %. Respondents usually find out about promotional campaigns on the internet. 144 respondents took part in the survey. The majority of respondents were young people aged 19-25 (84.7%), with older young people aged 26-35 (10.4%) also taking part. The survey was mainly targeted at young people, and the selected segment was young people aged 19-25. The majority of participants were women (76.4%). The income distribution of the respondents varied. This implies that both employed and unemployed people participated in the survey. This allowed us to assess whether people with different incomes have the same perception of the Lithuanian supermarket brand, social networks and advertising for them. Social networks are used by 96.5% of respondents. Only a very small proportion of consumers appear to not use social networks. It can be concluded that it is beneficial to place advertisements on social networks, as almost all consumers use them and the likelihood of the advertisement being noticed is very high. The social network with the highest popularity is Facebook (51.5% of the respondents giving such an answer). This suggests that the most useful place to place an advertisement would be on Facebook. However, some users have a negative view of advertising on social networks. 28.5% of users never open ads and 14.6% use ad-blocking apps. 51.4% of respondents only open ads if it is a product they are interested in and only a very small proportion (2.1%) always open any ads. This suggests that the advertising must be interesting. Because

the majority will open an advertisement if it catches their attention. Therefore, it has to be interesting and unique.

Consumers use social networks not only to communicate, but also to search for different information about certain products. The majority of respondents said they look for discounts on social networks (34%). A slightly smaller proportion said they were looking for a more detailed description of the product or service (21.3%). Similarly, there was a similar distribution of opinions when it comes to purchasing a product or service and getting to know new products (almost 16%). It can be concluded that consumers are most attracted by discounts. It can be argued that in order to interest and attract consumers to a product or service, it is necessary to offer certain discounts or promotions. An interested consumer will definitely look at the advertisement and will then be interested in the product or service itself. The statements made in the survey about social networks were rated by respondents on a five-point scale (Table 2).

Table 2: Influence of social networks on respondents

Please rate the following statements (circle the number that applies to you) (1 - strongly disagree, 2 - disagree, 3 - neither agree nor disagree, 4 - agree, 5 - strongly agree).					
	1	2	3	4	5
I always read product reviews on social networks.	22.3%	21.6%	28.8%	18.0%	9.4%
If I'm interested in a brand, I search for it on social networks.	22.1%	12.1%	21.4%	30.0%	14.3%
I buy goods that are advertised on social networks.	34.3%	30.7%	27.9%	5.0%	2.1%
I always watch viral ads on social networks (viral ads are different videos about a product).	45.0%	24.3%	20.7%	5.7%	4.3%

When asked whether consumers read product reviews, the majority of respondents gave a moderate answer (28.8%), while 27.4% agreed with this statement. This suggests that the majority of consumers do read product reviews on social networks, which is an important factor for them. The majority of respondents (30.0%) agreed that they will search for products of interest on social networks. 14.3% strongly agreed and 21.4% moderately agreed with this statement. It can be said that the majority of consumers search for products on social networks. The majority of respondents search for information but do not intend to buy the goods, as 65.1% of respondents stated. A large proportion of consumers also mentioned that they do not watch viral advertisements on social networks (69.3%). Reviews on social networks have a significant impact on the product. Consumers tend to read and be interested in reviews, but do not trust all of them. The majority (37.5%) trust reviews written by people they know. Similarly, some consumers only trust reviews when they find a lot of good things to say about a product or service (24.3%). It can be argued that it is equally important to have a lot of good feedback on a product or service as it is to have good advertising. The brand also has an influence on the purchase of a product. 66.7% of respondents say that the brand influences the purchase of a product. Therefore, most consumers will buy a product that they have already seen, heard or tried. In this case, advertising is also useful, because if a consumer sees a product on social networks, they will remember it and are likely to choose it.

When shopping in a Lithuanian supermarket chain, respondents mentioned that they pay most attention to price (34.0%) and quality (42.2%). These are the main factors taken into account by consumers. Brand is important for only 11.7% of respondents. Almost all consumers mention that they have seen an advertisement for a Lithuanian supermarket chain (95.8%).

It can be said that the Lithuanian supermarket chain brand is popular and well-known. A large proportion of consumers have also seen advertisements related to the brand. When asked where they saw advertising most often, consumers mentioned different sources. Most consumers saw advertisements on television (30.4%), while a slightly smaller proportion saw advertisements on video portals such as Youtube (28.3%). Only 23.6% of respondents saw advertising on social networks. It can be concluded that there is a low visibility of this product on social networks. Therefore, in order to broaden and increase the popularity of the product among young people, more attention should be paid to advertising on social networks. The concordance between the experts is statistically significant and close to 1 (0.78), indicating that the experts have been chosen appropriately.

4.1 Multi-criteria research on branding in social networks

The last study to be carried out is a multi-criteria evaluation method. This research method was used to investigate consumers' attitudes towards viral advertising of a Lithuanian supermarket chain. This will allow an

assessment of whether the advertising is appropriate, what could be improved and whether the advertising will be suitable for use on social networks.

In the multi-criteria analysis, the factors used to evaluate viral advertising were selected. All the factors were grouped into specific categories: the image of the ad, social network factors, Lithuanian shopping network factors, other factors such as the type of ad, the position of the ad on social networks, etc. Each factor is scored from 1 to 3 (the factors and the scored values are shown in Table 3). Respondents were asked to select the value they considered most relevant for the advertisement. A total of ten respondents took part in the evaluation.

Table 3: Factors and their values for viral advertising, social networks and the Lithuanian shopping network

<i>Advertising image</i>	<i>Value</i>	<i>Scores</i>
Eye-catching colours	Appropriate	3
	Partially appropriate	2
	Inappropriate	1
Informativeness of advertising	Sufficient	3
	Moderate	2
	Insufficient	1
Video material used in advertising	Appropriate for advertising	3
	Partially appropriate	2
	Inappropriate for advertising	1
Duration of the advertisement	Appropriate	3
	Average	2
	Inappropriate	1
<i>Social networking factors</i>	<i>Value</i>	<i>Score</i>
Using social networks for advertising Facebook, Youtube	Appropriate	3
	Partially appropriate	2
	Inappropriate	1
Reliability of information on social networks	Reliable	3
	Sometimes	2
	Unreliable	1

<i>Lithuanian retail network factors</i>	<i>Value</i>	<i>Score</i>
Brand awareness of a Lithuanian supermarket chain	Relevant	3
	Moderate	2
	Irrelevant	1
Price	Appropriate	3
	Less appropriate	2
	Inappropriate	1
Name	Appropriate	3
	Less appropriate	2
	Inappropriate	1
<i>Other factors</i>	<i>Value</i>	<i>Score</i>
Appropriateness of the type of image for viral advertising	Appropriate	3
	Average	2
	Inappropriate	1
Advertising exposure on social networks	Relevant	3
	Moderately relevant	2
	Irrelevant	1
Updating the Lithuanian Trade Network's information on social networks	Relevant	3
	Moderately relevant	2
	Irrelevant	1

In particular, the presentation of advertising was assessed. The final score for the advertising image was 0.81 out of a possible 0.9. This indicated a fairly high expert assessment. It can be concluded that the respondents liked the colour scheme of the video material the most. 90% of the respondents mentioned that the colours of the advertisement were well chosen. The next group to be assessed was social networking factors. The final score for social networking factors was 0.79 out of a possible 0.9. Although this is slightly lower than the previous group, it is also high. 80% of respondents mentioned that the use of social networks for advertising purposes was appropriate and effective. 20% of respondents mentioned that it was a partially appropriate method. Both the advertisement itself and the type of product are important. Respondents gave different ratings to the information provided about the brand on social networks. The third group evaluated was Lithuanian retail network factors. The final factor score was 0.58 out of a possible 0.6. This is almost the maximum. Brand awareness was important for 90% of respondents and only moderately important for 10%. Price was relevant

for 90% of the respondents and less relevant for 10%. 80% of the respondents mentioned that the name of the Lithuanian supermarket chain was relevant because it was Lithuanian, well-known and many people were used to the name and could easily recognise it. 20% of the respondents mentioned that the name was moderately appropriate for a Lithuanian supermarket chain.

The last group to be assessed was other factors. The final score for other factors was 0.48 out of a possible 0.6. This was the lowest score of all the groups. However, it was also quite high. Several factors contributed to the lower score. The type of the promotional video itself (pictures with commentary) was found to be appropriate by 50% of the respondents, but 40% mentioned that the type was moderately appropriate and 10% mentioned that the type was completely inappropriate. Respondents mentioned that it would be more interesting to watch a video made up of filmed clips rather than photos. A new service such as ordering products from a Lithuanian supermarket chain via social networks was not important for 70% of the respondents and 30% of the respondents said it was moderately important. Respondents considered this service to be unnecessary. Information, discounts, news and so on were more important. The position of advertising itself was important for 40% of respondents, i.e. the positioning of the advertisement itself on social networks is important. 60% of respondents mentioned that it was moderately important, because they will use search to find a product and will not pay much attention to advertisements. 70% of the respondents mentioned that regular updates about the product were important. 30% of the respondents considered it moderately important. However, product information needs to be kept up-to-date so that consumers do not forget it.

All results were added together to give a final score. Out of the three possible scores, the final score of 2.65 was obtained from the experts' opinions on the factors of social networks and the Lithuanian shopping network. This confirms that the viral advertising itself was successful and that the Lithuanian supermarket chain is popular and well-known. Some major weaknesses were observed in the technical parameters, such as the choice of the type of advertising and also in social networks, where there is less trust in the information and a lack of certain desirable elements, such as promotions, discounts and so on.

4.2 Biometric brand research in social networks.

The next test was a biometric test. This test method is used in different ways. With the help of this test, human physiology can be investigated, i.e. hearing, vision, voice, etc. Since this study is used to find out how to promote the brand of a Lithuanian supermarket chain on social networks, the iris of the eye is examined. Ten experts took part in the biometric study. They were given two identical tasks each. During the tasks, the equipment recorded how the iris moved. The iris movement trajectory was then saved on a computer in video format. On the computer, the iris movement is represented by a red stripe and the stopping of the gaze by a red circle. The larger the circle, the longer the user has held the gaze in this position. This method is useful for the study in that it will provide insight into where a user's gaze lingers longest, where on the screen their gaze is most often fixed, and where the user looks least often etc. This will allow us to assess where best to place advertisements or other desired information on social networks to maximise visibility.

Ten experts took part in the study and were tasked with finding a Lithuanian retail chain's Facebook profile and a promotional video for the September stationery sale. For the first task, all respondents used search. The gaze is focused in the search box. It was observed that 40% of the experts briefly glanced at the banner ads on the right side of Facebook. The Analysis results shows that the eye is initially drawn briefly to the advertising section. However, the gaze does not stay there and moves on to the search box. All 40% of respondents did the same. The glance at the advertisements was quick and abrupt. Probably, if there was an advertisement for a Lithuanian supermarket chain, they might not even notice it. This can also be explained by the fact that all respondents had a precise task and had already decided that the product was most likely to be found through search.

The second task was a bit more challenging. Respondents were asked to create a promotional video for the September stationery sale. The respondents used the same approach to searching for information as in the first task, and all experts used the search box. In this case, no user's gaze moved sideways. All respondents used the search immediately. The name of the Lithuanian supermarket chain was immediately found on the Facebook profile, but the search for the promotional clip took a while. All respondents focused their gaze on the middle of the page. For all respondents, the gaze wandered in different directions, but was kept fairly centred. 70% of users immediately searched for the video clip on the 'wall' of the profile. The other 30% glanced briefly on the 'wall' and, seeing no video, decided to search in other sections even though the video clip was already visible on the screen. Although the image they were looking for appeared on the screen, it was at the very end of the page

and did not attract attention, since, as mentioned earlier, the respondents' attention was focused on the middle of the page. These users, not finding the video on the 'wall', searched for it in the 'videos' section, where it should logically be. Unfortunately, when they did not find the video, they returned to the homepage and tried again to find the video on the 'wall'. The second time the image was found, as the page was lowered, the image was in the middle and the respondents noticed it. The first task took on average twenty-three seconds to complete. A few respondents completed the task in nineteen seconds and a few took thirty seconds. However, all respondents completed the first task relatively quickly. The second task was slightly more difficult, and therefore respondents performed it quite differently. The second task was completed most quickly in twenty-three seconds. The respondent focused his/her gaze on the centre of the page and found the clip he/she was looking for on the 'wall'. 50% of the other respondents did the same. Their average time to complete the task was thirty-five seconds.

5. Conclusions

Changing attitudes towards online marketing have made it crucial to running a successful business. It has become possible to target certain marketing tools to each individual consumer, according to their interests and activities. Neither place of residence, nor gender, nor age matters. This saves not only time but also money, as it is much easier and cheaper to collect all the necessary data about the consumer and to reach them.

a brand is influential in shaping consumer opinion. If a brand meets consumers' expectations, they are likely to become loyal to that brand. Social networks are one of the most important tools to promote a brand and, not only that, modern technology offers all the possibilities to promote your brand in cyberspace.

The survey shows that a very high proportion of consumers use social networks. The most used social network is Facebook. However, based on the research results, a small proportion of respondents have seen advertisements for the Lithuanian supermarket chain on social networks. Therefore, in order to increase brand awareness among young customers, it is necessary to use Facebook as a brand promotion tool.

The biometric study showed that consumers concentrate their gaze mostly in the middle. If the user has a specific goal, i.e. to find a product that is already known and of interest to them, they will use the search engine without paying much attention to the information on the sides.

The multi-criteria evaluation method resulted in a fairly high score of 2.65 out of 3. This indicates that the viral advertising of the Lithuanian supermarket chain was successful and that the supermarket chain in question is well known. A few major weaknesses were noted in technical parameters such as the choice of the type of advertising. Also in social networks, where there is less trust in the information and a lack of certain desirable elements, such as promotions, discounts and so on. Consumers on social networks often search for discounts and promotions on their favourite goods or services.

The supermarket chain's Facebook profile is difficult to find in the Lithuanian. Users appeared to be distracted by the inappropriate profile picture. A suggestion is that this profile be moved to the first place in the search engine. The type of advertising image that was most acceptable to consumers surveyed was filmed video footage. This may be a more appropriate way for a Lithuanian retailer to advertise a product on social networks. However, the video itself should be as short as possible, preferably under two minutes.

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