Report On

CUSTOMER RELATION MANAGEMENT THROUGH SOCIAL MEDIA

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Jan – May 2014

<u>CERTIFICATE</u>

This is to certify that the Project Report titled 'Customer Relation Management Through Social Media' is a bonafide work carried out by Mr. Subodh M C of MBA 2012-14 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfillment of the requirement for the award of the Degree of Masters of Business Administration.

Signature of Guide   Signature of Head (DSM)

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Date:

DECLARATION

I, Subodh M C, student of MBA 2012-14 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 declare that Project Report on 'Customer Relation Management Through Social Media ' submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfillment of the requirement for the award of the Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This Report is not being submitted to any other Organisation for award of any other Degree, Diploma and Fellowship.

Place: Subodh M C

Date:

ACKNOWLEDGEMENT

EXECUTIVE SUMMARY

Today's customers are harder to win and keep. To meet this challenge, companies are focused on fostering customer engagement: creating deep connections with customers that drive purchase decisions, interaction, and participation over time. Customer engagement drives clear benefits for organizations that serve both businesses and consumers, such as improving sales and loyalty, exposing valuable leads, and providing better customer insight. A well implemented Social Media strategy can be valuable to any company and provides an opportunity to engage in a conversation with its customers real-time. In this new world of Social Media, conversations can now be facilitated, monitored, measured, managed and directed. They are done to support a wide variety of business decisions relating to advertising, marketing, sales, product development and/or customer service initiatives. Companies can test or launch new marketing offers and fine tune brand messaging based on the real-time responses in the Social Media environment. Companies can build trust and confidence by managing its presence on Social Media world with an emphasis on identification and resolution of customer issues. Social Media can allow companies to identify emerging trends and catch repeated customer issues on a near real-time basis. By monitoring social media they can address issues before they escalate into product recalls and prevent bad publicity. Additionally by applying business analytics tools to the Social Media content it can reveal behavior patterns, enabling more precise customer targeting, relevant offers and more immediate solutions to customer issues. The purpose of this study is to analyze the extent of participation by Indian customers and organizations on such conversation on virtual communities.

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Introduction

Consumer's sovereignty is a central principle in the operation of the free market economy, wherein the will and want of the customer rule the roost. Mahatma Gandhi famously wrote: "A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favour by serving him. He is doing us a favour by giving us an opportunity to do so".

Until the last decade of the last century, marketing had been one of the neglected functions in management; it was always taken for granted in the Indian business scenario. The main reason for this was the then national policy such as protected commercial environment, tariff walls, and a fetish for nationalisation masquerading as economic patriotism. Ever since the 1990s, however, the climate has changed.

We are, now, witnessing not only a transformation in the purchasing posture and pattern of the customers, but also consequent corporate strategies in response to such customer expectations. The time has arrived when companies want to manage their revenue and profit such that they are marketing-focussed, and not sales-centred. Selling is more attuned to the needs of the company, whereas marketing is more concerned with the needs of the customer.

In the current context, customer relations management comes into its own and has become a top priority with corporate organisations. The future will put even more pressure on the need to create an awareness of, and sensitivity to, the expectations of the customer. Customer delight — "kokayaku manzoku" as the Japanese aver always — is a core and crucial item in the agenda for achieving sustained success in the business world.

Customer relations management is the Holy Grail in the present dog-eat-dog competitive climate in the international economy. It is a strategy employed to ascertain more information about customer needs and behaviour. Further, it is a compass to navigate ways and means to build stronger connectivity with customers based on such inputs. Good customer relationships are at the heart of any successful business venture. A better understanding of the needs of a customer is sine qua

non for a company to respond to such needs in a positive way and ensure 'Profitable Customer Engagement'.

Companies which want to be winners, which can ill afford to stay as spectators and bystanders, and hence, need to go beyond just copybook techniques in manufacturing and marketing, must intensify their involvement and engagement with their premium customers and generate enduring relationships with them.

Value addition is an important ingredient for winning this game. The new role of marketing management is to build a much deeper and broader definition of customer value *pari passu* nurture customer relationship by aligning the core processes in the company with this goalpost. The ultimate objective of customer relations management is to optimise the present and future *value* of the customers to the company.

"Profit can only be created by providing something that a customer accepts as value, and is willing to pay for as such. What the customer sees, thinks, believes, and wants at any given time determines whether value is being created." (Peter Drucker)

The importance of social media, particularly within the private lives of people, is almost unarguable - especially for the younger generations. Some people dismiss social media as a trendy pursuit with little relevance for the business community. Perhaps this is because a large percentage of the population has had little exposure to social media and, thus, is not privy to its expansive capabilities. But despite some misconceptions, social media comprise a powerful platform that, when used effectively, can have a tremendous impact on the business. As the number of internet enabled devices rises, with smartphones and tablets adding to the traditional routes of desktops and laptops, online communities are growing rapidly and social media plays an increasingly important role in the way people communicate and, by extension, the way they do business. Companies around the world are more and more taking on social media to promote their products and services and to communicate with clients and prospects. According to the Burson-Marsteller Global Social Media Check-Up 2012, 87% of Fortune 100 companies already have a presence on at least one social media website.

Objectives of the Study

- To analyze the importance given by large Indian companies towards their Facebook page.

- To monitor and understand the extent to which consumers are using such networks to express their feeling about that organization.

Literature Review

Social Media started in 1978 when the first Bulletin Board Systems exchanged data over phone lines with other users According to Evans (2008):

'When the Internet really started to take off, consumers started to tune out those carefully crafted messages and take more control over how they voiced their experiences with products and services. From websites to blogs, to forums and message boards, conversations started to spring up around products, brands, and companies. These conversations have had more influence on what others buy, subscribe to, and believe is valuable than any marketing message could manage.'

Nowadays, Social Media Marketing and more particularly Social Networks are becoming increasingly important in consumers' purchasing decisions, mainly because they amplify word-of-mouth and its power on customers and global benefits for businesses.

According to Evans (2008), Social Media relates to a self-generated, authentic conversation between people about a particular subject of mutual interest, built on the thoughts and experiences of the participants. Therefore, Social Media is definitely all about sharing and aiming at a collective vision, often intending to offer a more-appropriated or informed choice at the end. Furthermore, Social Media changes over time as it allows people to generate the content in a participative way whenever they want to add any additional piece of information. Social Media are also evolving constantly as they are part of internet high technologies, which are modified regularly with additional or replacing features. Social Media covers a wide variety of "online and mobile, word-of-mouth forums including social networking websites, blogs, company sponsored discussion boards and chat rooms, consumer-to-consumer email, consumer product or service ratings websites and forums, Internet discussion boards and forums, and sites containing digital audio, images, movies, or photographs, to name a few" (Hollensen, 2011).

Social Networks, or Social Media Sites, which are the main actors in the Social Media medium, can be defined as online communities of people who typically share a common interest or activity, providing a variety of ways for users to interact and having the ability to facilitate communication.

Social Media and Marketing

Social Media Marketing is marketing that focuses on people, not products (Diamond, 2008).The products can be presented by the company with as many qualitative features and promotional tools as possible, but what really matters is the comments and appreciations left by the customers. People provide the content, and this is the reason why Social Media Marketing is so scary and challenging for marketers. They do not control the marketing content anymore. Negative word-of-mouth can be spread worldwide in a couple of minutes only. With the explosion of Internet-based messages transmitted through the Social Media, they are now a main factor in influencing many aspects of consumer behaviour, such as awareness, consideration, information gathering, opinions, attitudes, purchasing decisions and post-purchase evaluation. International marketers need to recognize the power and critical nature of the conversations being hold by consumers using Social Media. Consequently, the ability of influencing the crowd effectively is the main quality needed by the marketing team (Evans, 2008).

Also, what is important about Social Media Marketing is that marketer can listen, track and measure what is shared on the Social Media Sites in order to improve the offered message and adapt it more to the customers' needs. Thanks to the Social Media analytics and metrics available, the impact of Social Media on a company's marketing strategy can be measured and evaluated relatively easily.

Social Media impacts on customers – Social Feedback Cycle

Nowadays, for any more or less important purchase, it has almost become vital to learn about the brand, product or service, and compare it with the equivalent of competing brands before considering purchasing it. While potential consumer do so, they interact with friends, google the products, search on Twitter and read experiences of those who have used the brand, product or service earlier. This section will analyze the Social Feedback Cycle, taking into account the effects of Social Media on consumers' buying behaviors, comparing it to the classic purchase funnel for traditional media.

The internet has now become the most common tool that consumers use to find information on products and services that they are considering buying. Besides opinions of friends and family, people use the internet as first source of information when making a major purchase decision. Whether they like it or not, people are holding conversations on the internet about the products and services they have used, sharing both good and bad experiences and feedbacks. Actually, almost two out of every three conversations online refers to a brand, product or service (Hubspot, 2012). These opinions have far more weight and value, and are considered more trustworthy, than any information provided by marketers. Indeed, word-of-mouth is considered to be the most trusted source of information. Therefore, Social Media largely affects customers' purchase decisions, because consumers usually seek other opinions and recommendations. Indeed, 78% of global consumers declare that they trust and believe other customers' recommendations for products and services more than any other medium. This is mainly due to the fact that consumers are seen as more objective than the companies' own marketing message.

The benefits of social media

Nowadays, Social Media Marketing is widely used by businesses because it represents a cost-effective marketing solution. The Social Media Marketing weapons can be used largely for free and very easily, in comparison with other promotional tools (Levinson, J.C. & Gibson, S., 2010). The main purposes of using Social Media Marketing are the amplification of word-of-mouth marketing, market research, general marketing, idea generation and new product development, co-innovation, customer service, public relations, employee communications and reputation management. Indeed, social networks can increase product and brand awareness, web traffic, customer loyalty, but also improve the company's Search Engine Optimization, and even increase the success of new product launches.

Social Media Marketing can be using unconventional means to achieve conventional goals, through the use of creativity, community, and relationships instead of big budgets to achieve marketing objectives. These methods are powerful guerrilla marketing strategies. Every marketer is now armed with highly effective online communications tools that enable him to garner the same level of influence that

many large corporations have. Therefore, Social Media Marketing is a great change in the world of marketing.

According to Hubspot (2012), 57% of SMBs say social media is beneficial to their business. Whether it is concerning large multinationals or small and medium-sized enterprises, Social Media Marketing presents many significant benefits for the companies' success. Social Media platforms foster communication around brands and products, enhancing positive as well as negative word-of-mouth around a business and its products and services. Any message or piece of information shared on the Social Media channels can be seen by thousands of people in an extremely short period of time.

Brand exposure and awareness

The main benefit acquired by businesses implementing Social Media strategies represents the increase in brand exposure. Brand exposure occurs when the customer becomes aware of a product, service or advertisement through at least one of their five senses, whether or not they paid attention to it. Thanks to the Social Media platforms, new brands can establish themselves and foster awareness. For existing brands, Social Media platforms also raise awareness. The brands' visibility is increased thanks to their presence on the large variety of Social Media channels, but also thanks to the word of mouth that is automatically expanded around the brand. Companies can heavily use Social Media Marketing to build their brand's reputation and enhance their popularity. This is also called online reputation management.

Indeed, setting up pages and profiles on Social Media channels offers many opportunities to the brand to be seen and reached by its audience. Exposure is the first step for new brands. Without any exposure, the company will just fail its launch. Moreover, the marketer can use Social Media channels to promote their products and services. The brand's Social Media pages provide the opportunity to present the products and services in a more interactive way. Consumers will have the choice of reading or not products' description, watch photos and videos, and read reviews and comments about these products.

Market Insights - Research and competitor monitoring

Besides, Internet and Social Media has completely transformed the way market research and competitor monitoring is being accomplished. Thanks to the amount of data left in the archive of the Social Media channels, information about the target audience and the competitors is easily accessible. Therefore, Social Media highly facilitates market insights.

On the one hand, Social Media channels offer the opportunity to spy on competition. Any brand can watch and read closely what is taking place on its competitors' website, blogs, and Social Media sites. Competitive benchmarking is an important part of any Social Media strategy. Each brand has its own strategies, goals, and execution tactics. However, brands and their competitors are usually striving to reach and engage with the same consumer database. Many tools exist to help marketers analyze what their competitors are doing. First, it is worth examining how active the competitors are on their Social Media sites every day: how many sites they have created, how many sites they are updating, how they are posting, how often, and more importantly, how the people are reacting to their posts. On LinkedIn for instance, it is possible to see how many employees a company has, how many followers they have, which products and services they are offering, and even through which networks both companies are linked together. Then, marketers can set up Google Alerts in order to get a message every time a specific word is being used on the Internet. This free service provided by Google, helps monitoring the competitors by allowing marketers to see what their competitors are appreciated for, and what they receive complaints for. Also, this technique is a perfect way of discovering where the audience is and which Social Media strategies are working. Marketers get valuable information from setting up keywords such as the competitors' products, executives, brand name variations… Alerts will provide insights into programs, tactics and strategies. It will help the brand to differentiate itself and stay ahead from the competitors. Many other tools are available for marketers such as hyper alerts, Twitter Search or Social Mention. The use of Social Media to research competitors provides valuable information for any business looking to implement a smart Social Media Marketing strategy. Understanding the competitors' activities offers insight into which strategies are successful and which strategies are not, and thus helps driving decision making without the expense and

risk of trying them first. Additionally, finding out how consumers feel about a brand, its product and services when compared to its competitors that are offering similar products and services help the business to strengthen the features that customers like, and make alterations where they feel that the company is lacking, when compared to the competition.

On the other hand, the data available on the Social Media channels also directly concerns the target audience. Indeed, analyzing the data of the people interaction on the Social Media channels provide marketers with demographics and behavior characteristics of their consumers. Although marketers may not have the ability to control what goes on with Social Media, they can definitely learn from it. They can study what is taking place and learn from it. Social Media can thus be compared to one big ongoing focus group that provides constant insight into consumer perceptions on brands. It helps understanding the target audience, its characteristics, and its needs and expectations. This information influences the Social Media marketing strategy of the company, helping to improve it. Marketers will use the best marketing techniques and design the most adequate marketing message to reach directly their target market. Finally, Social Media channels offer the opportunity to test the marketing campaigns and gather feedbacks before spending the money on trying to reach the target market as a whole.   This will help the company getting a better understanding of what will reach the target audience more effectively. In summary, Social Media Marketing does clearly offer many opportunities to businesses in regards to their market research, whether it is aiming at competition monitoring, marketing strategies testing or target market understanding.

Customer interaction – Customer service and feedbacks

Likewise, Social Media channels represent a wide interactive dialogue between brands and their current and prospective customers. Through the Social Media Sites, consumers are able to leave feedbacks and share their opinions, but they can also request help and support. The communication is valorized and often foster relationships between companies and their customers. Marketers can have a direct conversation with precisely the individuals who are purchasing their products or services, or who are currently looking for what they have to offer.

On the companies' blogs, pages and profiles, customers can leave feedbacks, expressing their true thoughts and feelings about a company and its products and services. Thanks to this communication, marketers get the opportunity to answer these thoughts, but also to educate the customers. These opinions help brands to improve their customers' experience. Feedbacks may include general opinions of the brand, experiences trying the products and services, convenience with the buying process, and even the way that consumers feel about the look and usability of the company's website. Through these feedbacks, marketers can find out if the company is meeting or exceeding the expectations of its customers.

Of course consumers can leave negative opinions. Negative word-of-mouth can expand really quickly with the Social Media channels. However, if the business has a real Social Media Marketing strategy, then it will see it as an ability to monitor public perception of its brand, products and services in real time. If a negative opinion goes viral through Social Media's worldwide interconnected platforms, marketers have the opportunity and responsibility to provide a quick and effective response. The aim is to listen, discover and resolve problems rapidly before they spin out of control.

By offering such a quick, efficient and personalized customer service, consumers will appreciate it and feel different. Strengthening the customer service online is also a way of presenting the brand, products and services in a more human, interactive way. It offers a human face in the form of a social spokesperson, with person-to-person conversations which build trust in the company's authenticity and professionalism. Therefore, a personalized experience through the solvation of an issue will foster customer engagement, loyalty and trust. Finally, this customer interaction on the Social Media platforms is also indirectly reducing costs, as the online community might as well help answering the problems, and the cost per interaction in customer support is definitely cheaper through the Social Media sites than using telephone or email support.
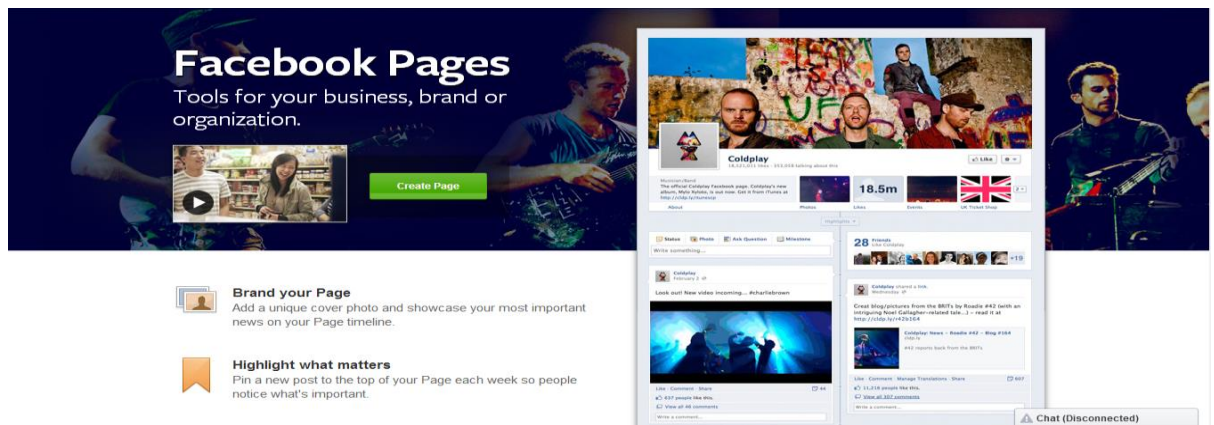
Facebook Pages

Facebook was founded in 2004 by Mark Zuckerberg, with the mission "to give people the power to share and make the world more open and connected ". With more than 1.3 billion monthly users at the end of December 2014 and more than 48% of the active users logging on to Facebook any given day (Facebook, 2014) , Facebook recently overtook Google as the most visited site in the world, with one out of every seven minutes online spent on Facebook. It has definitely acquired a massive and highly engaged audience.   The site is available in more than 70 languages and more than 75% of users are outside of the United States.   In the United States, 93% of adult Internet users are on Facebook (Hubspot, 2012). The average Facebook user spends approximately seven hours per month on Facebook. Regarding the online activity, more than 2 billion posts are liked and commented on per day. After ten years of existence, Facebook has undoubtedly proven its power to help people communicate more efficiently and has become a powerhouse of marketing activity due to the wide number of engaged users on the site and the simplicity of connecting them directly.

On a business perspective, Facebook can be extremely useful in finding new customers, building online communities of fans, and digging into gold mines of demographic information, through the use of Facebook Pages. Facebook pages have many various benefits for SMEs, including increasing brand exposure, targeted traffic and customer interaction.   Facebook Pages represent the public face of a brand

Facebook Statistics	Data
Total number of monthly active Facebook users	1,310,000,000
Total number of mobile Facebook users	680,000,000
Increase in Facebook users from 2012 to 2013	22 %
Total number of minutes spent on Facebook each month	640,000,000
Percent of all Facebook users who log on in any given day	48 %
Average time spent on Facebook per visit	18 minutes
Total number of Facebook pages	54,200,000
Facebook Demographics	**Data**
Percent of 18-34 year olds who check Facebook when they wake up	48 %
Percent of 18-34 year olds who check Facebook before they get out of bed	28 %
Average number of friends per facebook user	130
Average number of pages, groups, and events a user is connected to	80
Average number of photos uploaded per day	205
Number of fake Facebook profiles	81,000,000
Global Facebook Reach Statistics	
Number of languages available on the Facebook site	70
Percent of Facebook users who are outside the United States	75 %
Number of users who helped translate Facebook	300,000
Facebook Platform Statistics	
Average number of aps installed on Facebook each day	20 million
Total number of apps and websites integrated with Facebook	7 million
Every 20 Minutes on Facebook	
Links shared	1 million
Friends requested	2 million
Messages sent	3 million

Facebook Statistics 2014

Facebook Pages

With the new Facebook Timeline, Facebook Pages can now illustrate wide marketing opportunities thanks to amazing visual displays such as the cover photo. Then, the 'About' tab needs to include a complete description of the company and the best Search Engine Optimization. The most important element of the 'About' tab on Facebook Pages is the 'About' section, because it appears not only in the tab itself, but also on the main Facebook Page just underneath the cover photo. Moreover, this 'About' section is the part that Google and most over search engines looks at first, and thus, it defines how well the Facebook Page will be ranked on the Search Engine. Therefore, it is really important to include directly a link to the company's website in this section, as well as all the main keywords best used to describe the company, its products and services, and its branded message. Another important tool for a better Search Engine Optimization is to put links to the company's website in each section where it is possible. Also, it is highly recommended to fill out as many sections as possible in order to provide as much information on the company as possible. The following Table 2 shows a list of all the sections available in the 'About' tab of any company page on Facebook, with a short summary of what should be included under each section.

Recommendations for company's 'About' tab on Facebook pages

Name of the section	What to include
Category	Choose one from the list provided
Community Page	Link to any existing Facebook community page related to the Page
Sub-categories	Choose up to 3 sub-categories to better describe the business
Username	URL to create after having at least 25 likes - Important for SEO
Address/City/Postcode	Provide correct information to be linked automatically with Google map
Name	Name of the Facebook page – less than 75 characters
Creation	Date of creation of the company
About	Link to website + text with keywords for SEO
Description	Overview of the company
Mission	Company's mission and objectives + links to website
Rewards	List of any recognized rewards received by the company
Products	List of the products and services offered by the company + links to website
Website	Links to website and any other Social Media Sites
Email	Email to contact your company for any further information

Source: Adapted from 'Facebook Social Media Package: The Steps', own creation, 2011.

Applications

After acquiring the appropriated pictures and 'About' tab, a Facebook page should definitely take advantage of the powerful marketing tools offered by the applications that Facebook developers and external developers have created for the businesses' benefit. Major used applications include direct links to websites, contact forms, newsletters subscription forms, YouTube channel application, Tweets to Pages application, blog syndication, and Static iFrame applications, which can contain any text of images like basic internet pages.

In essence, Facebook is the brand's window, a mixture of an online fan club and a publicity department, working together to showcase and engage with their prospective and existing customers. Facebook Pages are easily found by both new and existing customers. A Facebook Page can have unlimited fans and will get picked up by search engines easily, creating even greater brand visibility. To sum up, brands are embracing Facebook because of its effectiveness in creating a sense of community, and its ability to consistently reach the fans. Regarding Business-to-

Customer companies, Facebook drives them the most conversions (Hubspot, 2012). Also, with the new Facebook Timeline, brands get a 46% increase in user engagement and a 65% increase in interactive content. The ratio of sharing on Facebook is really good as any news feed which is viewed by 9 persons, will be shared once.

With the help of notifications, the convenient and simple Facebook platform allows the ease and swiftness of communication. Besides, accessing Facebook with mobiles has become an increasing phenomenon. Users can share opinions, join groups, hold events and participate in contests conveniently. Regarding brand exposure, users might be exposed to a Facebook Page by their friends, and thus get easily connected. Also, the advertising platform on Facebook can be extremely useful at increasing brand awareness significantly while targeting directly the audience concerned. On the whole, 51% of US B2B marketers agree that Facebook is an effective marketing tool (Hubspot, 2012). Social Media exposure and engagement can be measured by tracking the total number of fans that "like" the company's Facebook Page. Also, with the Facebook Insights section, Facebook offers many tools to analyse the interaction and growth of the fan base. Facebook company pages are often even better ranked on search engines than the companies' websites. For companies intending to create a professional online portfolio for networking purposes and to attract future employers, Facebook will definitely be a useful channel, if the content published is managed properly. Besides, for advertising purpose, Facebook can help spreading the word as advertisements would appear only to the target audiences that have indicated their interest in the Facebook Page.

Finally, utilizing Facebook within a marketing strategy, companies will have the opportunity to build relationships with their prospective and existing customers. Facebook also encourages traffic back to websites and provides the valuable opportunity to get found by prospects that might not otherwise have learned about the company in other more traditional methods. At last but not least, nothing draws a crowd like a crowd. And, Facebook is definitely the crowd.

Limitations of study:

1. Time constraint**:** Due to limitation of time the coverage of this study has been restricted to few selected respondents. If the time provided would have been more than the study could have been extended to wider area to make it more comprehensive.

2. The study is conducted considering the prevailing conditions which are subject to change in the future.

Methodology

The study used multi-stage sampling. In first stage, four major sectors were selected. These sectors were: Automobile, aviation, banking, and homecare. In the second stage, top organizations from each sector were identified and selected as sample of the study on the basis of their ranking in Unmetric, Company that provide monthly analysis of top Indian brands in Facebook in accordance with Fans, Conversations, engagements etc. survey carried out for March 2014.In totality; data from nineteen corporations are collected.

The data was collected between April 15, 2015 and April 30, 2014 from the official Facebook page of the respective organization. The study considered only those Facebook pages which have been officially sponsored by corporations and mere use of the logo or brand name of a corporation did not qualify them as a unit of study. In cases, where a firm has different Facebook profile for individual brands, Facebook profile of one of the biggest brand has been taken as sample unit for analysis.

The Facebook page of individual marketers was observed during the data collection period and nature of the comments posted on each profile was observed. The comments were analyzed and subsequently divided into two categories: negative and positive. Negative comments were defined as those comments that were precarious, sarcastic, and unfavorable; evince criticism or having certain input of disagreement, negativity or unfavorable feedback about products, practices, communication, and societal orientation of the firm. Positive comments were defined as those remarks having certain content of favorable input and not necessarily appreciative or praising in nature. Each comment or posting on the Facebook page of the sampled organization were monitored and accordingly tabulated.

Findings

The study observed that 100 per cent of the sampled organizations have a Facebook profile of either of their individual brands or corporate brand. A summary of the survey result is given in table 1 below. The study analyzed around 3823 comments of the sampled companies. The inter sectoral monitoring of the data reveal that Auto mobile sector got maximum Facebook fans and participation in terms of both negative and positive comments. However, intra-sectoral analysis of the Automobile sector displays high degree of variation among the companies. Due to a very strong consumer base and product portfolio, Hyundai has got the maximum Facebook traffic among the sampled organizations. The aviation sector displays the least Facebook comments during this period. The automobile sector is followed by banking, homecare and aviation sector in terms of total comments. SBI responds more than 50 percentages of the queries asked by customers and their comments. Least responses are from three companies' audi, dulux and kill pests kill diseases. The companies making their customers active in Facebook page by conducting various contests. The companies are celebrating special occasions like women's day, Sachin's b'day, April fool etc. through Facebook and giving awareness through pages like importance of participating in elections.

The data analysis reveals that it is again automobile sector which attributes the maximum per cent of the positive comments on its Facebook page. It may be due to large number of customer base that these organizations are serving. Similarly, the nature of positive comments also related with the integration of various communication tools in digital platforms that sampled automobile organizations are using to connect with the customers through various engagements practices on social media. Such online engagement practices are also very high among banking sectors selected in the sample. Inter industry comparison revealed that Jet Airways got the highest percentage of negative comments on its Facebook wall during the survey period. The high per cent of positive comment may be considered as an indicator of low level of customer satisfaction in such organizations.

Table Facebook Comments Monitoring Data of Indian Organizations

Automobile Sector								
Findings								
Company	Total Fans	People Talking	Total Comments	positive Comments	-ve Comments	Queries	Reply	%of negative Comments	%of Responses Companies
Hyundai	38,28,461	37057	517	487	30	6	0	5.8	0.0
TaTa Nano	38,19,419	2354	37	34	3	7	7	8.11	15.91
Audi India	35,29,148	29996	318	314	4	2	0	1.26	0.00
BMW India	27,97165	31063	422	420	2	6	2	0.47	0.47
Mahindra Scorpio	27,77,501	22141	480	476	4	5	5	0.83	1.03
TOTAL			1774	1731	43	26	14	2.42	0.78

Automobile Sector

Aviation Sector								
Findings								
Company	Total Fans	People Talking	Total Comments	positive Comments	-ve Comments	Queries	Reply	%of negative Comments	%of Responses Companies
Jet Air Ways	1.1m		93	56	37	1	19	39.78	20.21
Air Asia India	6,66,497	3274	6	6	0	7	2	0.0	15.38
Spice Jet	6,54,548	28564	93	79	14	8	12	15.05	11.88
Lufthansa India	4,41,244	9229	190	188	2	1	1	1.05	0.52
Air India	1,09,065	6143	110	100	10	2	3	9.09	2.68
TOTAL			492	429	63	19	37	12.80	7.24

Aviation Sector

BankingSector									
Findings									
Company	Total Fans	People Talking	Total Comments	positive Comments	-ve Comments	Queries	Reply	%of negative Comments	%of Responses Companies
HDFC	22,18,085	4957	101	97	4	2	1	3.96	0.97
ICICI	29,19,337	11357	302	270	32	17	34	1.60	10.66
SBI	83,196	3178	66	58	8	73	70	12.12	50.36
PNB			469	425	44	92	105	9.38	18.72
TOTAL			938	850	88	184	210	9.38	18.72

Banking Sector

Home CareSector									
Findings									
Company	Total Fans	People Talking	Total Comments	positive Comments	-ve Comments	Queries	Reply	%of negative Comments	%of Responses Companies
Kill Pests Kill Diseases	664395	28628	96	93	3	0	0	3.13	0.00
Surf Excel	1652460	11637	355	353	2	1	5	0.56	1.40
Asian Paints	455984	2415	83	78	5	6	26	6.02	29.21
Dulux Paints	939473	1160	30	25	5	3	0	16.67	0.00
Ariel India	1090659	3030	55	49	6	4	25	10.41	42.37
TOTAL			619	598	21	14	56	3.39	8.85

Home Care

Total Comments	3823
Total number of positive comments	3608
Total number of negative comments	215
Total number of queries	210
Total number of replies	317

Overall Analysis

Company	Total number of Fans	Number of people talking	Contest	Reply
Audi India	3529148	29996	3	97
ICICI	2919337	11357	5	622
SBI	83196	3178	4	142
Asian Paints	455984	2415	1	6
Dulux Paints	939473	1160	6	7239
Ariel India	1090659	3030	2	87

Companies which conducting contests

CONCLUSION AND RECOMMENDATIONS

With the strides social media has made as an effective marketing medium, due diligence should be paid to update the pages about new product updates. A dissatisfied customer would portray a negative image of the company. A prompt response to a concerned customer shows that the company cares about it's customers and is willing to resolve the issue faced. The positive comments posted should be appreciated. Also the interactions initiated by the company seem to evoke a large number of responses. The frequency of such initiatives if increased would bring good amount of gains for the company. Linking Customer relationship management software in use in various companies with the social media would be a good initiative. Furthermore social media has various facets, the company should put in effort to spread to other networking sites such as linkedin, twitter, forums, google plus, and many more. Regional festivities and localised special occasions are a part and parcel of the diversity inherent in India; people cherish and have a close place in their heart for them. Big companies can utilise this to gain a foothold in the culturally sensitive mindset of Indian population. Guides could be provides on the proper way to use products, increasing awareness, this could pave a platform for content marketing. Also, awareness regarding CSR activities conducted by the company should be updated on the social media.

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