Project Dissertation

Building Brand Awareness using Social Media

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CERTIFICATE

This is to certify that the dissertation report titled **"Building Brand awareness using social media"** is a bonafide work to the best of my knowledge carried out by **Vivek Verma** of **MBA 2015-17** and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfillment of the requirement for the degree of Masters of Business Administration.

Signature of Guide   **Signature of Head (DSM)**

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Place:

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DECLARATION

I, **Vivek Verma**, student of **MBA 2015-17** of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi – 42, hereby declare that the dissertation report **"Building brand awareness using social media"** submitted in partial fulfillment of Degree of Masters of Business Administration is the original work conducted by me. The information and data given in the report is authentic

This report is not being submitted to any other University, for award of any other Degree, Diploma or Fellowship.

Vivek Verma

Place:

Date:

ACKNOWLEDGEMENT

I take this opportunity to express my profound gratitude and deep regards to my college guide and my mentor during this project Prof P.K Suri for his exemplary

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Lastly, My thanks and appreciations also go to my colleagues in developing and people who have willingly helped me out with their abilities.

Vivek Verma

ABSTRACT

This research has been carried out to assess the ways to build brand awareness through social media.

A self designed or structured questionnaire of 22 items based on likert-scale has been used. A mail-survey with the help of structured online questionnaire is carried out. Non probability convenience sampling techniques has been used to collect a sample of 200.

Data analysis is done based on the hypothesis related with brand awareness along with demographic variables. Independent sample t-test, and one-way ANOVA have been used to test the hypotheses. Results from regression analysis are interpreted.

And a research model is conceptualized for making social media marketing and its constituents in creating brand awareness and using them for improving the promotional activities on various social media platforms.

The study has a practical significance for the different branded companies in their promotion through social media and for understanding the level of interaction of users viz-a-viz their brands and using them for improving the promotion activities

Contents

CHAPTER I

1. INTRODUCTION

The topic of the project is building brand awareness using social media. In the context of the same, branding is defined as the activities that aim to enhance the brand value/equity. The purpose of this research is to examine how social media can be used for brand awareness purposes and the impact of social media on brand. The project examines what things should be taken into consideration when using social media for brand awareness purposes.

Therefore, the research questions consist of the following:- how can social media be used for brand awareness, what should be taken into consideration when using social media for brand awareness purposes, and what is the impact of social media on brand

Branding is under an ongoing change because of the growth of the new marketing channels: internet and social media, and therefore evolving new strategies of marketing and branding. It has now become important for companies to know how significantly social media activities may affect brand equity, brand awareness and brand image, so that the resources can be allocated to it accordingly.

This project examines the opportunities provided by social media in the awareness of a brand. One of its aims is to answer the question, how can companies benefit from social media in increasing its brand reach and things to be considered in building brand awareness on social media.

This is an important to companies that operate in the consumer markets, based on the idea that social media has become a significantly important marketing channel for brands, its impact on brand awareness brand equity and brand image is significant, and hence it requires a different kind of approach to communication.

1.2 Definition of a brand

A brand, in short, can be defined as a seller's promise to provide consistently a unique set of characteristics, advantages, and services to the buyers/consumers. It is a name, term, sign, symbol or a combination of all these planned to differentiate the goods/services of one seller or group of sellers from those of competitors (American Marketing Association, 2015)

Brands for the most have a trademark which shields them from use by others. A brand gives specific information about the the organization, good or service, differentiating it from others in marketplace. Moreover a brand is a means for making individuals aware of what the organization represents to and what are it's offerings.

Davis (2006) describes brands as that aid the consumer to select one product over another in a complex world of increased choice. Brands help consumers to identify and choose products that they perceive as better in comparison to the alternatives. The role of brands as a guide to choice has continued the same way to the modern day since shortly after the brands were first begun to be used on livestock as a mark of ownership (Clifton & Simmons, 2003).

Brands with positive brand equity may set higher prices for their products and services or earn more sales. Brands help companies to create a connection with customers on an emotional level. For this reason, many companies try to build unique and favorable strong brands.

1.3 Branding

Branding can be described as the marketing practice of creating a name, image or symbol that recognizes and differentiates a product/services of an organization and separates them from its competitors.

The reason for branding or building brand is to make and successfully convey a brand that is distinct from the competition, to which customers have a strong brand awareness and a positive brand image, which leads to brand value/equity.

Brand equity

Brand equity means the additional monetary value that a company may gain from having a branded product in comparison to a situation where a company has a non-branded although otherwise identical product or service (Mohsin, 2009).

Aaker (1991) define brand equity as the set of brand assets and liabilities linked to the brand – its name and symbols – that add value to, or subtract value from, a product or service. These assets include brand loyalty, name awareness, perceived quality and associations.

Fig 1.1: Brand equity Aaker model

(source: Aaker model)
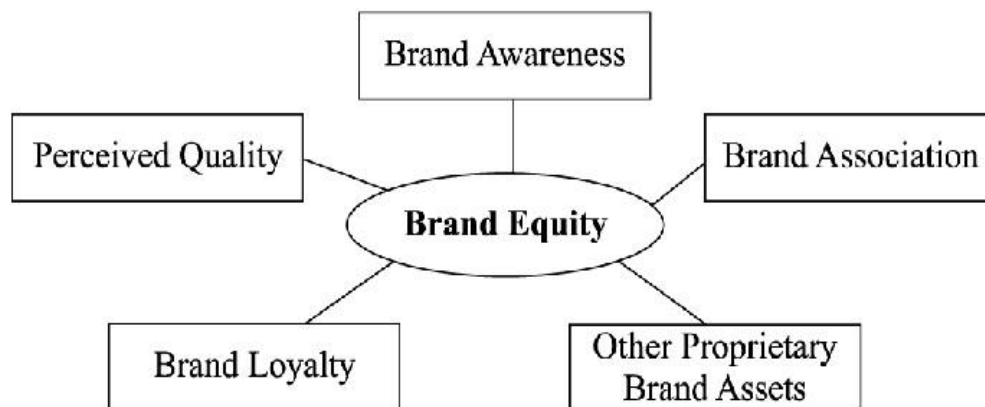
<u>Brand awareness</u>

Brand awareness is a very important factor in brand equity, and increasing brand awareness is usually one of the most important goals of branding. For new brands, it should be the first step in building a brand (Kapferer, 2012).

Brand awareness is the consumer's ability to recall and recognize a brand. Brand awareness therefore consists of two types: brand recall and brand recognition.

Brand recognition refers to the consumer's ability to recognize a brand when presented with a visual or a verbal cue. Brand recall on the other hand refers to the consumer's ability to remember a brand name when thinking about the category it is linked to.

<u>Brand Associations</u>

Brand identity consists of the brand associations that companies are trying to create in the consumers' minds (Aaker, 1996). In other words, brand identity refers to what a brand aims to be, and the brand identity is defined by the owner of the brand.

Brand identity is not synonymous with brand image. Brand identity is created by the owner of the brand, while brand image refers to how consumers actually perceive the brand. Brand associations are the attributes of brand which come into consumers mind when the brand is talked about.

<u>Brand Loyalty</u>

To establish the brand loyalty, the marketer has to create the unforgettable experience that offers distinct services and privileges to retain their customers

<u>Brand image</u>

The brand image is what and how a group of consumers subjectively perceive the brand to be. Brand image is the current view of the customers about a brand. It can be defined as a unique bundle of associations within the minds of target customers. It signifies what the brand presently stands for. It is a set of beliefs held about a specific brand. In short, it is nothing but the consumers' perception about the product. It is the manner in which a specific brand is positioned in the market. Brand image conveys emotional value and not just a mental image. Brand image is nothing but an organization's character. It is an accumulation of contact and observation by people external to an organization. It should highlight an organization's mission and vision to all. The main elements of positive brand image are unique logo reflecting

organization's image, slogan describing organization's business in brief and brand identifier supporting the key values (Keller, 1993).

Brand positioning

Differentiating a brand from its competitors is called brand positioning. Brand positioning consists of defining the brand's distinct values, goals and qualities and using these as a basis for creating a brand that is perceived by consumers as distinct in comparison to competing brands.

1.4 Social Media

Social media is an online applications and platforms which aim to facilitate interactions, collaborations and sharing of content. Social media is the medium to socialize.

Social media is a web-based application or platform which allows users to share their content, opinion, views and encourages interaction and community building. Further, the term 'Social media' can be derived from two words namely 'social' and 'media' which constitute it. Social refers to the communication or interaction of individuals within a group or community and Media generally refers to advertising where the communication of ideas or information takes place through publications or channels.

They utilize web based innovation for fast sharing of knowledge and information to a large number of web users. They allow creation and exchange of user-generated content.

1.5 Types of social media

Social media is an umbrella term that consists of various types of social media channels. In some cases it may be difficult to determine whether a website, application or platform fits the definition of social media or not.

Often the word social media is used synonymously with online social networks to refer to websites such as Facebook, Google+ and LinkedIn. However, the extensive concept of social media also includes other types, such as blogging, micro-blogging, online rating, social news, social bookmarking, forum, and various multimedia platforms. Many social media platforms combine elements from two or more of these categories (Cite, 2012).

Blogs

Blogs are websites that are updated regularly which consists of articles. They are usually focused on a specific topic or an individual blogger's life in general. What makes blogs social, is the ability to make comments on blog posts. It is difficult to determine if individual blogs should be classified as social media. They involve social interaction and user-generated content, but individual blogs do not characteristically form communities by themselves, in-stead the discussion is focused only on specific blog posts created by the author of the blog. However, blogging platforms such as WordPress and Blogger fit the defi-nition of social media better (Cite, 2012).

Microblogs

Micro-blogs include websites like Twitter and Tumblr. Micro-blogging services center on short posts, which may consist of text, images or video that usually appear to other users who have 'followed' the user who is sharing the post

Forums and message boards are most likely the oldest form of, and predate the use of the term, social media. The function of forums and message boards is to provide a platform for conversations by members and the conversation usually revolves around some specific topic.

Media sharing platforms

Media sharing platforms allow their users to upload, share and view media content, which is usually pictures or video. For example platforms include YouTube and Instagram (Grahl, 2016).

Social networking service

SNS is an online platform used by individuals to built social informal network or social relations with other individuals who share similar interests, activities, foundations or real life associations like facebook, likedIn etc.

Social media platforms and social media as a concept is continuously evolving. Hence this list of subcategories of social media is not intended to be comprehensive, instead it only covers the most common types of social media.

1.6 BRANDING IN SOCIAL MEDIA

Social media is used to gain the attention and involvement of consumers by many brands around the world. According to Celaya (2008) When companies include social media programs in their marketing, the main return they are looking for is to improve

the interaction with their clients and to increase their sales. In addition to this, social media has many uses in branding.

The importance of including a social media in branding strategy is the fact that the amount of active social media users is already large and growing. Through the introduction of smart-phones, social media has become mobile and ever-present, making presence on social media important to brands.

Some of the most important aspects of social media from a branding and marketing perspective are that the users are in control of the content they view, share, create, or comment on, and marketing efforts are inexpensive, highly measurable and targetable in comparison to traditional media.

However, this does not mean imply that advertising on traditional media is outdated. Instead, traditional media and online media such as social networks should be used as mutually supporting channels in marketing campaigns. One of the benefits of traditional mass media come from its effectiveness in creating brand awareness fast in the general audience.

1.7 Utilization of social media for branding purposes

Social media may help to strengthen or change brand image, but in order to benefit from the power of social media, brands need to manage and enact their presence constantly (Pozin, 2014).
Brands may seek customer acquisitions by taking part in social media activities, such as discussions, that promote the brand to be associated with relevant themes and brands whose audiences are similar as the target market. The key to new customer acquisitions is content that is interesting to the users, and participating on discussions on social media.
Social media is very useful for creating and maintaining brand loyalty by managing the relationships with the users who are already customers of the brand. For example, social media may be utilized for customer service purposes.

1.8 Objectives

The objective of this study is to examine the impact of social media on brand awareness and what things should be taken into consideration when using social media for brand awareness.

Therefore the research consists of the following:

- Analyze level of brand awareness and impact of social media on brand awareness

- Factors or variables which are responsible in creating brand awareness

CHAPTER II

2. LITERATURE REVIEW

The branding literature has long recognized the power of storytelling to provide meaning to the brand and practitioners have used storytelling to enhance customer's connections with brands.

The premise of brand storytelling has been that the story and its content, production, and distribution are the brand owner's realm and the consumer primarily a listener. The emergence of social media has changed the consumers' role in storytelling from that of a passive listener to a more active participant (Singh & Sonnenburg, 2012)

Social media is a hybrid element of the promotion mix because in a traditional sense it enables companies to talk to their customers, while in a non traditional sense it enables customers to talk directly to one another.

Social media emerges as the media for consumers to publicize their personal evaluations of purchased products and facilitate word of mouth communication (Chen et al., 2011).

Thus, the impact of consumer-to-consumer communications has been greatly magnified in the marketplace. The content, timing, and frequency of the social media-based conversations occurring between consumers are outside managers' direct control. This stands in contrast to the traditional integrated marketing communications paradigm whereby a high degree of control is present.

Therefore, managers must learn to shape social media's consumer discussions in a manner that is consistent with the organization's mission and performance goals. They include providing consumers with networking platforms, and using blogs, social media tools, and promotional tools to engage customers.

2.1 Online Branding

With the rise of social media, branding is experiencing a new popularity resulting from new innovative applications. And therefore marketers are beginning to find new appropriate channels (Rooney, 1994).

Grönroos (2007) pointed out two elements that define branding from a service perspective. In the first element, he pointed out the characteristics of service as a perceived process in which a customer participates, which is also in line with Healey's

(2008) arguments of components of branding (Healey 2008). And in the second element according to Grönroos, is the image that corresponds to the intended brand (Grönroos, 2007).

Marketers should hence thrive to capture the attention of customer and create an image in the mind of customer that would make them want to share the marketers brand with their friends. In most cases people are always eager to share something that is fantastic and of value to them. Even though the main purpose why Facebook, Twitter and other social media platforms were created was to link people together in collective conversation, in contrast, marketers found these platforms appealing to market their products/services despite the fact that their brands are not always welcome in social media. In fact some online users view them as being intrusive and out of place (Fournier & Avery, 2011). Companies have found social media as a place where they can gain rich, unmediated customer insights much faster than before. This has given Social media an ability to boost brand awareness; encourage people to try products/services which might eventually lead to more sales returns especially when the campaign happens to go viral (Barwise & Meehan, 2010).

Typically a good brand is not about being chosen over a competitor in the market segment, but rather, it should offer a solution to the prospects problem. Therefore online branding is not only about a new brand finding its way in the social media, but in reality, it is a brand that is already well established which can be replicated online.

It is for this reason that a good branding strategy for both online and offline branding should be in place to support all channels to create mutual synergetic effect (Martensen et al., 2004).

2.2 Brand Awareness

Brand awareness is the degree to which consumers precisely associate the brand with the specific-product. It is measured as ratio of niche market that has former knowledge of brand. Brand awareness refers to the extent to which customers are able to recall or recognise a brand. Brand awareness includes both brand recognition as well as brand recall.

<u>Brand recognition</u>

The ability of consumer to recognize prior knowledge of brand when they are asked questions about that brand or when they are shown that specific brand, i.e., the consumers can clearly differentiate the brand as having being earlier noticed or

heard. Brand recognition is also known as aided-recall and refers to the ability of the consumers to correctly differentiate the brand when they come into contact with it. This does not necessarily require that the consumers identify the brand name. Instead, it means that consumers can recognise the brand when presented with it at the point-of-sale or after viewing its visual packaging. In contrast to brand recall, where few consumers are able to spontaneously recall brand names within a given category, when prompted with a brand name, a larger number of consumers are typically able to recognise it.

Brand recall

The potential of customer to recover a brand from his memory when given the product class or category, needs satisfied by that category or buying scenario as a signal. In other words, it refers that consumers should correctly recover brand from the memory when given a clue or he can recall the specific brand when the product category is mentioned. It is generally easier to recognize a brand rather than recall it from the memory. Brand recall also known as unaided recall or spontaneous recall and refers to the ability of the consumers to correctly educe a brand name from memory when prompted by a product category. Brand recall indicates a relatively strong link between a category and a brand while brand recognition indicates a weaker link. When prompted by a product category.

Brand awareness is a key consideration in consumer-behavior, advertising-management, brand-management and strategy-development. Awareness does not necessarily mean that the consumer must be able to recall a specific brand name, but he or she must be able to recall sufficient distinguishing features for purchasing to proceed. For instance, if a consumer asks her friend to buy her some gum in a 'blue pack', the friend would be expected to know which gum to buy, even though neither friend can recall the precise brand name at the time.

The importance of brand awareness has become increasingly significant with the evolution of the Internet and digital technology. The public is more equipped with mobile and social media tools to communicate quickly about your brand -- good or bad. This means that establishing a strong reputation for good products or services, integrity in your business practices and community involvement are even more critical to long-term success.

There is a strong relationship between social media and generation of brand awareness. It has not been an easy journey for online marketers trying to establish their brands online. The marketers faced challenges as they struggled to leverage social media, since consumers too, also learned to leverage brands for their own

purposes and ends. Social media can be likened to a double aged sword which can cut both ways, that is, it can build and destroy brand reputation at the same time also. Despite the fact that marketers foremost idea was to nurture relationship with online communities on Facebook and other forms of networks, it has not been easy on them.

2.3 Determining whether Social media impact brand awareness

There is a need to determine the kind of impact social media has made on a marketers brand. The consumer should be able to recognize the marketers brand and confirm their previous knowledge of brand. The consumer's knowledge of the brand cannot be established presumptuously but a proper analytical measure should be outlined.

Accessibility

Accessible brands are brands that are easy to find, purchase and use. With online, accessibility becomes even more important because the business is not in total control of its audience and their location. Accessibility refers to the inclusive practice of removing barriers that prevent interaction with, or access to brand page and be easily available for its customers. This not only helps brand to increase its reach in the target market but it also helps customers to come closer to the brand. Social media is becoming one of the convenient and useful platform for a brand to increase its ease of accessibility to its customers and makes the communication with the consumer easier. When sites are correctly designed, developed and edited, all users have equal access to information and functionality.

Brand credibility

Source credibility refers to the competence of the source providing information. Brands that have high credibility rank high on customers mind and become household names among other customers. Thus increase in brand credibility swiftly means increased brand awareness.

Offline network in this situation might be bias if it´s a consumer giving information pertaining to certain product or services. The consumer might lack accurate presentation of the message on product or service provider, and hence fail in an effort to communicate the brand to another person of same interest. An unsatisfied

customer might also give distorted information on product/service if the perceived quality did not meet the service/product delivery, with an aim of destroying the reputation of the company or the brand.

On the other hand, a happy consumer might help in organic growth of the brand as consumer tends to recommend the brand to others in its circle thus increasing brand awareness. Reasons why people turn to brands is, because it saves them time, they need not worry if the products or services are legitimate and the experience is likely to be predictable. Hence Brand Creditability is just as important. The credibility of information offered by marketing expert plays a huge role in online branding. The marketer should create an image of high outstanding competence in offering solution that will meet the needs and wants of the customer/prospect. This is because a well defined brand is a winning brand that lives in the mind of its audience if it is well conveyed to the intended recipient, which helps in increasing the level of brand recall among the consumers hence increasing the level of brand awareness.

Engagement

Engagement is an interaction between brand and its customers. Brand can interact with the customers about the products, services, or even business industry. It can also respond to their inquiries, concerns or complaints. The level of engagement can be determined by the number of people who actually respond to the brand. Strong customer engagement can only be built by consumption process. Consumption in this context means, downloading, reading, watching or listening to digital content. One cannot share without consuming first, what they consume (Evans with McKee, 2010).

It is important to establish how many times the comment a marketer posted was retweeted, also the no. of users who clicked on their like button. How much a customer is engaged is a clear indicator that they have interest in what the marketer is offering.

Social media channels such-as Facebook, Twitter; Instagram, and YouTube are perfect fit for the engagement strategy. These platforms are designed to be a two way communication channel where customers can get responses in real time and brand can get feedback from your targeted audiences to increase your brand awareness.

By optimizing social media strategies through active communication, attractive and constantly updated content in social media, brands can successfully reach larger target market, increase brand awareness and drive revenue.

Trust

Trust can be defined as the extent to which a consumer believes that a certain brand he or she has confidence in satisfies his or her desire. In this case, the consumer is willing to rely on the brand he or she has confidence in the benefits (Carroll and Ahuvia, 2006).

According to Pavlou et al. (2007), brand trust is the willingness of the average consumer to rely on the ability of the brand to perform its stated function. The role of trust is to decrease uncertainty and information asymmetry and make customers feel comfortable with their brand (Gefen et al., 2003). Trust is one of the most important variables in developing long term customer relationships, such as brand loyalty. So trust on a brand is based on its experience which directly impacts brand recall in a positive or negative way.

Trust is the confidence in your integrity and reliability. Credibility is the confidence that others have in your ability to deliver results in support of a business. It is easier to win credibility (which is equivalent to competence) —- but trust.

Credibility comes with business knowledge. Trust however is about relationships. You may have skill and knowledge, based on which you may be able to establish credibility but in order to also win your customer's trust you would have to be on a more firm footing with your business partners.

Trust in the brand, influences the customer's intentions to inquire more about brand products, and the intentions to purchase it. The more trust a customer has on the brand, the deeper is the impact on recognition and recall of a brand. Hence more a great impact on the level of brand awareness.

CHAPTER III

3. Research Methodology

3.1 Research design

Research design is absolutely a system or an arrangement for study that aides in the gathering of information

Fig 3.1: Conceptual Framework of the Study

(Source: self analysis)

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┌────┐         ┌──────────────────┐
│ H1 │────────▶│   Accessibility  │─────┐
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│ H2 │────────▶│    Credibility   │──────────▶┌──────────────────┐
└────┘         └──────────────────┘          ▶│                  │
                                          ───▶│  Brand awareness │
┌────┐         ┌──────────────────┐      /   ▶│                  │
│ H3 │────────▶│    Engagement    │─────/     └──────────────────┘
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│ H4 │────────▶│      Trust       │─/
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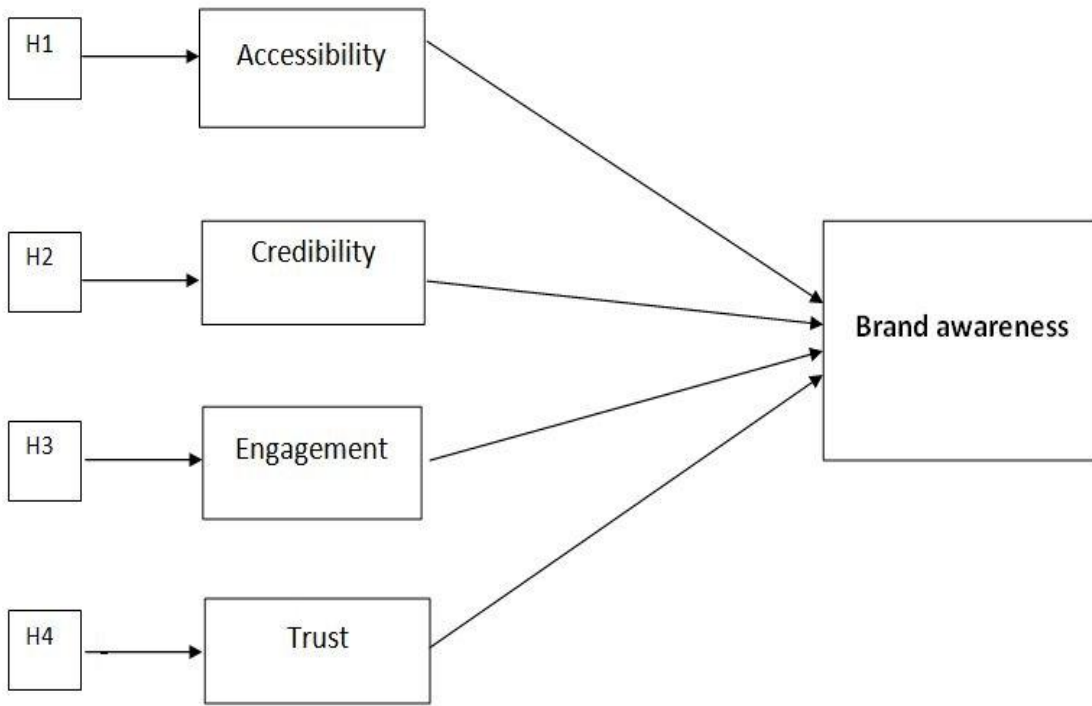
3.2 Research method

This survey consists of two sections. First section is for collecting the demographic details of the individuals filling the questionnaire (age, gender, and occupation). The second section included items designed to measure four constructs. Based on the model shown in Figure 3.1, this study seeks to answer the following research questions:

1. What is the level of brand awareness and impact of social media on brand awareness?
2. What are the factors of influence which are responsible in building brand awareness?

3.3 Data collection

For this purpose research questionnaire was developed. This questionnaire was then sent through various other online networking channels, for example, WhatsApp, Facebook and so forth and furthermore sent through e-mail.

Primary data

Essential information has been collected through organized questionnaires.

Secondary data

Secondary information was collected from different magazines, articles, websites and so forth.

3.4 Sampling method

Convenience Sampling

A convenience sample is one of the main types of non-probability sampling methods. This method relies on data collection from population members who are conveniently available to participate in study. A convenience sample is made up of people who are easy to reach.

Sample Size

The sample size for the study was 200 respondents

Questionnaire Format:

A self designed questionnaire was used for the same purpose.

The questions were defined in an organized manner. The formulated pattern thus helped in dissecting the information.

Nature of questions:

1. Likert Questions

Likert scale based questions have been used to ascertain how strongly the respondents agree or disagree to a specific statement. Such type of questions also helps to assess how individuals feel towards a certain issue, product or service.

2. MCQs

Numerous selections of reactions are given and the respondents select reactions. The upside of this sort is simple classification by the customer.

3.5 Tools and TESTS USED

t-test

In this research we have used the **Independent Samples t-test.**

It is utilized when two separate arrangements of autonomous and indistinguishably dispersed examples are acquired, one from each of the two population being looked at.

Regression Analysis

Regression is an accurate measure used to choose the nature of the association between one ward variable (as a rule implied by Y) and a movement of other advancing elements (known as autonomous components).

The two crucial sorts of regression are straight regression and multiple regression, regardless of the way that there are non-direct regression methods for more bewildered data and examination. Direct regression uses one autonomous variable to illuminate or envision the aftereffect of the dependent variable Y, while multiple regression uses no less than two free factors to predict the outcome.

In this dissertation we have used the **Linear Regression Analysis.**

4. Data analysis

4.1 Introduction

This chapter deals with the analysis of the data that has been obtained. This research has been done to analyse the factors responsible for building brand awareness. The data have been collected with the help of questionnaire. Data was obtained in two different segments. In the first segment the demographic information was obtained like gender, age, occupation. Total 200 responses have been considered for analysis.

Table 4.1: Classification of respondents by gender

(source: self analysis)

GENDER		
Gender	No. of Respondents	Percentage
Male	109	54.5
Female	91	45.5
Total	200	100

Figure 4.1: Gender distribution

(source: self analysis)
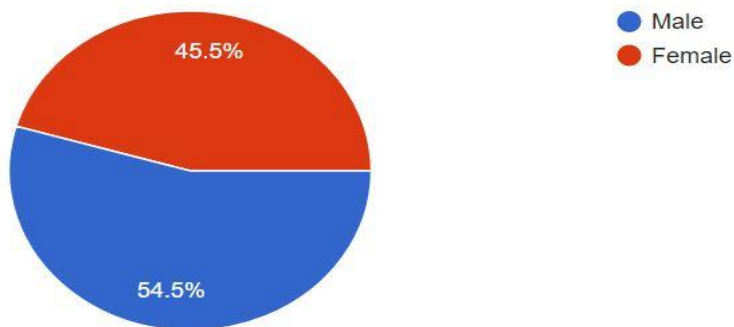
Table 4.2: Classification of respondents by age

(source: self analysis)

Age group		
Age class	No. of. Respondents	Percentage

Below 20	4	2
20-25	106	53
26-30	82	41
31-35	5	2.5
above 35	3	1.5
Total	200	100

Figure 4.2: Age distribution

(source: self analysis)
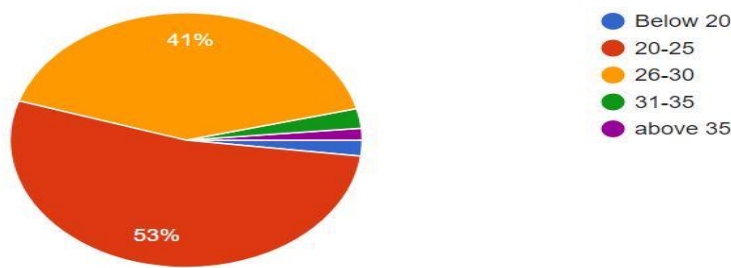
Inference

By asking these two general questions – gender and age may help to identify whether social media has a impact on level of brand awareness based on these two segmentations. From the received 200 responses, 45.5 (%) of the respondents were female and 54.5 (%) were male.

5 different age groups were covered by the collected data, they are below 20 (2%), 20 – 25 (53%), 26 – 30 (41%), 30 – 31 (2.5%), above 35 (1.5%). Since the collected data covers a wide range of demographic. Therefore analysis is carried out in examining the general consumer's behavior, instead of a particular segmentation.

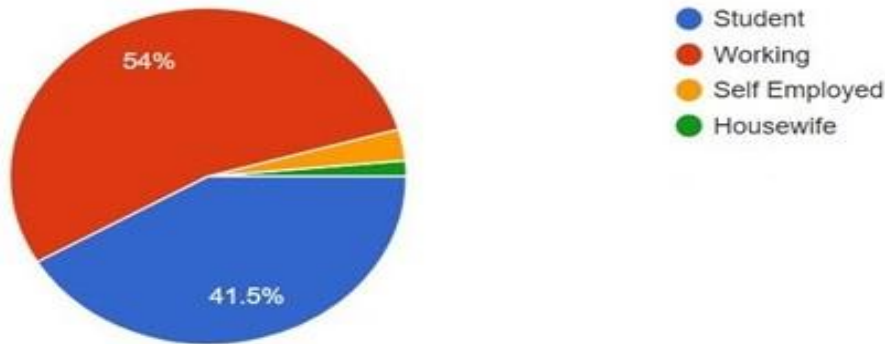**Table 4.3:** Distribution of respondents according to their occupation

(source: self analysis)

Occupation		
Occupation	No. of. Respondents	Percentage
Student	83	41.5
Working	108	53
Self Employed	6	3

Housewife	3	1.5
Total	150	100

Figure 4.3: Classification of respondents according to their occupation

(source: self analysis)

Inference :

From the above, we can observe that out of 200 responses obtained 54% of the respondents are Working, 41% are students, 3% are self employed and 1.5% are housewives. Since self-employed and housewives respondents were negligible therefore for analysis purpose self-employed, housewife and working were clubbed together.

Table 4.4: Time spent on social media

(source: self analysis)

Time spent		
Time	**No. of. Respondents**	**Percentage**
0-2	40	20
3-5	100	50
6-8	50	25
More than 8	10	5
Total	200	100

Figure 4.4: Time spent on social media
(source: self analysis)
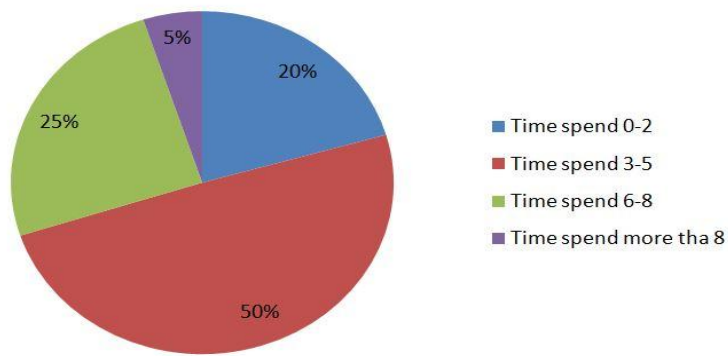
Inference

To compare the exposure of social media, respondents were asked how much time they spend on social media platforms. The reason is to examine whether the time of exposure to information via social media platforms may imply to be one of the reason that marketing via social media is effective. It was observed that mostly respondents fall in medium usage category, which is 3 to 5 hours per day usage of social media.

Figure 4.5: Usage of different types of social media platforms
(source: self analysis)
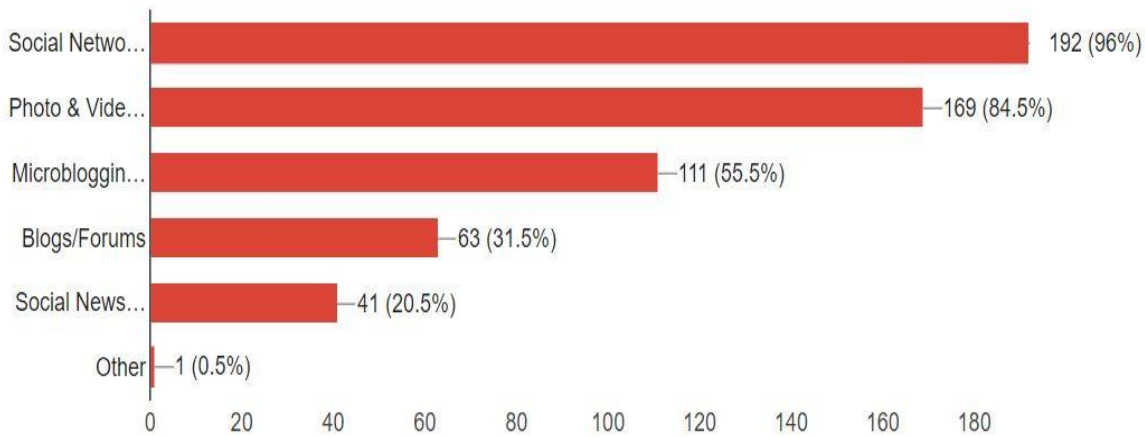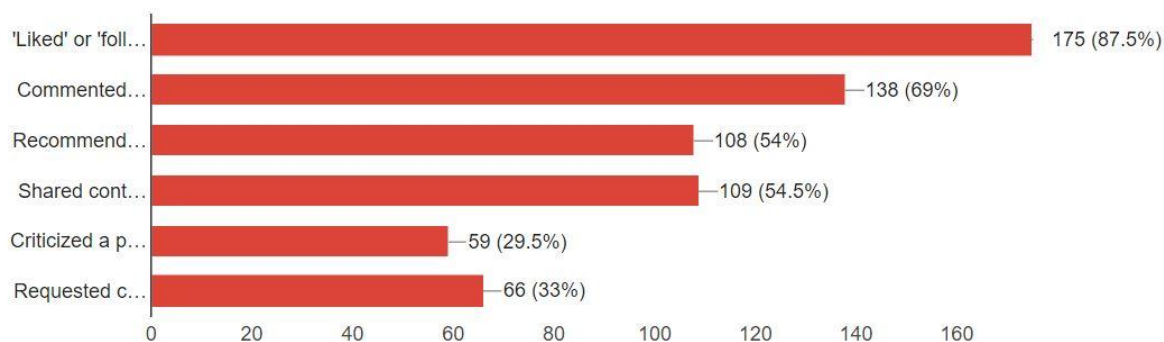

Inference

Question above were aimed to find out how individuals are exposed to information on social media platforms and the popularity of the platform. Information exposure is a critical determinant on level of brand awareness, because it may impact on how the information search is taken place, and how the information will be processed in later stages. By identifying which channels or platforms are mostly used, it can help to understand how consumers are actually exposed to information and the type of source they are exposed to. Also by comparing the usage between social media channels it helps to find effectiveness of marketing on selected channel and identifying the right social media platform for a brand to increase its reach among the targeted group. Companies must evaluate which social media platforms best fit their brand identity and the social media usage of their target market.

From the above figure, the social media platforms can be ranked based upon their usage and popularity as:-

1. Social networking sites (like Facebook, likedIn) (96%) being most used
2. Photo and video sharing sites (Instagram, youTube, flickr) (84.5%)
3. Microblogging (twitter, tumbler) (55.5%)
4. Blogs/forums (31.5%),
5. 5. Social news(Reddit, digg) (20.5%) least used

Figure 4.6: Different activities done on social media.

(source: self analysis)

Activity	Value
'Liked' or 'foll…	175 (87.5%)
Commented…	138 (69%)
Recommend…	108 (54%)
Shared cont…	109 (54.5%)
Criticized a p…	59 (29.5%)
Requested c…	66 (33%)

Inference

The above figure shows the different types of activities done on social media which are: Liked or followed a company brand page (87.5%), commented on company or brand page (69%), recommended a product or service to friends (54%), shared content from company brands and products (54.5%), criticized a product or service in a negative way (29.5%), requested customer support (33%).

The majority of social media users have 'liked' or followed a brand or company page on social media. This is an important piece of information, since by 'liking' or 'following' a brand on social media, the user becomes part of the audience that directly receives content and communication created by the brand on social media. Significant amounts of 33% of social media users have used social media to request customer support. This result implies that social media may also be used for other non-branding related business functions, such as customer service in this case.

Altogether users have used social media in ways that have a direct or indirect effect on brands. This result implies that social media users are actively engaging with brands and therefore this adds to the impact of social media on the brand.

4.2 Descriptive analysis

All the items of the questionnaire were computed under different variables which are brand awareness, accessibility, credibility, engagement, trust. Descriptive analysis was done on these variables and their mean and standard deviation were calculated. The table of the analysis is as follows :-

Table 4.5: Descriptive statistics

(source: self analysis on SPSS)

Descriptive Statistics

	Mean	Std. Deviation	N
Brand_Awareness	4.20	.51	200
Accesibility	4.21	.56	200
Credibility	4.16	.51	200
Engagement	4.11	.69	200
Trust	4.18	.60	200

4.3 Inferential Analysis

Regression analysis have been done on the variables. Accessibility, credibility, engagement, trust are the Independent variable, Brand awareness being the dependent variable.

RESEARCH HYPOTHESES

H01: Null Hypothesis(H_{01}): There is no significant impact of accessibility on Level of brand awareness.

HA1: Alternate Hypothesis (H_{A1}): There is a significant impact of accessibility on Level of brand awareness.

H02: Null Hypothesis(H_{02}): There is no significant impact of credibility on Level of brand awareness.

HA2: Alternate Hypothesis (H_{A2}): There is a significant impact of credibility on Level of brand awareness.

H03: Null Hypothesis(H_{03}): There is no significant impact of engagement on Level of brand awareness.

HA3: Alternate Hypothesis (H_{A3}): There is a significant impact of engagement on Level of brand awareness.

H04: Null Hypothesis(H_{04}): There is no significant impact of trust on Level of brand awareness.

HA4: Alternate Hypothesis (H_{A4}): There is a significant impact of trust on Level of brand awareness.

Table 4.6:ANOVA

(source: self analysis on SPSS)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.529	4	1.632	6.833	.000[b]
	Residual	46.583	195	.239		
	Total	53.113	199			

a. Dependent Variable: Brand_Awareness

b. Predictors: (Constant), Trust, Engagement, Accesibility, Credibility

Table 4.7: Modal summary

(source: self analysis on SPSS)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.351[a]	.123	.105	.48876

a. Predictors: (Constant), Trust, Engagement, Accesibility, Credibility

Table 4.8: Coefficients

(source: self analysis on SPSS)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.727	.381		7.151	.000
	Accesibility	.226	.079	.247	2.849	.005
	Credibility	.190	.090	.188	2.115	.036
	Engagement	.176	.053	.236	3.298	.001
	Trust	.141	.059	.166	2.396	.018

a. Dependent Variable: Brand_Awareness

Inference

From the above table it can be found that

➢ The P-value is less than 0.05 and hence the values are significant. Therefore the Null Hypothesis is rejected and alternative hypothesis may be accepted that there is a significant relationship between accessibility, credibility, engagement, trust and brand awareness.

➢ The beta coefficient of the model came out to be accessibility(.24), credibility(.18), engagement(.23), trust(.16) which signifies that strength of relationship between these factors with the level of brand awareness.

➢ From the Beta Value it can been seen that accessibility is the most powerful contributor towards brand awareness. ($\beta=0.247$)

t-Test

Null Hypothesis (H$_{05}$): There is no distinction in Males' and Females' observation for accessibility, credibility, engagement, trust, brand awareness.

Alternative Hypothesis (H$_{A5}$): There is noteworthy contrast in Males' and Females' observation for accessibility, credibility, engagement, trust, brand awareness.

Table 4.9: Independent t-test

(source: self analysis on SPSS)

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
ility	Equal variances assumed	4.048	.046	.408	198	.684	.03259	.07982	-.12481	.18998
	Equal variances not assumed			.411	196.234	.681	.03259	.07926	-.12372	.18889
ity	Equal variances assumed	1.313	.253	-.365	198	.716	-.02644	.07251	-.16943	.11654
	Equal variances not assumed			-.367	197.287	.714	-.02644	.07210	-.16863	.11574
ment	Equal variances assumed	.277	.599	-.560	198	.576	-.05497	.09817	-.24857	.13863
	Equal variances not assumed			-.565	193.581	.573	-.05497	.09727	-.24682	.13688
	Equal variances assumed	.268	.605	2.423	198	.016	.20593	.08499	.03832	.37354
	Equal variances not assumed			2.425	197.242	.016	.20593	.08493	.03844	.37342
Awareness	Equal variances assumed	3.078	.081	1.756	198	.081	.12772	.07274	-.01572	.27117
	Equal variances not assumed			1.746	189.241	.082	.12772	.07314	-.01655	.27199

Table 4.10: Group statistics

(source: self analysis on SPSS)

Group Statistics

	Please select your gender	N	Mean	Std. Deviation	Std. Error Mean
Accesibility	1	104	4.2340	.60896	.05971
	2	96	4.2014	.51066	.05212
Credibility	1	104	4.1506	.54541	.05348
	2	96	4.1771	.47376	.04835
Engagement	1	104	4.0846	.76562	.07507
	2	96	4.1396	.60602	.06185
Trust	1	104	4.2788	.60582	.05941
	2	96	4.0729	.59472	.06070
Brand_Awareness	1	104	4.2673	.47917	.04699
	2	96	4.1396	.54916	.05605

Inference:

The value comes out to be more than 0.05. Hence, the null hypothesis may be accepted. Therefore, it can be said that there is no significant gender difference with respect to accessibility, credibility, engagement, brand awareness. The mean value of both the gender comes out to be nearly same except for trust in which the null hypothesis is rejected and alternative hypothesis may be accepted for the trust factor.

t-Test

Null Hypothesis (H_{06}): There is no distinction between students and working professionals with respect to accessibility, credibility, engagement, trust, brand awareness.

Alternative Hypothesis (H_{A6}): There is noteworthy contrast between students and working professionals with respect to accessibility, credibility, engagement, trust, brand awareness.

Table 4.11: Independent t-test

(source: self analysis on SPSS)

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
lity	Equal variances assumed	.889	.347	-.589	198	.556	-.04737	.08040	-.20591	.11118
	Equal variances not assumed			-.584	179.147	.560	-.04737	.08105	-.20730	.11257
ty	Equal variances assumed	5.029	.026	-.802	198	.424	-.05852	.07297	-.20243	.08538
	Equal variances not assumed			-.777	158.479	.439	-.05852	.07535	-.20735	.09030
ment	Equal variances assumed	6.646	.011	-1.541	198	.125	-.15170	.09842	-.34580	.04239
	Equal variances not assumed			-1.434	123.740	.154	-.15170	.10581	-.36113	.05772
	Equal variances assumed	7.772	.006	1.097	198	.274	.09507	.08665	-.07580	.26595
	Equal variances not assumed			1.067	162.368	.287	.09507	.08909	-.08085	.27099
wareness	Equal variances assumed	2.846	.093	-1.306	198	.193	-.09606	.07356	-.24112	.04899
	Equal variances not assumed			-1.329	194.846	.185	-.09606	.07227	-.23859	.04647

Table 4.12: Group statistics

(source: self analysis on SPSS)

Group Statistics

	Please select your occupation	N	Mean	Std. Deviation	Std. Error Mean
Accesibility	1	87	4.1916	.58321	.06253
	2	113	4.2389	.54821	.05157
Credibility	1	87	4.1303	.58038	.06222
	2	113	4.1888	.45180	.04250
Engagement	1	87	4.0253	.89276	.09571
	2	113	4.1770	.47940	.04510
Trust	1	87	4.2337	.67841	.07273
	2	113	4.1386	.54686	.05144
Brand_Awareness	1	87	4.1517	.47541	.05097
	2	113	4.2478	.54463	.05123

Inference:

The value comes out to be more than 0.05. Hence, the null hypothesis may be accepted. Therefore, it can be said that there is no noteworthy contrast between students and working professionals with respect to accessibility, credibility, engagement, trust, brand awareness. The mean value for both students and working professionals comes out to be almost same. Since self-employed and housewives respondents were negligible therefore for analysis self-employed, housewife and working were clubbed together.

4.4 Findings:

- It was observed that mostly respondents fall in medium usage category, which is 3 to 5 hours per day usage of social media.
- Social networking sites (like Facebook, likedIn) is the most popular social media platform based on their usage followed by Photo and video sharing sites(Instagram,youTube,flickr),Microblogging(twitter,tumbler),   Blogs/forums and Social news (Reddit, digg) being the least used.
- Significant amounts of 87.5% of social media users have Liked or followed a company brand page, also users have used social media in ways that have a direct or indirect effect on brands. This result implies that social media users are actively engaging with brands and therefore this adds to the impact of social media on the brand.
- It was found in regression that there is there is significant relationship between accessibility, credibility, engagement, trust with respect to brand awareness.

- In t-Test it was found that there is no significant gender difference with respect to accessibility, credibility, engagement, brand awareness.
- In t-Test it was also found that there is no significant difference between students and working professionals with respect to accessibility, credibility, engagement, trust, brand awareness.

4.5 Conclusion

Social media is being called the revolution of our century and since a social presence is considered a must have thing. The vast majority of consumers are present on social media users. Consumers between the ages 20 to 30 are most active social media users. On average, the respondents of the questionnaire spent 3 to 5 hours per day time on social media.

Significant amounts of users have used social media in ways that have a direct or indirect effect on brands. This implies that social media users are actively engaging with brands and therefore this adds to the impact of social media on the brand. The goal of social marketing is to deepen the existing relationship that companies have established with customers and to treat each relationship uniquely by delivering relevant content.

Firstly, for any brand, it is important to create the customer 'accessibility' in a way that can be made available by the brand for its recognition on social media. This will help the brand to escalate its reach in target market.

For this, selection of right social media platform is very important for a brand as information exposure is a critical determinant on level of brand awareness, because it may impact on how the information search is taken place, and how the information will be processed in later stages. Thus brand creating its place in customer's mind which will help in recall of a brand later.

Another aspect which must be taken care of is the credibility of brand. For this, the brand can use its skills and competence levels to increase the reliability to make it a win-win for both i.e. the brand and the customers. Moreover, the essence of the information lies in its relevance. Increase in the credibility of a brand will increase the level of brand recall among the customers thus increasing the level of brand

awareness. This is because a well defined brand is a "winning" brand that lives in the mind of its audience if it is well conveyed to the intended recipient.

Now Marketing through social networks is not as much about selling your product, as it is about engaging your followers. A lot of companies have started Facebook fan pages and Twitter tweets to attract the users and let them aware with their brands and at the same time push them to make purchase of their brands. The companies that are most successful at converting followers are those who interact most with the users and frequently post content related to their brand. Facebook and its Fan Pages is probably the best example of how one should market your brand through social networking sites.

Trust is one of the most important variables in developing long term customer relationships. Increasing transparency on the Social Media's Brand page makes it easier for the customers to feel connected with brand and hence will increase their loyalty towards the brand. Therefore, increasing awareness of the brand.
Small and Big corporate players are now shifting towards Social Media marketing to market their products or brands as it`s one of the cheapest media and at the same time have global presence. Along with the global presence, it brings users/customers one step closer to the particular brands and allow them to interact with the brands as much as possible. Companies now have realized the level of exposure their brand will get through Social Media Marketing and the ROI which they generate on being exposed through social media.

4.6 Limitations:

- The responses received for this research are 200 which is a small number therefore generalization is difficult.

- The variables taken for the research are less and there can be other factors as well which affect the level of brand awareness. The model can also be extended to identify some more enabling factors of brand awareness.

4.7 Future scope:

The project can be further extended with more number of respondents and the model can be further extended to identify some more factors for building brand awareness on social media.

A study can also be conducted for specific brand that has a presence on social media and wants to increase its brand awareness on social media.

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6. Annexure:

Brand Awareness using Social Media

* Required

1. Please select your gender *
   Mark only one oval.

   ◯ Male

   ◯ Female

2. Please select the age group you belong to(in years) *
   Mark only one oval.

   ◯ Below 20

   ◯ 20-25

   ◯ 26-30

   ◯ 31-35

   ◯ above 35

3. Please select your occupation *
   Mark only one oval.

   ◯ Student

   ◯ Working

   ◯ Self Employed

   ◯ Housewife

   ◯ Other: _____

4. Please select all social media platforms that you use *
   Check all that apply.

   ☐ Social Networking Sites (Facebook, LinkedIn,Google+)

   ☐ Photo & Video Sharing Sites (Instagram, YouTube, Flickr)

   ☐ Microblogging (Twitter, Tumblr)

   ☐ Blogs/Forums

   ☐ Social News (Reddit, digg)

   ☐ Other: _____

5. How many hours per day do you spend on social media? *
   Mark only one oval.

   ◯ 0-2

   ◯ 3-5

   ◯ 6-8

   ◯ More than 8

6. Have you ever done the following activities on social media? *
   Check all that apply.

   ☐ 'Liked' or 'followed' a company or brand page

   ☐ Commented on a company or brand page

   ☐ Recommended a product or service to friends

   ☐ Shared content from companies, brands or products (e.g. posts, photos, videos)

   ☐ Criticized a product or service in a negative way

   ☐ Requested customer support

Rate the following claims on a scale of 1 (completely disagree) to 5 (completely agree)

1 - Highly disagree
2 - Somewhat disagree
3 - Not agree nor disagree
4 - Somewhat agree
5 - Highly agree

Accessibility

7. There is significant impact of social media presence on brand awareness *
   Mark only one oval.

	1	2	3	4	5	
Highly disagree	◯	◯	◯	◯	◯	Highly agree

8. Social Media creates high levels of customer association *
   Mark only one oval.

	1	2	3	4	5	
Highly disagree	◯	◯	◯	◯	◯	Highly agree

9. There is significant impact of selecting the right social media platform for brand awareness *
   Mark only one oval.

	1	2	3	4	5	
Highly disagree	◯	◯	◯	◯	◯	Highly agree

Credibility

10. In your opinion, information regarding products and services provided by brand have a higher credibility on social media *
Mark only one oval.

	1	2	3	4	5	
Highly disagree	◯	◯	◯	◯	◯	Highly agree

11. Does social media presence of a brand makes it more committed towards delivering on its claims *
Mark only one oval.

	1	2	3	4	5	
Highly disagree	◯	◯	◯	◯	◯	Highly agree

12. Does social media impact reputation of a brand *
Mark only one oval.

	1	2	3	4	5	
Highly disagree	◯	◯	◯	◯	◯	Highly agree

When you 'like' or 'follow' a brand on social media, how important is it to you that the page is...

13. Posting interesting content (not necessarily product-related) *
Mark only one oval.

	1	2	3	4	5	
Highly disagree	◯	◯	◯	◯	◯	Highly agree

14. Posting new content often *
Mark only one oval.

	1	2	3	4	5	
Highly disagree	◯	◯	◯	◯	◯	Highly agree

15. Responding to comments fast *
Mark only one oval.

	1	2	3	4	5	
Highly disagree	◯	◯	◯	◯	◯	Highly agree

16. Posting promotions and offers *
Mark only one oval.

	1	2	3	4	5	
Highly disagree	◯	◯	◯	◯	◯	Highly agree

17. Posting information about products *
Mark only one oval.

	1	2	3	4	5	
Highly disagree	◯	◯	◯	◯	◯	Highly agree

Trust

18. Are you more likely to trust a brand that is present on social media? *
Mark only one oval.

	1	2	3	4	5	
Highly disagree	◯	◯	◯	◯	◯	Highly agree

19. Do you feel brand presence on social media makes it more reliable *
Mark only one oval.

	1	2	3	4	5	
Highly disagree	◯	◯	◯	◯	◯	Highly agree

20. Do you feel that brand is more transparent if present on social media *
Mark only one oval.

	1	2	3	4	5	
Highly disagree	◯	◯	◯	◯	◯	Highly agree

21. Marketing on social media can make a brand more... *
Mark only one oval per row.

	Highly disagree	Somewhat disagree	Not agree nor disagree	Somewhat agree	Highly agree
Memorable	◯	◯	◯	◯	◯
Reliable	◯	◯	◯	◯	◯
Recognizable	◯	◯	◯	◯	◯
May create a more positive image for a brand	◯	◯	◯	◯	◯

22. I would continue using social media in future for brand awareness *

Mark only one oval.

	1	2	3	4	5	
Highly disagree	◯	◯	◯	◯	◯	Highly agree

vivek verma

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