

Major Project Report – EMBA–407

On

Significant Impact of Social Media Branding on Consumers

Submitted By

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Executive Master of Business Administration (EMBA)



At

**Delhi School of Management
Delhi Technological University (Former DCE)
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CERTIFICATE

This is to certify that major project report titled “**Significant Impact of Social Media Branding on Consumers**” is a bonafide work carried out by Mr. Pulkit Arora, of EMBA Batch 2017-19 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi – 110042, in Partial Fulfilment of the Executive Master’s Degree in Business Administration (EMBA) Requirements.

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DECLARATION

I, Pulkit Arora, student of EMBA 2017-19 batch of Delhi School of Management, Delhi Technological University, New Delhi, hereby declare that report prepared for this major project titled on “**Significant Impact of Social Media Branding on Consumers**” is my authentic work, and it has not been presented previously for any other assessment. It follows the guidelines laid by Delhi Technological University. The report has been checked for Plagiarism as well. The summary of report is attached along with for reference.

The data presented in the report is authentic to the best of my knowledge.

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ABSTRACT

From a very long time, marketers keep on researching for several techniques to develop, and maintain brand loyalty of their customers. It is one of the central themes for marketers. The most recent sources for the creating, developing and thereby maintaining brand loyalty is the social media marketing. The goal of this study is to identify the significant influence of social media branding on consumers, and considering the increasing attention of marketers and how the consumers respond to such social media market attempts.

The scope of the study consists of consumers in Delhi – National Capital Region who follow at least few brands on the social media channels they frequently use to fetch information regarding their favorite brands. It also analyses the consumer perception of how the companies utilize the social media channels to achieve the consumer loyalty and brand recognition. The data were collected through various sources such as structured questionnaire.

The sampling was narrowed down to 203 participants only. From the previous researches performed in the same domain, a few variables were identified and based on the current results, the analysis was performed along with the variables. The results of the research predict that majority of respondents love to interact with their favorite brands on their social media channels available across web & mobile domain.

It further shows the growing influence of social media as a tool that leverages companies that may promote their brands by creating mass followers online. It also shows that brand loyalty of consumers is positively affected when the brand offers consumer centric campaigns, relevant content and markets its products on various social media platforms.

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1. Introduction

A brand is a name, symbol, logo, amalgamation of colors, tagline or may be a combination of all of these parameters that signifies a specific company, products and the services. When you see your favorite sports team, cereal, car, mobile, tablets, laptop; does any particular tagline, logo or mascot comes to your mind immediately. If that is the case, your favorite things have been well branded. It is a remarkable effort invested by companies in order to create a visibility amongst their clients and customers. Their customers identify the brands and are willing to pay a heavy price to own such brands. With hindsight marketing states that it is vital for customers to have an immediate access to companies.

In recent times, social media gives that immediate access with a 24-hour medium to market products, create & build relationships, helps companies to communicate with clients, public and further helps them to expand opportunities. This platform helps companies to engage customers in a face to face dialogue. In an era of neck to neck competition, companies have to be certain about marketing our brands efficiently hence social media has become a popular platform to have effective results. Organizations have to be strategically sound while using the marketing tools. A complete focus is on the brand, mission and how best it is to expand the presence of a brand with a maximum impact. Social media platforms exactly help a brand to achieve high impact performance on its target customers throughout the globe.

Organizations are leveraging the power of social media to market their products because they are aware that a consumer shopping for products in the virtual space needs a seamless online shopping experience and to create a repo amongst customers, to attain the top brand recall whenever customers think about shopping experience and achieve success, profits for the brand. If a brand signifies quality and style it builds the foundation to market an entire line of product and services, and profits will follow. In today's modern times, creating a unique brand is essential to the success of a company, and social media channels have become an indispensable of this branding rat race. It is across diverse industries, cultures, regions all over the world.

This research emphasizes on clarifying how companies are utilizing the online space of social media channels to market their brands in a better way as compared to old & traditional methods of advertising and marketing. The study revolves around several social media channels i.e. Facebook, WhatsApp, YouTube, LinkedIn, Twitter, Instagram, to name a few.

1.1. Background & Current Trends

Traditional media channels have become in-famous because they communicate with a company's target audience in regular straight forward way whereas social media platforms are becoming famous as they adapt two-way communication, allows the companies to build brand awareness, communicate with consumers and help them to outline brand image. With the rise and growth of social networks, brands have gained the ability to interact, engage with their target audience on a mass scale. It helps them to develop a dedicated fan base of consumers who are more than willing to support the brand.

The social networks help brands to move away from traditional tactics to approach consumers towards more easy-going, cordial and clear way. Social media networks are an emerging form of media that has various software platforms under its umbrella that lets people and now companies to share, create, exchange information, create careers, and share thoughts in the virtual social media space. The recent technological trends have empowered several social media startups. The backbone for these channels is their web and mobile technology to create highly impactful, interactive, very dynamic platforms that helps people, communities to collaborate and develop user-generated content.

The social media channels have revamped the way people, brands, communities communicate with each other, develop organizational networks like LinkedIn, Facebook etc. Companies have started diverting their attention to social media channels as compared to traditional channels and develop, social blogs, professional business networks. Companies have their internal enterprise social networks, forums etc., photo sharing apps, micro blogging sites such as Twitter are a part of huge social network umbrella.

1.2. Motivation

The sole motivation of performing this research is to analyze several parameters that are being impacted by the increasing influence of Social Media Channels, to name a few how companies, individuals have been able to build their brands by just creating a virtual social media space. The branding on social networks is most contemporary techniques to perform effective brand management, adopt socially inclined branding strategies and move away from traditional advertisement methods.

In the current scenario, companies integrate the traditional advertising strategies and infuse them with social media mediums to execute the brand management. It allows companies to

market their brands in a better way, reach out to their target consumer segments, and they not interact with consumers on an extrinsic level but also on lifestyle level of the consumers that help brands to establish a personal connection with their consumers. It is most relevant approach to target consumers but it is also an important tool in creating B2B relationships amongst various organizations.

Companies now engage in virtual conferences or trade shows, well created by many professional networking sites. Brands are able to connect instantly with industry peers nationwide or even globally. The result is a powerful integrated method for managing the brand across customer types. It requires to add a human element to the brand, apply a personality to the proposed brand to be marketed and fosters a long-lasting cordial relationship.

The perfect amalgamation of the brand and personality helps to create an impactful brand image that connects with the target consumer segment and helps people to build an indefinite brand recognition. Social media branding strategy needs adaptive communication methods. It helps brands to connect their corporate message along with a flavor of what their target customers expect from them. Effective branding on social networks may have several aspects i.e. several media vehicles require a different tone and focus, customers respond in diverse manner on several social media vehicles.

1.3. Research Questions

This study will help answer all the questions and shall provide recommendation:

- a) What are the current marketing issues that brands encounter on several platforms under social media regime?
- b) What is the customer perception about social media branding?
- c) How do customers engage with their favourite brands through several channels of social media?
- d) To examine and perform detailed analysis on data being collected on various social channels. The most common variables to study are consumer usage, search patterns, and current trends, news and events etc.
- e) To provide recommendations of feasible changes that brands can revamp their tailor made strategies for different social media channels wherever applicable.

1.4. Scope of the Study

The major scope of this study involves the social media space, how it has drastically impacted an individual's life and companies. It involves to study the marketing methods, social media platforms, strategies adopted by social media channels to build a brand, and companies that are actively a part of social media bubble. It has revamped how people lives have been transformed and how industries are making use of social networks to build their business, grow rapidly, to live knowledgeable, help people to feel and explore products. It helps them to collect constructive feedback from people and innovate their products.

1.4.1. Social Media Marketing

It is a method of increasing user traffic to target desired websites through social networks. This kind of marketing programs focus immensely on dedicated efforts to develop user centric products that gauges user attention and encourages them to proceed further and share the content on their personalized social handles available on almost all social networks.

1.4.2. Social Media Platform

The social media platforms are various social networking services that helps to develop virtual social networks, cultivate social relations among people, businesses who come together on such platforms and connect with each other based on their interests, common activities, passion, background and real connections.

1.4.3. Social Media

Social media refers to consumer-created content of multimedia, text, photo and so forth. this is posted and shared online. it's also the net era that permits users to proportion content and speak with each other. In an extensive feel, social media has been round because the start of the internet, with Six tiers, the first social-networking website, released in manner lower back in 1997, advertising and marketing professors Michael Haenlein and Andreas Kaplan defined six distinctive forms of social media systems or channels. in their article enterprise Horizons, "Customers of the arena, Unite! The demanding situations and possibilities of Social Media," The social networks have different channels prescribed specifically as:

- a) Collaborative tasks like Wikipedia.
- b) Blogs and micro blogs like Twitter.
- c) Content material communities like YouTube, Flickr.
- d) Social-networking sites like fb, LinkedIn, Myspace.
- e) Virtual sport worlds like international of Warcraft.

The internet and social media agencies range from well-established technical industry. It is imperative to country that the net-based social networking industry is a specific discipline i.e. growing, and it'll provide a wide scope of professionals and open doors for quite a long term to come. today internet-primarily based lifestyles locales are very famous. it's far the course ahead to guide any association's ubiquity and deals for years yet to come and they may be relied upon to benefit all and any emblem which places sources into it to put it on the market their objects and administrations. The standard departments at these corporations include:

- a) Commercial Enterprise Development
- b) Content Creation Department
- c) Corporate Communications Department
- d) Customer Service and Support Department
- e) Data Analytics Department
- f) Department of Design
- g) Engineering Department
- h) Finance and Administration
- i) Human Resources Department
- j) Information systems and technology Department
- k) Criminal Affairs Department
- l) Department of Marketing
- m) Merchandising Department
- n) Quality Assurance Department
- o) Department of Regulatory Affairs
- p) Warehousing / Fulfilment Department

1.4.4. Companies in Social Media Sector

❖ Facebook

- Began in February of 2004 as a school-based social network at Harvard University.

- Created by Mark Zuckerberg along with Edward Saverin, Andrew McCollum, Dustin Moskovitz, Chris Hughes who were students at the college.
- A website where users can post comments, share photographs and post links to news or other interesting content on the web, chat live, and watch short-form video.

❖ Twitter

- An online news and social networking site where people communicate in short messages called tweets.
- Enables its users to send, read and reply with 140-character messages in a tweet.
- It has more than 500 million users out of which 332 million are active users.

❖ LinkedIn

- Whether you're a marketing executive at a major company, a business owner who runs a small local shop or even a first year college student looking for their first job after graduating, LinkedIn is for anybody and everybody who's interested in taking their professional life more seriously by looking for new opportunities to grow their careers and to connect with other professionals.
- It has more than 400 million active users as it provides access to recruiters, job seekers, corporates etc.

❖ YouTube

- It is an American video-sharing website headquartered in San Bruno, California.
- Three former PayPal employee – Chad Hurley, Steve Chen, and Jawed Karim created the service in February 2005.
- Google bought the site in November 2006 for US\$1.65 billion.
- It operates as one of Google's subsidiaries and allows users to upload, view, rate, share, add to playlists, report, comment on videos, and subscribe to other users.

❖ WhatsApp

- It was founded by Jan Koum and Brian Acton who had previously spent 20 years combined at Yahoo.
- WhatsApp joined Facebook in 2014, but continues to operate as a separate app with a laser focus on building a messaging service that works fast and reliably anywhere in the world.

- In the recent times, WhatsApp Business product has been launched that makes the brands a lot easier to connect with their target audience.

1.4.5. Building a Brand on Social Media Strategies

❖ Choose Networks

The choice of networks is very important to build a brand. It is a conscious decision that may help to build or break your platform. Different companies make use of different channels to build a brand. For example, Facebook is a diversified platform across the social media bubble that allows to create brand awareness among people as it has a very heterogenous base of users. Whereas, Instagram has recently taken over the market and help brands to do image marketing i.e. they click images of their clothes, products and upload it there. The USP of this channel is that it allows to reach youth audience across the globe. It has also made a place for itself in the video marketing as well for various brands.

❖ Content decides your Fate

Today, companies run because of content only. The prime reason that companies with good content are growing exponentially because the interesting content engages the audience and discover their loyalty towards a brand, company or an organization. The content is the king because of which either you rise on social media or you fail, it decides your fate. We need to be incredibly confident about every single of content that we share on internet should support the brand image. You should not be afraid of using the visual content rather, you need to analyze the content and its prospective response before actually using it.

❖ Leverage Influencers

In order to create a brand visibility among the audience, it is imperative to leverage on social media influencers, collaborate and incorporate them into your brand so that people can connect with your brand very easily. It has been a most common technique used these days to build any brand on social networks. It has become a trend to use or cite the names of influencers, their websites on the content pieces that you share on your social media handles.

1.4.6. Research Objectives

- a) To determine the influence of social media marketing on brand's usage of social networks to build their brand in comparison to traditional techniques of branding, advertising and marketing management.
- b) To effectively evaluate the customer's engagement level with a brand, their experience with a brand on social networks in comparison to various offline techniques of recognizing a brand.
- c) To analyse the usage of several popular social platforms such as LinkedIn, Facebook, Instagram, Twitter etc., how they are able engage with their customers, help brands and industries to generate more customers.
- d) To critically evaluate the brand loyalty of various products of organizations across several distinct sectors whose presence on social networks is medium to high in range.

2. Literature Review

It is imperative before starting any research, the researchers should investigate, collect, critically evaluate information from previous research papers published. It is very important to understand the area of research, key issues faced by previous researchers, recent engagements and current trends etc. By digging deeper, it provides them a backbone to justify their grounds for their research. The immense understanding of your specialization enables researchers to distinguish the gaps that your current research could fill in. Although, to find gaps is not enough to suffice your research findings. It is super critical that oneself is capable to enroll people interested in this topic that undertaken research is contemporary and is taken into consideration to resolve several important issues. It has been done executed in a specific order to gather insights for the area of research. Several research papers and online material has been referred; these are:

2.1. Study based on Impact of Social Media on Brands

(Bhanot, 2013) did research on how companies have started using the social networks in order to revamp their internal business processes, their connection with customers. He focused on how social media networks have helped companies to harness to keep their processes in a better shape. The primary study involved 25 companies from several sectors. The researcher explored how social networks have helped companies to market their products as a part of secondary study. The research results determine that a large majority of companies make use of the both traditional methods and social media to approach their target customer segment.

A secondary study was conducted to find out how companies use social media for various functions in marketing their products. Results of research indicated that a vast majority of the companies are using a combination of traditional and social media to reach out to their targeted customers. In the light of an investigation (Amir Nasermodeli, 2014) studied the evaluation of the roles of electronic word of mouth and the dimensions of brand equity in the context of social media. Variables like electronic word of mouth, demographic profile have been used in this research by the research team. Findings from this research shows that brand awareness acts as a mediator between electronic word of mouth, brand loyalty and perceived quality.

2.2. Study based on Consumers' Purchasing Decision

In a similar research, (Ayda Darban, 2012) shared research results that indicate in the food retail segment, consumers prefer social media networks as a reliable source of information before making any purchase online. He focused on the various techniques adopted by social networks to influence consumer purchase decisions in food retail segment. It was carried out through face to face interviews, telephonic discussions on how purchase decisions are taken. The survey questionnaire was distributed among the consumers present on the big retail outlets in order to gather their insights and viewpoints.

In another research executed by (Sema, 2013), was focused in the travel domain. It majorly shows how the information exchange that happens on social media can benefit the travel domain marketers to increase their traffic & revenue. The researcher focused on collecting data insights from people through surveys and distributed them on several social media channels. The study results predict how the social media has a positive influence on expanding their customer base, revenue for companies belonging to travel domain.

2.3. Study based on Consumer Behaviors

In another incident, (Martinka, 2012) research shows that how social media communities impact the consumer purchase behaviors online. The research gathered data from online surveys that were distributed to corporate people, university students and various freelancers who work from home. The research results show that people have been dominated by the social networks to make decisions, and it provisions an excellent opportunity for marketing managers to develop strategies to target their customers and generate revenue.

Another study was done by (Dr. Sachin Gupta, 2014) in this area to under buying behavior of customers in Jaipur in the online space. The researcher gathered data by distributing questionnaires' to people around. The research results predict that online marketing on social networks have gained incredible popularity amongst the Youngsters in Jaipur.

The systematic investigation by (Elisabeta Ionas, 2014) tells about how people research about a particular product or service on the internet, read reviews on forums, connect with previous buyers and read their reviews before making any purchase online. It determines the consumer confidence to buy products online. The various methods were adopted to gather data insights for this study such as survey questionnaires, discussion in focus groups and in-depth personnel interviews.

2.4. Studies on Social Media Marketing

The analysis performed by a researcher (Paquette, 2013) entirely dedicated to determine the connection of social networks, the brands and consumer. He critically evaluated how marketers could achieve a competitive advantage, an edge over their competitors through social media usage. The most important factor considered by researcher in this research to understand how well consumers perceive information from social media channels, utilize social media marketing of brands, was CSM also referred to as Consumer Sentiment Marketing. The results show that companies can increase their customer based, brand image, brand visibility and create awareness about their brand by creating innovative and engaging content for their customers on social media networks.

The analysis of the reach of social media and its viability for stigmatization of merchandise. the most parameters centered were group action social media into overall selling strategy and reducing prices per quarter thanks to responsive social media support. The author has emphasized on the utilization of assorted social media metrics to research and calculate the effectiveness of social media (Donna L. Hoffman, 2010). The result indicated gaining a radical understanding of the impact on a complete or product after they market through social media channels.

The studies done by (Vukasovic, 2013) in this area focused to evaluate the role of effective communication, strategy executed via the social media networks. His research emphasized on how to enroll people to be a part of trial tests on social networks in order to promote company's products and services. This paper focused the marketer's needs to create a social media presence to promote their brands.

An analysis of the usage pattern of social media amongst youth in Mumbai was conducted and the influence of social media on the consumer buying behavior was tried to be accessed. The study used the convenience sampling technique was used for a period of 2 months. The results from this study stated that social media is a very important tool for including personal and professional networking among youngsters. It helps in generating brand awareness (Bernadette D'Silva, 2011).

Finally, an investigation on how Social media marketing is used to create a significant impact on the consumer purchase behaviors. It was carried for people who read reviews about a product or service on social networks before making any purchase. It included responses from 50 participants and the results show that marketers can increase their advertisement effectiveness via social networks if they know their type of target audience, what are their

preferences, needs, buying behaviors, recent trends and search trends for products etc. (Azhar Ahmad, 2015).

2.5. Summary

The research papers uncover that mostly every organization regardless of which sector, industry and region they belong to, desire to interact, engage with their target customers on several social channels, participate in online activities. They prefer to customize their brand offerings according to their customers desires. Their dedicated investment on the social networks have helped them to increase their brand image, visibility and brand effectiveness.

3. Problem Definition

The major focus of this study is to dig deeper and gain in-depth knowledge of how organizations market their respective brands by leveraging social media platforms and build a successful one to one relationship with customers virtually. The research has been conducted with reference to several social media tools, applications both on the web and mobile domains like Facebook, Twitter, WhatsApp etc. that are being utilized by corporations as an easy, scalable, virtual medium to reach the masses, help them in several aspects like resolving their queries, retain customers, promote their brand, gain their trust and thereby building a long-lasting relationship with their customers. Unlike earlier, people when provided assistance online on social media by these companies to resolve their queries really fast, that helps them to rely on the services provided by any particular brand.

3.1. Purpose of the study

The sole purpose of this study was to visualize the impact brought by social media channels on the operations of the organizations to maintain a healthy relationship with their customers. Today, organizations focus on the power of social media to acquire their potential customers and building long term bonds. The goal of this research is to gain an insight on how organizations are effectively utilizing the social media branding processed along with the level of customer satisfaction, by changing the way in which traditional companies used to operate.

3.2. Objectives of Study

The objectives of the study are as follows:

1. What are the perception / attitudes of home makers towards the non-conventional online purchasing?
2. How organizations are leveraging social media channels like Facebook to revamp their internal business processes, that further transforms their connections with not only their existing customers but with the prospective customers as well.
3. How effectively social media community is influencing customer's decisions on the online purchase?
4. How corporations harness their advantageous positions in business, the pitfalls by utilizing the social channels?

5. To study users' preference of several social media channels and what role does user demographics play in executing their social media marketing practices.
6. To examine the customer confidence and trust in making purchases online.
7. To determine the profile of customers who make online purchase through social media.

3.3. Research Design

Considering the needs of this study to provide quantizable information, the research design utilized to execute this study is quantitative type. The questionnaire focusses questions on the social media usage by customers & brands, how the brands interact, engage, acquire & build loyal customer base using social media. It involves descriptive research techniques since the objective of research is to understand the target customers appropriately. It is imperative that users who participate in the study. It further helps to understand what, when whom, how, and whereabouts of the participants.

3.4. Sampling Technique

This study is based on convenience sampling technique. It is a technique that is non-probabilistic in nature, in which researcher distributes the questionnaire to whoever who are conveniently available to complete the questionnaire. Comparatively, it is much convenient for the researchers to approach & utilize such samples.

3.5. Research Instrument

Survey Questionnaire have been used as the major research instrument used to gather data for further analysis. The gathered data is collected in two ways:

3.5.1. Primary Data

- In order to collect the primary data, a survey was executed through Questionnaire. It was shared with the prospective respondents available to respond through any medium i.e. web or mobile.
- It was used to collect the first hand information to examine the study how effectively social media channels can help brands, people & companies.
- Eventually, the analysis was done based on the collected data. Collecting data by observing around is also another way.

3.5.2. Secondary Data

- In order to understand the research objectives, secondary data was collected from several research papers, websites, related contents on internet.

3.6. Sampling Methodology

It is the technique i.e. used in statistical analysis to electing units (e.g., people, organizations) from a population of interest, prospective target respondents. Post this sample data has been collected, it is being worked upon by studying the sample, and we may fairly generalize the results back to the population from which they were chosen.

3.6.1. Sampling Units

The people who we approached to submit their responses to the questionnaires are referred here as the sampling units.

3.6.2. Sample Size

The sample size for this study was narrowed down to 203 respondents that consists of people around different regions of Delhi – National Capital Region along with people who submitted online responses.

3.6.3. Sampling Area

The sampling area from where the responses were collected was Delhi – National Capital Region.

3.7. Selection of Variables

The selection of variables is a key activity. They were identified after going through the existing research papers related to this topic. With reference to variables identified from the existing research papers, a suitable questionnaire was prepared to conduct further research.

3.8. Piloting the Questionnaire

Cronbach alpha technique is a well-known technique to determine the reliability and appropriateness of questionnaires. “Cronbach's alpha is a measure of internal consistency and reliability, that is, how closely related a set of items are as a group.” If the value is higher than .70 or equal to it is consider significant to ensure reliability.

3.9. Measurement of Scale

- ❖ Nominal Scale was used to label variables without any quantitative value.
- ❖ Likert scale is a three point scale i.e. used here to give respondents an option to tell how much they are satisfied or unsatisfied with a particular statement.
- ❖ Ratio scale have been used to signify the exact value between units and the variables that can be added, subtracted, multiplied and divided.

3.10. Statistical Tools Used

Following statistical techniques and tools have been used in this research:

3.10.1. Descriptive Analysis

It is simply explaining the state of the world through data. It provides basic information about variables in a dataset. It works with analysing your datasets and driving insights. It doesn't deal with coming with the right recommendation/active to solve a particular problem. It summarizes the information to give a clear picture of facts of data in form of bar graphs, pie charts and tables.

3.10.2. Predictive Analysis

This technique is helpful for extracting significant information from existing data sets in order to determine patterns, predict future outcomes, trends from the set of data collected from individuals. It provides an insight to the relevant information of inter-related data to predict the further results which can be done using cross tab. It doesn't predict the future but it helps to forecast what might happen in the near future with an acceptable level of reliability that includes several what if scenarios and risk parameters.

3.10.3. Inferential Analysis

It is a term used to outline the practice of analysing data by inferring the information. It enables to derive predictions or inferences from the available data set. This analysis helps to take data from several samples, make generalizations about them. It creates the propositions about the samples taken from a survey or questionnaire. For an instance, you can call out people in a public place and ask 50 people if they like to shop at a particular outlet. You can collect information, create bar chart of their responses – it falls under descriptive statistics but with

inferential analysis, we can derive reasons that why 75-80% people like to shop at a particular outlet. It is generally carried down by correlations.

3.11. Statistical Package

SPSS tool has been used for executing the data analysis. It is a software package commonly known as IBM SPSS statistics used for executing such statistical analysis. The tool refers for statistical package for the social sciences. It is widely accepted in the market by researchers, survey companies, government entities to process the analysis.

4. Data Analysis

The data analysis is a procedure that helps to clean up data, change or modify variable, demonstrate important information with the sole objective of finding data that help researchers to propose conclusions and support the results of a research.

4.1. Cronbach's Alpha

We have calculated the Cronbach's Alpha value for couple of scenarios as mentioned below in order to check the reliability and appropriateness of the questionnaire.

❖ Scenario 1

Keeping in consideration, all 14 questions that were used for conducting the survey. The Cronbach's Alpha value is .754 that is higher than the significant value that further indicates, all the set of 14 questions used to conduct a survey are reliable as per the level of significance.

Reliability Statistics

CA Value	No. of Items
.754	14

Table – All 14 Questions

❖ Scenario 2

Keeping in consideration, the first 7 questions from the survey. The Cronbach's Alpha value for the first 7 questions is .706 that further indicates, first 7 items are reliable as per the level of significance.

Reliability Statistics

CA Value	No. of Items
.706	7

Table | First 7 Questions

❖ Scenario 3

Considering a set of random 7 questions from the survey. The Cronbach's alpha is .701 that further indicates, a random set of 7 items are reliable as per the level of significance.

Reliability Statistics

CA Value	No. of Items
.701	7

Table | Random 7 Questions

❖ Scenario 4

Considering first 5 questions from the survey. The value of Cronbach's alpha is .718 that further indicates, the first 5 questions are reliable as per the level of significance.

Reliability Statistics

CA Value	No. of Items
.718	5

Table | First 5 Questions

❖ Scenario 5

Considering a random set of 8 questions used for conducting the survey. For another 8 questions the value of Cronbach's alpha is .702 which indicates that a random set of 8 questions are reliable as per the level of significance.

Reliability Statistics

CA Value	No. of Items
.702	8

Table | Another 8 Questions

Since, the Cronbach's Alpha values are higher than the significant value in all scenarios, it depicts the overall reliability and consistency of the questionnaire.

4.2. Descriptive Analysis

Ques 1.	Please specify your gender.						
Analysis	<p>Based on the responses received, it shows that:</p> <ul style="list-style-type: none"> • 72.9% of respondents are male. • The remaining 27.1% of respondents are female category. 						
Graph (s)	<div data-bbox="636 577 1099 875" style="text-align: center;"> <p>A pie chart illustrating the gender distribution of respondents. The chart is divided into two segments: a large blue segment representing 72.9% for Male, and a smaller red segment representing 27.1% for Female. A legend to the right of the chart identifies the colors: a blue dot for Male and a red dot for Female.</p> </div> <p data-bbox="788 902 963 936" style="text-align: center;">Fig Gender</p> <div data-bbox="700 960 1032 1176" style="text-align: center;"> <table border="1"> <tbody> <tr> <td>Male</td> <td>148</td> <td>72.9%</td> </tr> <tr> <td>Female</td> <td>55</td> <td>27.1%</td> </tr> </tbody> </table> </div> <p data-bbox="772 1196 979 1229" style="text-align: center;">Table Gender</p>	Male	148	72.9%	Female	55	27.1%
Male	148	72.9%					
Female	55	27.1%					

Ques 2.	What age group do you fall in?
Analysis	<p>Based on the responses received, it shows that:</p> <ul style="list-style-type: none"> • 62.1% of respondents belong to the age group of 21-30 years. • 31% belong to the age group of 31-40 years. • 5.4% belong to the age group of 41-50 years. • 1.5% belong to the age group of 51-60 years.

**Graph
(s)**

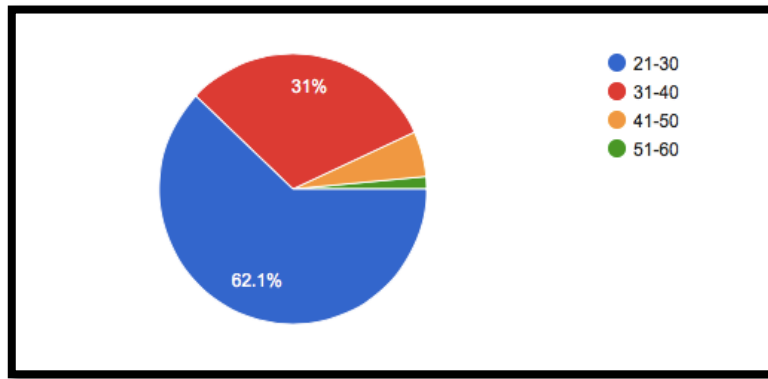


Fig | Age Group

21-30	126	62.1%
31-40	63	31%
41-50	11	5.4%
51-60	3	1.5%

Table | Age Group

Ques 3.

Which amongst of them are you aware of as a social media service?

Analysis

Based on the responses received, the below figure and table indicates the awareness levels of the respondents about several types of social media platforms both webs based and mobile based in the market. It shows that:

- **4.4%** respondents are aware about Facebook only.
- **1.5%** are aware about Twitter only.
- **0%** about LinkedIn only.
- **0%** about WhatsApp only.
- **94.1%** about all of the social media services of Facebook, LinkedIn, WhatsApp and Twitter.

**Graph
(s)**

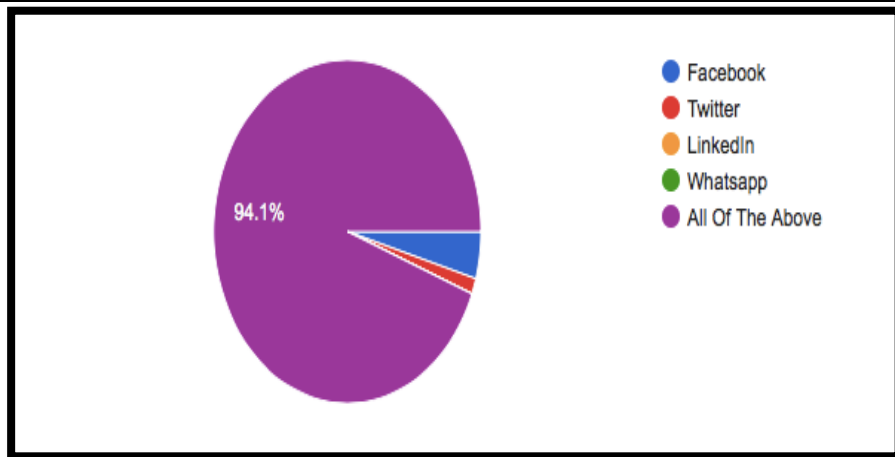


Fig | Social Media Service Awareness

Facebook	9	4.4%
Twitter	3	1.5%
LinkedIn	0	0%
Whatsapp	0	0%
All Of The Above	191	94.1%

Table | Social Media Service Awareness

Ques 4.	How active are you on your social media accounts?
Analysis	<p>Based on the responses received, the below table & figure shows the amount of times the respondents of this survey have been active in their respective social media accounts (in percentages), particularly as:</p> <ul style="list-style-type: none"> • They have been active regularly 57.6% of times. • They have been active frequently 36.5% of times. • They have been active once in a while 5.9% of times. • They have been never active 0% of times.

**Graph
(s)**

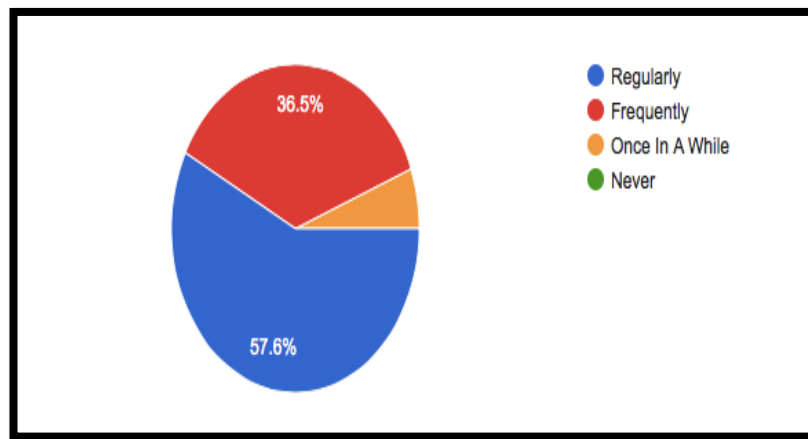


Fig | Active on social media account

Regularly	117	57.6%
Frequently	74	36.5%
Once In A While	12	5.9%
Never	0	0%

Table | Active on social media account

Ques 5.

Are you Employed with some company or you are an Employer?

Analysis

Based on the responses received, the below table and figure shows their profession that can be viewed particularly as:

- **15.3%** of the respondents are employers or have their own business.
- Remaining **84.7%** of the respondents are employees of different organizations who are into the service line of profession.

Graph (s)

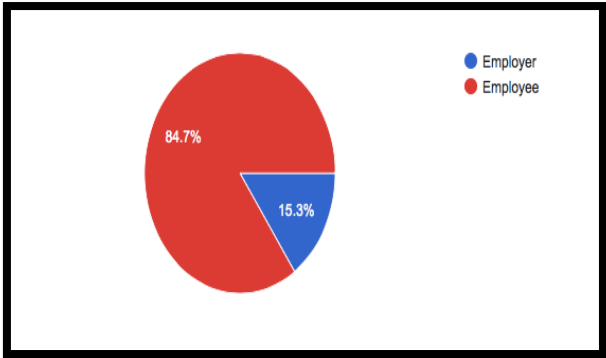


Fig | Employer or Employee

Employer	31	15.3%
Employee	172	84.7%

Table | Employer or Employee

Ques 6.	Do you personally follow any of the famous brands on your social media accounts?
Analysis	<p>Based on the responses received, the below table and figure shows if they personally follow any brands on social media or not that can be viewed particularly as:</p> <ul style="list-style-type: none">• 92.6% of respondents personally follow brands on social media.• Remaining 7.4% don't follow any brands on social media.

Graph (s)

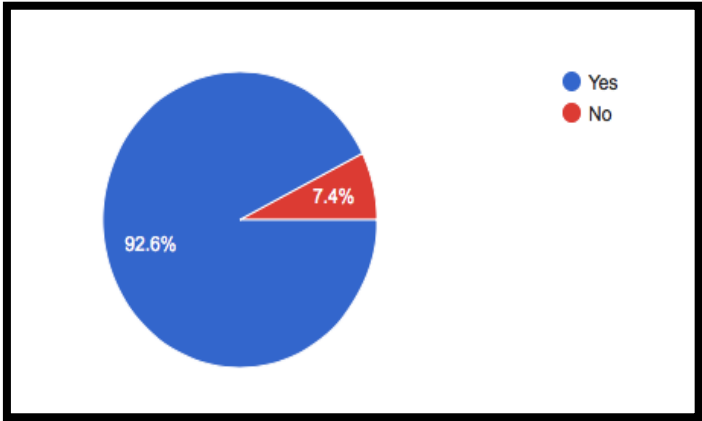
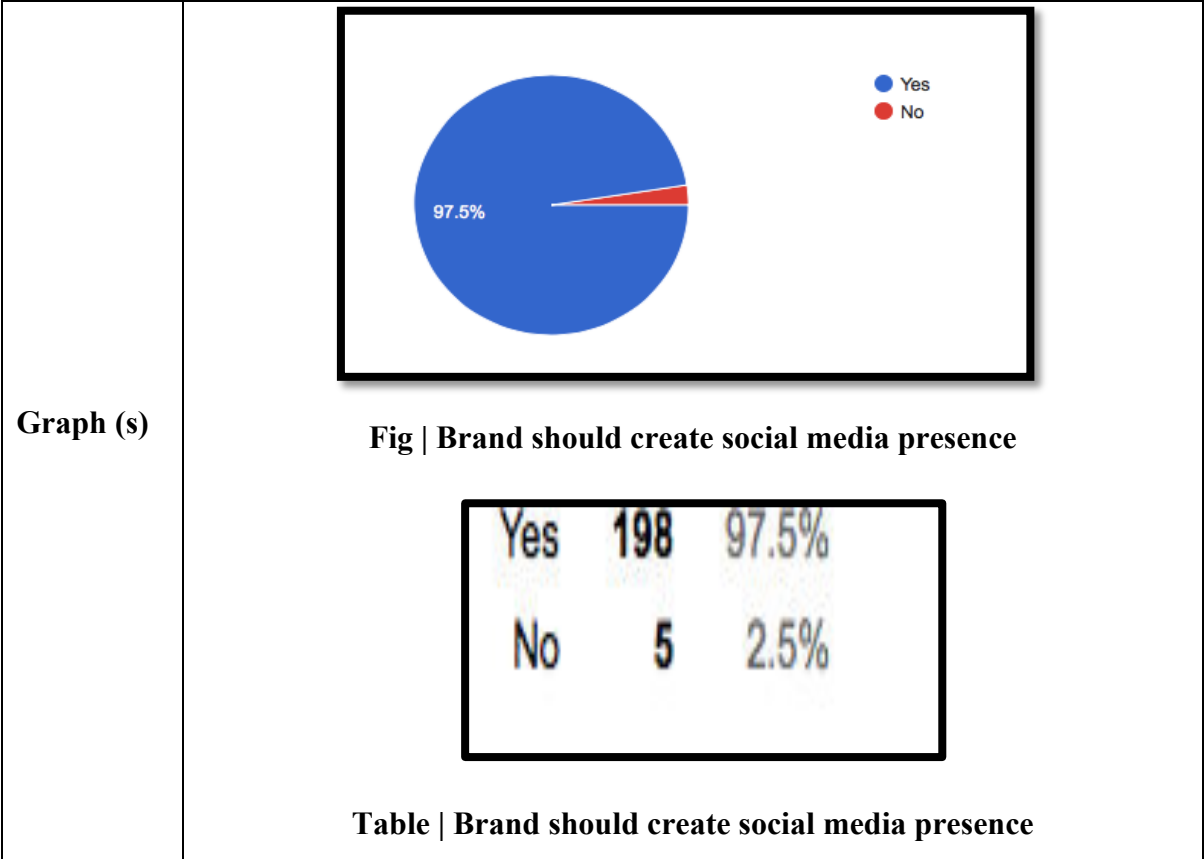


Fig | Follow any brand on social media

Yes	188	92.6%
No	15	7.4%

Table | Follow any brand on social media

Ques 7.	Do you support companies, brands should create a virtual social media presence?
Analysis	<p>Based on the responses received, the below table and figure shows indicate the percentage of respondents who think that all companies should create a social media presence or not, it can be viewed particularly as:</p> <ul style="list-style-type: none">• 97.5 % of respondents feel that “Yes”, companies should create social media presence.• 2.5% of respondents feel that “No”, companies should not create a social media presence.



<p>Ques 8.</p>	<p>Do you receive the desired information when you search up your brands on any social media platform?</p>
<p>Analysis</p>	<p>Based on the responses received, the below table and figure shows indicate whether respondents get the desired information about their respective brands on social media or not (in percentage), it can be viewed as:</p> <ul style="list-style-type: none"> ● 80.8% of respondents feel they get the desired information. ● 5.9% of respondents feel they don't get the desired information. ● 13.3% are not sure as to whether they get desired information or not.

Graph (s)

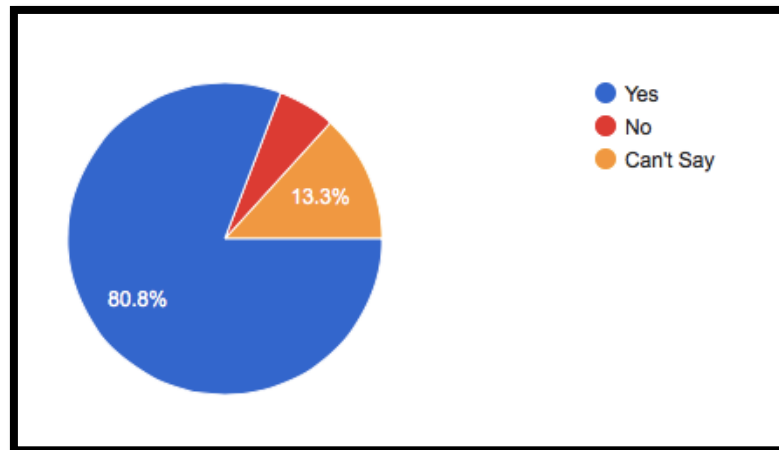


Fig | Desired information from social media platform

Yes	164	80.8%
No	12	5.9%
Can't Say	27	13.3%

Table | Desired information from social media platform

Ques 9.

How frequently do you interact with the brands that you follow to receive information, latest updates etc.?

Analysis

Based on the responses received, the below table and figure depict the frequency in percentage of respondents who interact with their favorite brands on social media, it can be viewed as:

- **41.4%** interact daily.
- **36.5%** interact weekly.
- **15.3%** interact monthly.
- **2.5%** interact yearly.
- **4.4%** never interact with brands on social media.

Graph (s)

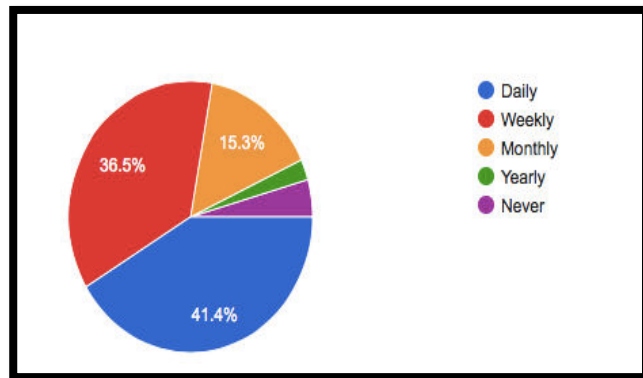


Fig | Latest updates about brands

Daily	84	41.4%
Weekly	74	36.5%
Monthly	31	15.3%
Yearly	5	2.5%
Never	9	4.4%

Table | Latest updates about brands

Ques 10.

Rate your level of satisfaction you get by interacting with your favorite brands online on a social media channel?

Analysis

Based on the responses received, the below table and figure depict the level of satisfaction of respondents while interacting with their favorite brands on social media, it can be viewed as:

- **57.1%** of respondents are extremely satisfied.
- **28.6%** are satisfied.
- **7.9%** are not satisfied.
- **6.4%** are neutral about their level of satisfaction.

Graph (s)

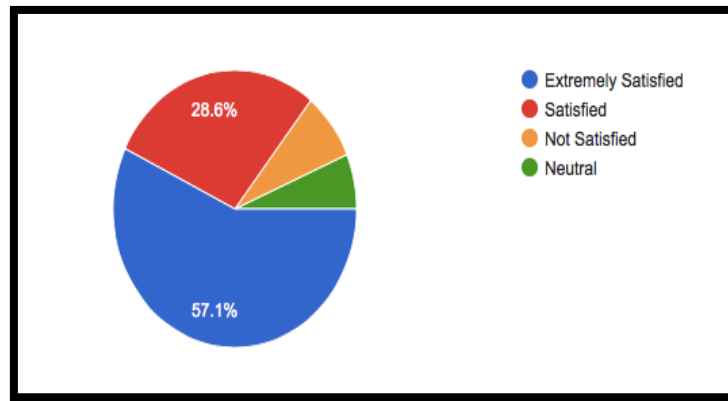


Fig | Level of Satisfaction & Online Interaction with Brands

Extremely Satisfied	116	57.1%
Satisfied	58	28.6%
Not Satisfied	16	7.9%
Neutral	13	6.4%

Table | Level of Satisfaction & Online Interaction with Brands

Ques 11.

How often should a company or a brand post on social media about itself?

Analysis

Based on the responses received, the below table and figure depict indicate the frequency in which a brand or a company should update about itself and its products and services on the social media channels, it can be viewed as:

- **46.8%** daily.
- **32%** weekly.
- **9.9%** monthly.
- **11.3%** combining all three.

Graph (s)

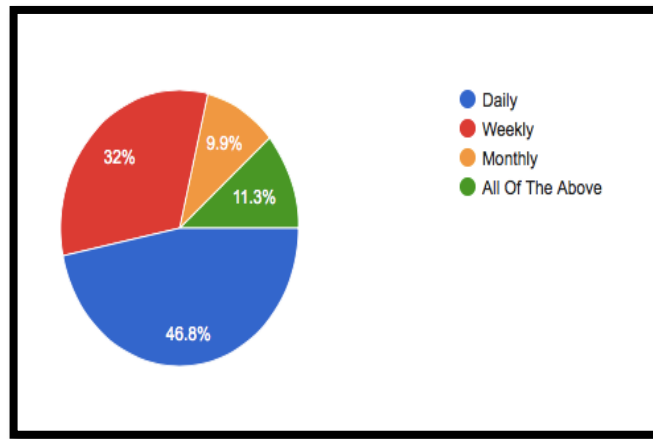


Fig | Social media posting

Daily	95	46.8%
Weekly	65	32%
Monthly	20	9.9%
All Of The Above	23	11.3%

Table | Social media Posting

Ques 12.

Which social media channel you prefer the most to get an update about your favorite brand?

Analysis

Based on the responses received, the below table and figure depict on which social media channels the respondents would like to get updates about their favorite brands, it can be viewed as:

- **69%** of respondents would like to have update on Facebook.
- **76.4%** of respondents would like to have update on Twitter.
- **65%** of respondents would like to have update on Google+.
- **55.7%** of respondents would like to have update on YouTube.
- **63.1%** of respondents would like to have update on WhatsApp.
- **32.5%** of respondents would like to have update on Instagram.
- **9.9%** of respondents would like to have update on Facebook.
- **10.3%** of respondents would like to have update on all of the above social media channels.

Graph (s)

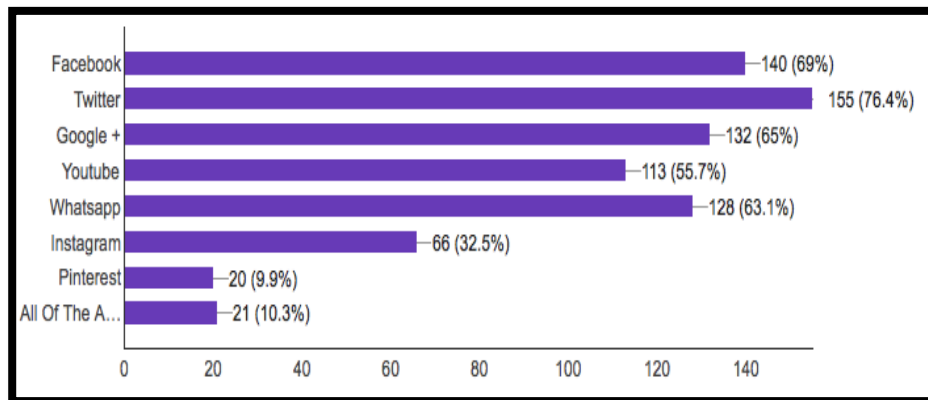


Fig | Update about brand on social media channel

Facebook	140	69%
Twitter	155	76.4%
Google +	132	65%
Youtube	113	55.7%
Whatsapp	128	63.1%
Instagram	66	32.5%
Pinterest	20	9.9%
All Of The Above	21	10.3%

Table | Update about brand on social media channel

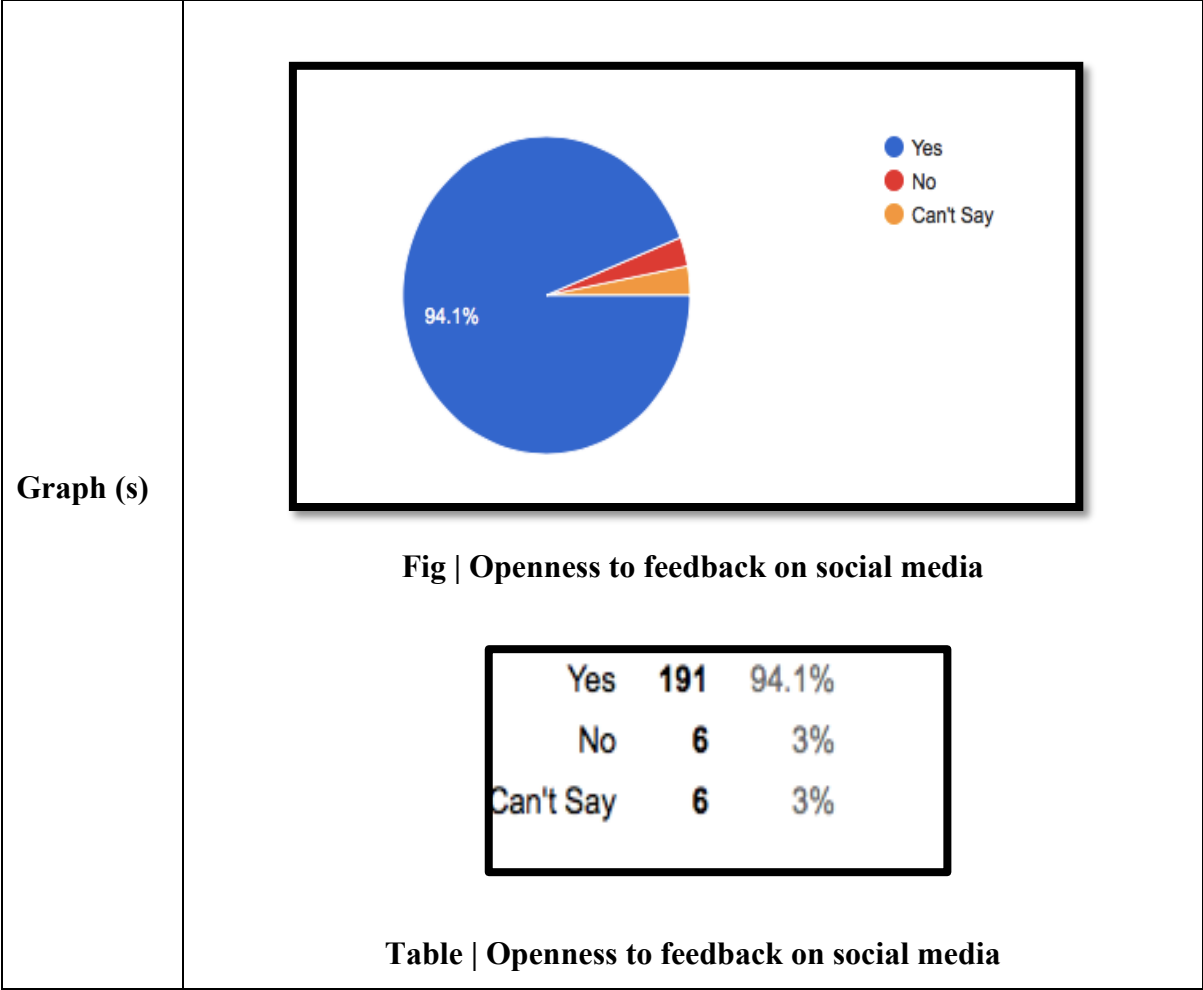
Ques 13.

Should a Brand be open to taking feedback on social media network?

Analysis

As per the responses received, the below table and figure enquire whether a brand should be open to taking feedback on a social media platform or not, it can be viewed as:

- **94.1%** want them to accept feedback.
- Yet another **3%** are not sure whether the brands should take feedback or not on a social media platform.



Ques 14. What sources of information would you like your brand to include as a part of its social media marketing campaign?

<p>Analysis</p>	<p>Based on the responses received, the below table and figure depict what information the respondents would like their favorite brands to adapt social media to share information, it can be viewed as:</p> <ul style="list-style-type: none"> • 1.5% of respondents like to see information which addresses their core needs. • 1% would like additional benefits from the brand. • 1% would like new product and service from the brand. • Remaining 96.6% would like to see all of them at one time. 												
<p>Graph (s)</p>	<div data-bbox="437 730 1326 1144" style="border: 1px solid black; padding: 10px;"> </div> <p style="text-align: center;">Fig Sources of information for brand's social media branding</p> <table border="1" data-bbox="592 1238 1182 1518" style="margin-left: auto; margin-right: auto;"> <tr> <td>One which helps solve your core needs from the brand.</td> <td style="text-align: right;">3</td> <td style="text-align: right;">1.5%</td> </tr> <tr> <td>One which provides you additional benefits.</td> <td style="text-align: right;">2</td> <td style="text-align: right;">1%</td> </tr> <tr> <td>New Product , Service or Company information.</td> <td style="text-align: right;">2</td> <td style="text-align: right;">1%</td> </tr> <tr> <td>All of the above.</td> <td style="text-align: right;">196</td> <td style="text-align: right;">96.6%</td> </tr> </table> <p style="text-align: center;">Table Sources of information for brand's social media branding</p>	One which helps solve your core needs from the brand.	3	1.5%	One which provides you additional benefits.	2	1%	New Product , Service or Company information.	2	1%	All of the above.	196	96.6%
One which helps solve your core needs from the brand.	3	1.5%											
One which provides you additional benefits.	2	1%											
New Product , Service or Company information.	2	1%											
All of the above.	196	96.6%											

4.3. Predictive Analysis

We have performed the cross-tab analysis by relating with various questions of the research using SPSS to gather insights that will be helpful to draw out useful conclusions.

Q1. Do you receive the desired information when you search up your brands on any social media platform * The level of satisfaction you get by interacting with your favorite brands online on a social media channel?

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Do you get the desired information when you look up your brands on the social media platform ? * What is the level of satisfaction you get by interacting with your favorite brands online on a social media website ?	203	99.5%	1	0.5%	204	100.0%

**Do you get the desired information when you look up your brands on the social media platform ?
What is the level of satisfaction you get by interacting with your favorite brands online on a social media website ? Crosstabulation**

Count

		What is the level of satisfaction you get by interacting with your favorite brands online on a social media website ?				Total
		Extremely Satisfied	Satisfied	Not Satisfied	Neutral	
Do you get the desired information when you look up your brands on the social media platform ?	Yes	113	44	4	3	164
	No	2	1	8	1	12
	Can't Say	0	14	3	10	27
Total		115	59	15	14	203

Fig | Crosstab Analysis of desired Information and Level of Satisfaction

Output – The above output depicts there is a relation between respondent’s satisfaction levels from social media channel interactions and the level of information received by the respondents from the social media interactions with their respective brands.

- Respondents who say YES they received the desired information score 113, 44, 4 and 3 on the parameters of extremely satisfied, satisfied, not satisfied and neutral as compared to the respondents who say NO and Cant’ say.
- These respondents score 2, 1, 8, 1 and 0, 14, 3, 10 respectively on the parameters of extremely satisfied, satisfied, not satisfied and neutral are clearly shown.

Q2. How active are you on your social media accounts * Age?

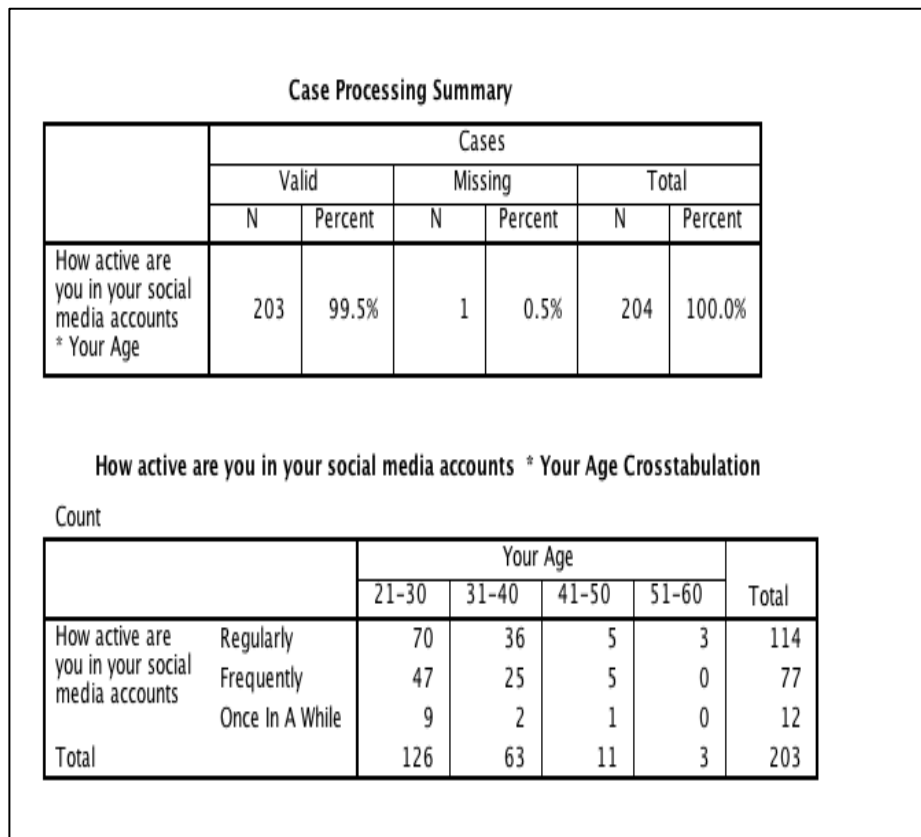


Fig | Crosstab Analysis of Age Group and Social Media

Output – The above output depicts that age group of an individual is directly proportional to their activeness, activities on a social media account. It shows that:

- Individuals in the age category of 21-30 are most active on social media channels.
- Followed by Individuals in age category 31-40.
- Then, 41-50 and finally individuals in age category 51-60 are the least active on social media channels.

Q3. Which amongst of them are you aware of as a social media service * Gender?

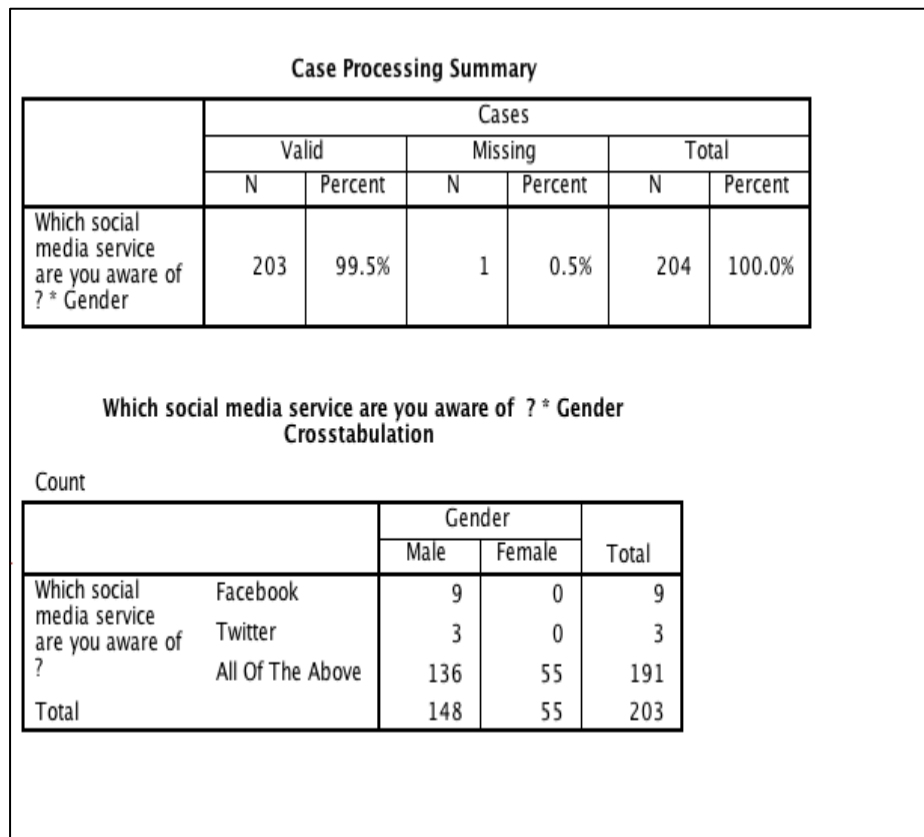


Fig | Crosstab Analysis of Social Media and Gender

Output – The above output shows the relation between Gender of Respondents and their awareness of various social media services on both the web and mobile platforms. It shows that:

- Males are clearly more aware about the various social media channels.
- Also, on an average, there is a difference between the awareness levels of males and females about the various social media platforms like Facebook, Twitter etc.

Q4. Do you personally follow any of the famous brands on your social media handle * How frequently do you interact with the brands that you follow to receive information, latest updates etc.?

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Do you personally follow any brands on your social media accounts ? * How frequently do you interact with or follow particular brands to get information , latest updates ?	203	99.5%	1	0.5%	204	100.0%

Do you personally follow any brands on your social media accounts ? * How frequently do you interact with or follow particular brands to get information , latest updates ? Crosstabulation

Count

		How frequently do you interact with or follow particular brands to get information , latest updates ?					Total
		Daily	Weekly	Monthly	Yearly	Never	
Do you personally follow any brands on your social media accounts ?	Yes	79	70	29	5	5	188
	No	3	6	2	0	4	15
Total		82	76	31	5	9	203

Fig | Crosstab of frequency of interaction and social media channel

Output – The above output depicts the relation between people who personally follow brands on social networks. Their frequency of interaction with any brand on social media. The result clearly displays that:

- Individuals who follow brands on social networks interact 79 times daily, 70 times weekly, 29 times monthly, 5 times yearly than those who don't follow brands over a social media channel.

4.3.1. Independent T Test

Q5. Calculating the level of significance considering the age groups of 21-30 years, 31-40 years and their level of activeness on social media channels?

Question	Age	Count	Mean	Std. Dev.	Std. Error (Mean)
How active are you in your social media accounts	21-30	126	1.5159	.62908	.05604
	31-40	63	1.4603	.56298	.07093

Table | Significance level age group 1 & 2 and level of activeness

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
How active are you in your social media accounts	Equal variances assumed	1.695	.044	.592	187	.044	.05556	.0938	.12951	.24062
	Equal variances not assumed			.615	137.079	.040	.05556	.0904	.12320	.23431

Fig | Significance level age group 1 & 2 and level of activeness

Defined Hypothesis:

H0: In the mean of two variables, there is no significant difference.

H1: The mean of two variables is significantly different.

Output | Independent T-Test

- As per above figure the value of significance is 0.044 that indicates variability of two values is significantly different leading to acceptance of alternate hypothesis.
- It depicts that respondents belonging to different age groups of 21-30 years, 31-40 years have least difference on their level of involvement or activeness on social media channels across web and mobile domains.
- The value of sig (2 – Tailed) is 0.044 implies that level of activeness on social media channels amongst these age groups is significantly different.

Q6. Calculating the level of significance considering age group (21-30 and 51-60 years) and level of activeness on social media channels?

Question	Age	Count	Mean	Std. Dev.	Std. Error (Mean)
How active are you on your social media accounts?	21-30	126	1.5159	.62908	.05604
	51-60	3	1.0000	.00000	.00000

Table | Significance level age group 1 & 4 and level of activeness

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
How active are you in your social media accounts	Equal variances assumed	15.149	.020	1.415	127	.020	.51587	.36459	.20559	1.23734
	Equal variances not assumed			9.205	125.000	.000	.51587	.05604	.40496	.62679

Fig | Significance level age group 1 & 4 and level of activeness

Defined Hypothesis:

H0: In the mean of two variables, there is no significant difference.

H1: The mean of two variables is significantly different.

Output | Independent one sample T-test

- As per the figure the value of significance is 0.020 which depicts that variability of two values is significantly different leading to acceptance of alternate hypothesis.
- It depicts that respondents belonging to different age groups (Age group 21-30 and 51-60 years) have huge difference on their level of involvement or activeness on social media channels across web and mobile domains.
- The value of sig (2 –tailed) is 0.020 that level of active on social media channels amongst these age groups is significantly different.

4.3.2. ANOVA One Way Test

Q7. Calculating the level of significance considering age group and how frequently a person follows a brand to get an update?

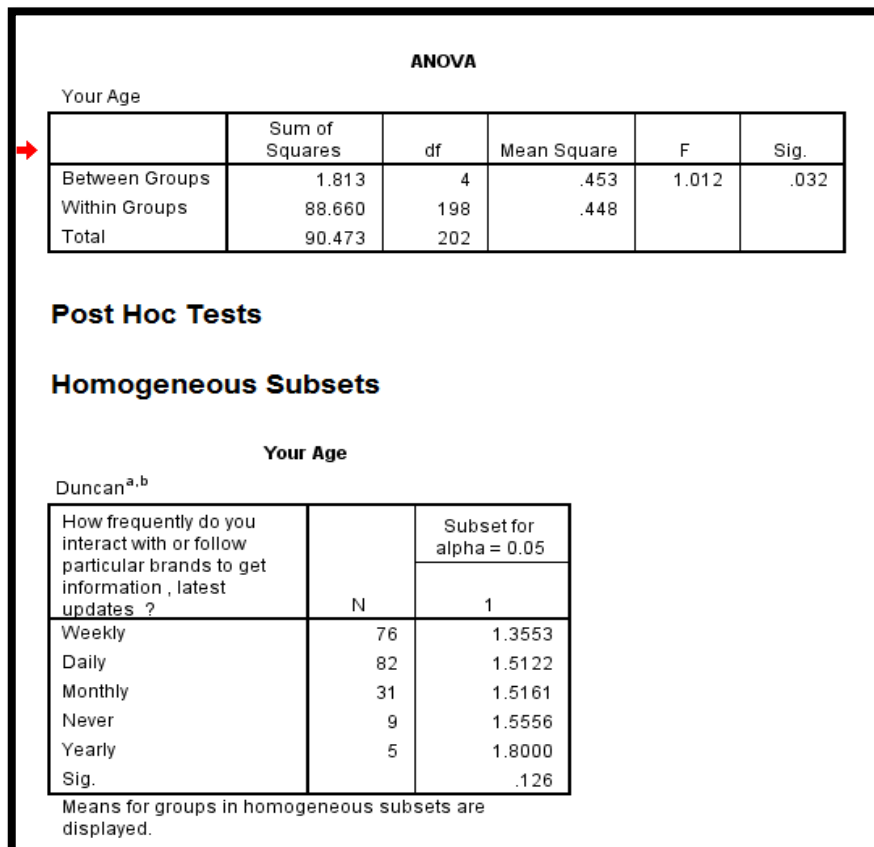


Figure | Significance age group and following a brand to get an update

Defined Hypothesis

H0 – There is no significant difference in the means of two variables age group and frequently following a brand to get an update.

H1 – There is significant difference in the means of two variables age group and frequently following a brand to get an update.

Output of Anova One-Way Test

- As per the figure the value of significance is 0.032 which is less than the defined level of significance that is 0.05 indicating the acceptance of alternate hypothesis.
- There is significant difference in the means of two variables defined. Post Hoc Duncan test has been done to determine the means of which variables are significantly different.
- As per the Duncan test highest value of mean is for yearly factor indicating it to most significant difference.

Q8. Calculating the level of significance on social media channels considering age group and activity level?

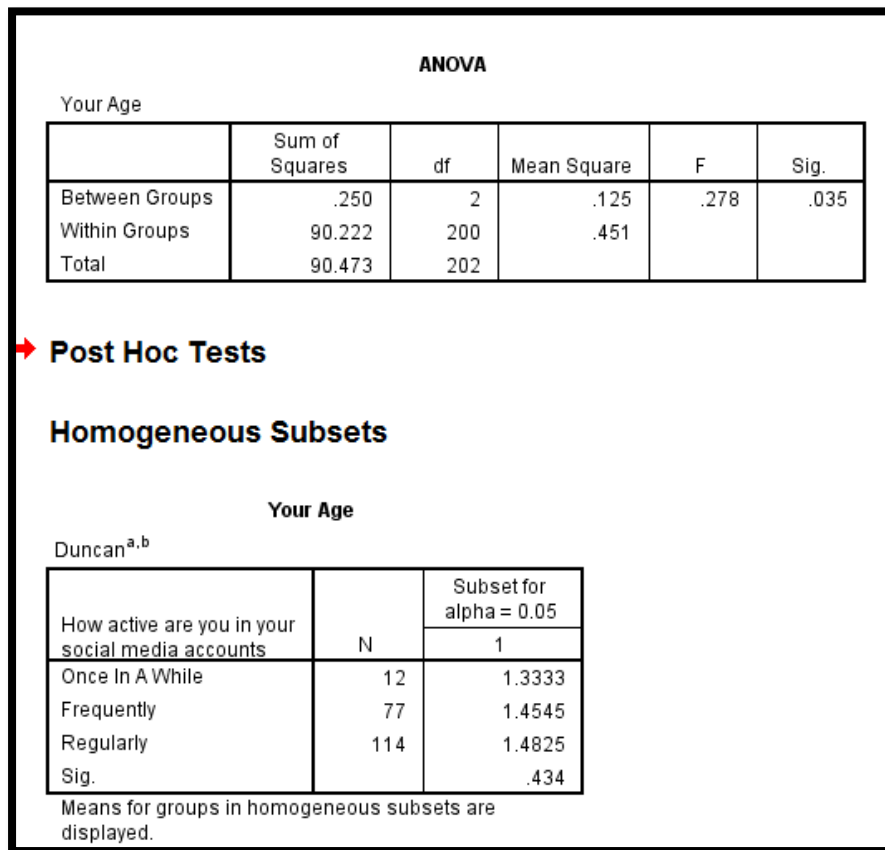


Figure | Level of Significance | Age group and Activity Level

Defined Hypothesis

H0 – There is no significant difference in the means of two variables age group and activity level on social networks.

H1 – There is significant difference in the means of two variables age group and activity level on social networks.

Output | Anova One-Way Test

- As per the figure the value of significance is 0.035 which is less than the defined level of significance that is 0.05 indicating the acceptance of alternate hypothesis.
- The two variables defined have significant difference in their mean values. Post Hoc Duncan test has been done to calculate the means of which variables are significantly different.
- Based on Duncan test results mean of the factor regular activity is highest that indicating it the most significant difference.

4.4. Inferential Analysis

4.4.1. Correlations – Gender, Age, Social Media Awareness, Activity on Social Media

		Your Age	Gender	Which amongst of them are you aware of as a social media service?	How active are you on your social media accounts
Age	Pearson Correlation	1	.05**	.58	.64
	Sig. (1-tailed)		.01	.247	.258
Gender	Pearson Correlation	.05**	1	.174**	-.032
	Sig. (1-tailed)	.01		.01	.325
Which amongst of them are you aware of as a social media service?	Pearson Correlation	.58	.174**	1	.70
	Sig. (1-tailed)	.247	.01		.197
How active are you on your social media accounts	Pearson Correlation	.64	-.032	.70	1
	Sig. (1-tailed)	.258	.325	.197	0.00

*. At 0.05 level, Correlation is significant (1-tailed) | **. At 0.01 level, Correlation is significant (1-tailed).

Table | Correlation [Gender, Age, Social Media Awareness, Activity on Social Media]

The above table depicts the values of Pearson coefficient of Correlation whose value should lie between -1 and 1. -1 indicating negative correlation, 0 indicating no relation and +1 indicates positive correlation. The significant value is 0.01 and 0.05 depending on the variables taken. All the variables are significant with respect to value of significance.

4.4.2. Correlations – Brand, Frequency of Interaction, Level of Satisfaction

Correlations				
		Do you personally follow any of the famous brands on your social media accounts?	How frequently do you interact with the brands that you follow to receive information, latest updates etc.?	Rate your level of satisfaction you get by interacting with your favourite brands online on a social media channel
Do you personally follow any of the famous brands on your social media accounts?	Pearson Correlation	1	.221**	.367**
	Sig. (1-tailed)	.000	.01	.01
How frequently do you interact with the brands that you follow to receive information, latest updates etc.?	Pearson Correlation	.221**	1	.244**
	Sig. (1-tailed)	.01	.000	.01
Rate your level of satisfaction you get by interacting with your favourite brands online on a social media channel	Pearson Correlation	.367**	.244**	1
	Sig. (1-tailed)	.01	.01	.000
**. At 0.01 level, Correlation is significant (1-tailed).				

Table | Correlation [Brand, Frequency of Interaction, Level of Satisfaction]

The above table depicts the value of correlation for different set of variables. The variables taken are finding the interaction and satisfaction levels of individuals with regards to communicating with their favorite brands on different social media platforms or channels. The Pearson coefficient of correlation has been used to determine the level of correlation. Most of the values are positively correlated and are significant as per the level of significance which is 0.01.

5. Interpretations

- a) Based on the data collected, we interpret that Male Community is more aware about various channels, platforms available on social media across both web and mobile domains. The crosstab results stipulates the gender difference usage and awareness levels for all the social media channels (to name a few Facebook, Twitter, LinkedIn, WhatsApp, Instagram etc.), suggests that males are more involved in social media activity.
- b) The data interpretation states that a majority of the individuals follow their favourite brands on social media channels and amongst them, maximum percentage of individuals interact on a daily, weekly and monthly basis with their favourite brands. While only a minority of individuals interact yearly or never interact with their brands at all. The cross-tab analysis results also depict that individuals who interact with the favourite brands on social networks on a daily, weekly, monthly, yearly basis are directly proportional to individuals who form the majority of people that personally follow their brands on social media or the minority of people who do not follow brands on social media whatever the case is.
- c) As per data collected, we interpret that most of the respondents want information like regular updates about their brands, core advantages of a brand will provide etc. on the most popular & user friendly social media channels available across web & mobile domain such as Facebook, Twitter, WhatsApp etc., it further shows that individuals rely on these mediums as they are the most convenient media's that act as catalysts for respondents to gather desired information.
- d) As per the data collected, we interpret that respondents who feel they get desired information by following brands on social media channels fall specifically into extremely satisfied or satisfied category. Whereas, the respondents who feel they don't get desired information by following brands on social media channels are unsatisfactory and their interaction over social networks. Finally, respondents who are not sure whether they get the desired information or not remain neutral about their level of satisfaction by interacting with brands over social media channel. Even cross-tab analysis results depicts that respondents whose level of satisfaction are extremely satisfied, satisfied, not satisfied or neutral are directly proportional to the desired level of information which they receive by interacting with their favourite brands over social media channels.

- e) The data interpretation states that age group and level of activity holds a positive relation as individuals in the age group of 21-30 years have been most active on social media channels, thereby followed by individuals in the age group of 31-40 years who have been frequently active, then individuals in age group of 41-50 have been once in a while active and finally individuals in age group of 51-60 have been least or never active on social media channels. This particular relation is described by cross tab analysis as well. The value of t-test is more significant for the age group 21-30 years rather than 51-60 years and it also points the same interpretation that we discussed above.

6. Conclusions

- a) This research predicts that majority of respondents like to engage with their favourite brands on their social networks available across web & mobile domain. It further shows the growing influence of social media as a tool that leverages companies that may promote their brands by creating mass followers online.
- b) Based on the gathered data, Facebook is the most popular social media channel followed by Twitter. Despite the fact, majority of respondents are aware about all different types of social media channels across web and mobile platforms, but still the major proportion of respondents use Facebook as a regular medium to gather desired information.
- c) The data states that 57.6% and 36.5% of the respondents who are regularly and frequently active on their social media accounts exists in 21-30 years and 31-40 years of age groups respectively. They include homemakers, working adults, college students etc. that further concludes youth population is more inclined & active towards social media as compared to the respondents belonging to later age groups of 41- 60 years.
- d) The research shows that out of majority of respondents who feel that all brands should have a social media presence, a larger demography prefers to follow their favourite brands personally on a social media channel on both web and mobile platforms. It depicts that respondents seek an active participation and interaction with their favourite brands online in social media space.
- e) The facts interpreted from the data collected states that, 94.1% of respondents expect the brands they follow should accept the feedback on different social media channels, that will help them to connect better with the brands. It shows that consumers are confident to search, buy products and services online if they receive a quality service in return.
- f) The data states that 80.8% of the respondents in 21-30 years and 31-40 years of age groups, gather desired information they want from their respective brands on social media accounts. It states that companies promoting their brands on social networks have an immense influence on the youth fraternity from any specific demography.
- g) Based on the data gathered, 57.1 % of the respondents who are contented with the interaction they have with their respective brands on social media channels gather majority of updates from the social platforms such as Facebook (69%), Twitter

(76.4%), Google+(65 %) and WhatsApp (63.1%). It clearly shows that Facebook is most popular social channel preferred by majority of consumers.

- h) Most of 96.6 % of respondents expressed the need that a brand should incorporate several solutions to satisfy the core needs of its customers, provide additional features and benefits and finally generate new product or service information as part of its social media marketing strategy.

7. Recommendations

- a) Mostly the young age group is familiar with social media tools to interact with their favourite brands online. Companies neglect the other age groups that are unable to use the social media channels. Hence, it is strongly recommended that brands should focus on all the age groups in order to increase customer level of satisfaction in using their services offered through these channels. This shall help to increase the customer loyalty too.
- b) It is observed from the response submitted, that overall the respondents were satisfied with the use of social media platforms to interact with their favourite brands. Companies have created a social media presence but the regularity is an issue. Therefore, it is advisable to companies that in order to extremely satisfied customers, organizations and brands have to be more focused on the interests, needs and wants of the customers that will help in building one to one long term relationship that can be done by having a more regular social media presence for the brands and engage their customers.
- c) It is observe that people in the age group of 51- 60, they have less involvement with brands on social networks. In order to expand their involvement, companies should invest time to create awareness amongst their customers, innovate their interaction practices, make the apps more customized, user friendly by adapting the latest technology trends.
- d) To enhance the customer service experience the brands should add some additional features such as Live Chats, News Alerts, Price Comparison with other Brands etc, on their social media page or groups to enable the customers to seamlessly connect with company's officials for any kind of queries if they are not satisfied with any service offered by the company.

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9. Appendix A – Questionnaire

Q1. What is your Name?

Q2. Please specify your gender:

- A. Male B. Female

Q3. What age group do you fall in?

- A. 21-30 Years B. 31-40 Years C. 41-50 Years D. 51-60 Years

Q4. Which amongst of them are you aware of as a social media service?

- A. Facebook B. WhatsApp C. Twitter D. LinkedIn

Q5. How active are you on your social media accounts?

- A. Once in a while B. Frequently C. Regularly D. Never

Q6. Are you Employed with some company or you are an Employer?

- A. Employed B. Employer

Q7. Do you personally follow any of the famous brands on your social media accounts?

- A. Yes B. No

Q8. Do you support companies, brands should create a virtual social media presence?

- A. Yes B. No C. May Be

Q9. Do you receive the desired information when you search up your brands on any social media platform?

- A. Yes B. No C. Can't Say

Q10. How frequently do you interact with the brands that you follow to receive information, latest updates etc.?

- A. Daily B. Weekly C. Monthly D. Yearly E. Never

Q11. Rate your level of satisfaction you get by interacting with your favorite brands online on a social media channel?

- A. Satisfied B. Not Satisfied C. Neutral D. Extremely Satisfied

Q12. How often should a company or a brand post on social media about itself?

- A. Daily B. Weekly C. Monthly D. All of the above

Q13. Which social media channel you prefer the most to get an update about your favorite brand?

- A. Facebook B. Twitter C. YouTube D. Google+ E. WhatsApp F. Pinterest
G. All of the above

Q14. Should a Brand be open to taking feedback on social media network?

- A. Yes 2. No 3. Can't Say

Q15. What sources of information would you like your brand to include as a part of its social media marketing campaign?

- A. To help resolve customer's core needs from brand C. Provide Additional Benefits
B. New Products, Service or Company information D. All of the above

10. Appendix B – Tabular Form of Literature Review

S.N.	AUTHOR	OBJECTIVE	METHODOLOGY	OUTCOME	VARIABLE
1.	Hoffman L. Donna, Fodor Marek (2010)	To identify the reach of several social media channels and their reliability for branding of consumer products.	Used several social media metrics to perform detailed analysis & calculate effectiveness of social media efforts. Source of primary data is Questionnaire.	Social Media's impact on branding of consumer products.	Effectiveness
2	Silva D'Bernadette , Bhuptani Roshni, MenonSweta, Silva D' Stephen (2011)	To analyze the social media usage pattern and their influence on buying behavior among youth in Mumbai.	Source of primary data is Questionnaire in Mumbai region.	Youngsters make use of various social media channels to share personal and professional information.	Networking Tool
3	Darban Aide, Li Wei (June, 2012)	To study impact of social networks on consumers in the food retail industry.	Sources of data collection were in-depth F2F interviews, telephonic interactions to understand purchase decisions.	The results show that customers perceive ratings available on social media channels as most reliable.	Consumer Attitude
4	Martinka Leslie (October, 2012)	To examine influence of social media	Online surveys were used to collect data.	Since social media plays a vital role,	Demographic s

		communities on consumers online purchase behaviors.		marketers take full advantage of this.	
5	Paquette Holly (February, 2013)	To study relation between brand, consumers, social media & how to gain a Competitive Advantage.	Factors like consumer sentiment marketing have been used by researchers.	It shows that retailers can increase the customer base by engaging with them on social media.	Consumer Sentiment Marketing
6	Patarawadee Sema (June, 2013)	To study how travel marketers can make use of social networks.	Online surveys were used to collect data.	Travel marketers have positive results by using social media channels to increase their traffic.	Online Marketing
7	Vukasovič Tina (July, 2013)	To study effective communication techniques to communicate on social networks.	Trial tests and social media campaign results were used.	It shows how important are social networks for marketers.	Trial Tests
8	Bhanot Sandeep Prof. (October, 2013)	To examine how organizations, make use of social networks to harness their business processes to enhance customer relationships.	The primary study involved 25 companies from various sectors. A secondary study was done to explore how social media has	Results show that most of companies in today times uses both traditional & online media channels to	Online Marketing

			helped them to market their products.	market their products.	
9	Chaturvedi Sumit, Gupta Sachin Dr. (March, 2014)	To analyze how consumer buying behavior is impacted by social media in Jaipur.	Data gathering sources were traditional survey questionnaire.	Younger generations are more inclined towards the online marketing via social media channels.	Online Relationship
10	Ioanās Elisabeta, Stoica Ivona (April, 2014)	To analyze consumer profile who purchase products online, their confidence & reasons to make online purchase.	Researchers have used sources like surveys and In-depth interviews, focus groups to collect data.	Consumers check reviews, read forums and collect suitable information before making any online purchase.	Consumer Profile
11	Motwani Dharmendra, Shrimali Devendra Dr., Agarwal Khusbu Ms (June, 2014)	To examine customer perception towards social media marketing practices used by marketers.	Researchers utilized convenience sampling with a sample size of 100 online users.	In comparison to traditional advertisements, the social media advertisements are considered more beneficial by customers.	Online Relationship
12	Varma Goswami Indrila, Agarwal Rupa Ms. (August,	To calculate the perception of homemakers towards online buying through various key	The mode of research is Exploratory and the techniques are Non-probability sampling and	Results shows that majority of users prefer offline	Homemakers

	2014)	factors.	snowball sampling because majority of respondents were homemakers.	methods but gradually are moving towards online methods.	
13	Baghmar Manju Dr. Agarwal Khusbu Ms (October, 2014)	To examine level of awareness and preference of users for social media network.	Research team has used strict questionnaires and various statistical tools like Annova test, chi-square test etc.	Results show that a large number of users are aware about advertisements that companies do on various social media platforms.	Social Media Awareness
14	Severi Erfan, Ling ChoonKwek, Nasermodeli Amir (Nov, 2014)	To understand role of electronic word of mouth in context of social networks.	Research team has used various electronic mediums to collect user information for analysis.	The research shows that consumer brand awareness, perceived quality is highly modulated by electronic word of mouth.	Electronic Word of Mouth
15	Barhemmati Nima, Ahmad Azhar (December, 2015)	To examine how the social media marketing is influencing the customer purchase behavior online.	The study included a survey that was distributed to more than 50 respondents to capture data for analysis.	The results predict that marketers can enhance their branding via social media ads and if they know their targeted audience, they	Consumer Attitude

				can achieve effective results.	
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