

Project Dissertation

THE IMPACT AND INFLUENCE OF SOCIAL MEDIA ON CONSUMER BRANDING AND RELATIONSHIP

Submitted By

AISHWARY TANDON

2K17/MBA/009

Under the Guidance of:

Dr. G.C. Maheshwari

Professor



DELHI SCHOOL OF MANAGEMENT

Delhi Technological University

Bawana Road Delhi - 110042

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CERTIFICATE FROM INSTITUTE

This is to certify that the Project Report titled THE IMPACT AND INFLUENCE OF SOCIAL MEDIA ON CONSUMER BRANDING AND RELATIONSHIP, is an original and bonafide work carried out by Mr. Aishwary Tandon of MBA 2017-19 batch and was submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-110042 in partial fulfilment of the requirement for the award of the degree of Masters of Business Administration.

Signature of Guide
Dr. G.C. Maheshwari

Signature of Department Head
Mr. Rajan Yadav

DECLARATION

I, Aishwary Tandon, student of MBA Batch 2017-19 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-110042 declare that Project Report on THE IMPACT AND INFLUENCE OF SOCIAL MEDIA ON CONSUMER BRANDING AND RELATIONSHIP submitted in partial fulfilment of 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 has not been submitted to any other university for the award of any other degree, diploma and fellowship.

Aishwary Tandon

Place: New Delhi

Date of Submission:

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Sincerely,
Aishwary Tandon

EXECUTIVE SUMMARY

The research explores how social media affects brand-customer relationships, and whether social media-based relationships lead to desired outcomes such as customer satisfaction, recommendations, and loyalty.

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1. OBJECTIVE

The objective of the study is to see the impact and influence of social media on consumer branding and relationship.

1.1- METHODOLOGY

In the research the method used is that we took the pre and post influence of social media on consumer branding and took the questionnaires and a sample of 50 person were taken. The role of SEO and SMM is used.

2. INTRODUCTION

Examples of Consumer Branding

Your neighborhood grocery store is filled with examples of consumer branding on product packaging. Sports drink labels list key ingredients that imply superior performance benefits to competing products. Soft drinks and snack foods strive for eye-catching use of color and design in their packaging.

Your small business can use consumer branding to appeal to the wants and needs of your prospective customers as well. You can promote a unique selling point that aligns your product or service to consumer needs.



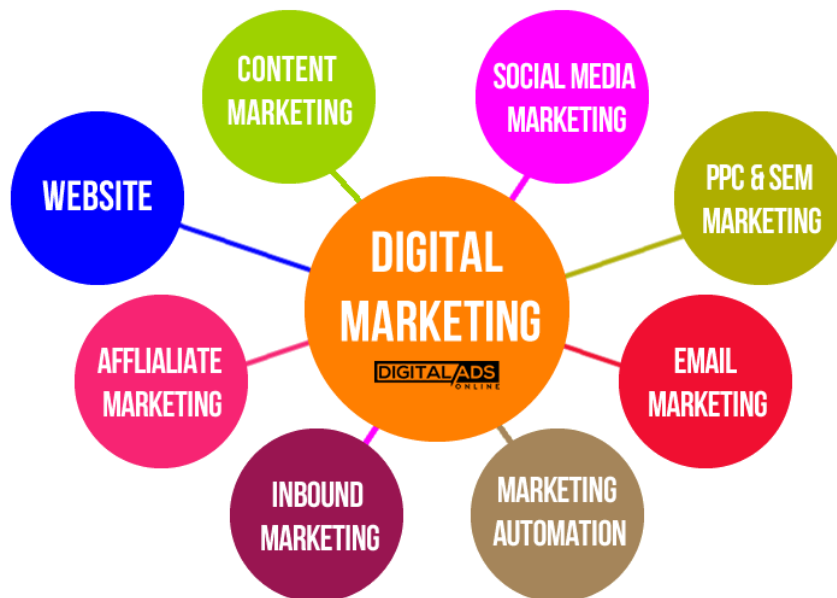
➤ 2.4 DIGITAL MARKETING

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.

Digital marketing's development since the 1990s and 2000s has changed the way brands and businesses use technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient.

Digital marketing methods such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games are becoming more common in our advancing technology. In fact, digital marketing now extends to non-Internet channels that provide digital media, such as mobile

phones (SMS and MMS), callback, and on-hold mobile ring tones. In essence, this extension to *non*-Internet channels helps to differentiate digital marketing from online marketing, another catch-all term for the marketing methods mentioned above, which strictly occur online



3. REVIEW OF LITERATURE

3.1 CONSUMER BUYING BEHAVIOR

Buying Behavior is the decision processes and acts of people involved in buying and using products.

Consumer Buying Behavior refers to the buying behavior of the ultimate consumer. A firm needs to analyze buying behavior for:

- Buyers reactions to a firms marketing strategy has a great impact on the firms success.
- The marketing concept stresses that a firm should create a *Marketing Mix* (MM) that satisfies (gives utility to) customers, therefore need to analyze the what, where, when and how consumers buy.
- Marketers can better predict how consumers will respond to marketing strategies.

3.2 Stages of the Consumer Buying Process

Six Stages to the Consumer Buying Decision Process (For complex decisions). Actual purchasing is only one stage of the process. Not all decision processes lead to a purchase. All consumer decisions do not always include all 6 stages, determined by the degree of complexity...discussed next.

The 6 stages are:

1. Problem Recognition(awareness of need)--difference between the desired state and the actual condition. Deficit in assortment of products. Hunger--Food. Hunger stimulates your need to eat.
Can be stimulated by the marketer through product information--did not know you were deficient? I.E., see a commercial for a new pair of shoes, stimulates your recognition that you need a new pair of shoes.
2. Information search--
 - Internal search, memory.
 - External search if you need more information. Friends and relatives (word of mouth). Marketer dominated sources; comparison shopping; public sources etc.

A successful information search leaves a buyer with possible alternatives, the evoked set.

Hungry, want to go out and eat, evoked set is

- chinese food
- indian food
- burger king
- klondike kates etc

3. Evaluation of Alternatives--need to establish criteria for evaluation, features the buyer wants or does not want. Rank/weight alternatives or resume search. May decide that you want to eat something spicy, indian gets highest rank etc.
If not satisfied with your choice then return to the search phase. Can you think of another restaurant? Look in the yellow pages etc. Information from different sources may be treated differently. Marketers try to influence by "framing" alternatives.
4. Purchase decision--Choose buying alternative, includes product, package, store, method of purchase etc.
5. Purchase--May differ from decision, time lapse between 4 & 5, product availability.
6. Post-Purchase Evaluation--outcome: Satisfaction or Dissatisfaction. Cognitive Dissonance, have you made the right decision. This can be reduced by warranties, after sales communication etc.
After eating an indian meal, may think that really you wanted a chinese meal instead.



4. IMPACT OF SOCIAL MEDIA ON CONSUMER BRANDING

Communication, these days, has been greatly affected by the internet and technology. The social networking platforms are influencing the interaction process among internet users via two-way participation channel rather than being a unidirectional, information tool. Social media, with the similar accelerated development in mobile technology, is now accessible anywhere, any time . Consumers, undoubtedly to a large extent, have adopted the social media. Facebook, for example, as of the first quarter of 2017, Facebook has gathered 1.94 billion monthly active users (Facebook, 2017). Twitter, at the same time, has got registered 313 million active users (Twitter, 2017). Consequently, brands have been forced to establish and maintain their existence on these social platforms. The upsurge of users on these communicative platforms impels the marketers to target social media platforms for communicating and creating an effective brand identity by reaching out to them and communicating more. Brand managers employ different strategies to communicate and interact with their target audience. Marketers keep striving hard in order to engage people on social networking sites with their brands. Consumers engage with brands not only by directly responding (commenting/re-tweeting) on an advertisement/post, but also communicating (forwarding the message) it to other consumers, who can further directly respond to the sender, show no reaction or forward it to others with their own inferences . These social networks have given a big boost to the already existing power of word-of-mouth. Traditional forms of brand communication via public relations, television advertising etc., have undoubtedly, achieved a considerable success, but in today’s customer-dominated business environment, their productiveness is decaying quite noticeably.

4.1 Facebook

Social Sharing is a Vital Activity for Discovering What to Buy

62% of online shoppers have read product related comments from their friends on facebook.



4.2 Social Sharing Causes Consumers to Act

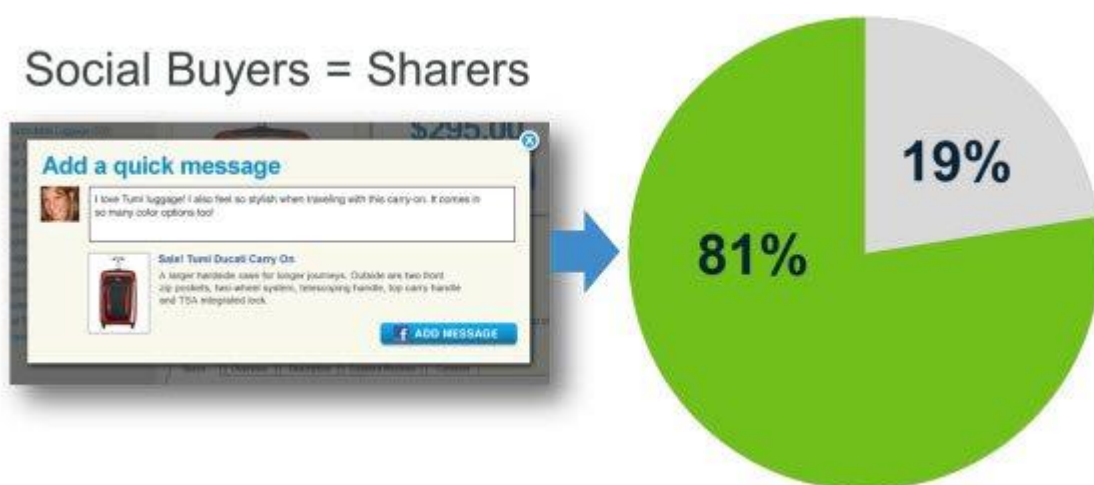
75% of shoppers who read social sharing comments have clicked on the product link in their friends’ Facebook posts, taking them to the product page on a retailer’s website.

53% of the shoppers who have clicked through to the retailer's site have made a purchase.



4.3. Positive Social Sharing Creates a Virtuous Cycle of Sharing and Purchasing

81% of consumers who purchase products they learn about through social sharing are valuable social sharers themselves, thus creating a cycle of sharing and buying.



4.4 “Social Proofing” – Increases Confidence in Buying

Social proofing, which is the activity of showing friends activities on a website is a powerful motivator for buying. The study showed that 32% of visitors are more likely to stay and shop on a site that shows activities of shoppers who have purchased there, even when those shoppers are not their friends. When the shared activities include the shopping behavior of the visitor’s friends, that number nearly doubles to 62%. With respect to purchase, 57% of shoppers are more likely to purchase on a site that shows their friends who have purchased on that site.



57.1 % more likely to make a purchase If show their friends

4.5 Match the Motivations of Sharers to Share with the Motivations of Shoppers to Act

When comparing sharer and shopper motivations, a key takeaway from the study is to encourage sharers to include the reasons they bought the product, as this is the strongest motivator for shoppers to act.



5. INSTAGRAM

- ✓ Influence that Instagram has on purchase decisions, with 72% saying they have made fashion, beauty or style-related purchases after seeing something on Instagram, with the most-purchased categories being clothing, makeup, shoes and jewelry.
- ✓ According to the study, the generational breakdown of Instagram users is made up of: 89% of millennials, 82% of Gen Xers and 65% of baby boomers, while the percentage of those who made purchases based on Instagram followed a similar pattern: 74%, 63% and 54% respectively.
- ✓ Consumers become increasingly digital-savvy and social media-driven, platforms that can be used to reach the younger generations are constantly under examination.

6 SEO

Millennials and their moments of need (and where your brand fits in)

Google identifies different micro-moments:

- Want-to-know moments
- Want-to-go moments
- Want-to-do moments
- Want-to-buy moments

All of us live many such micro-moments in our daily lives.

Simply put, micro-moments are moments of need. These are moments when we want to do something and do it really fast. Because mobile phones are our most accessible devices, we use our smartphones and make buying decisions on the go.

Google shares a great story that shows how such moments trigger actions and lead to sale.

7. Social Media Marketing (SMM)

Social media is “fundamentally changing the way we communicate, collaborate, consume, and create”. Defined as “ group of internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of usergenerated content”

In the marketing context, social media is seen as essentially different to other forms of digital media and as potentially heralding a paradigm shift in marketing . It is a hottest new marketing concept and it is a form of Internet marketing which utilizes social networking sites as a marketing tool to achieve branding and marketing communication goals. SMM sometimes refer as or Viral marketing and Web 2.0 marketing. SM sites such as Facebook, Instagram, Twitter, Pinterest, Google+, Linkedin, Tumblr, YouTube and numerous others have begun to revolutionize the state of marketing, advertising, and promotions. Also, it is use to communicate information about a company and its brands and products.

8 . Social media enhancing consumer branding and relationship

The ubiquitous nature of digital engagement these days, more and more brands interact with consumers through the online model. Brands, therefore, feel the pressure of the ever-expanding requirement to interact with customers through digital interfaces and new technologies. In most cases, social media is the front line for such engagement. Therein lies the danger. For without careful consideration, the customer experience may become cold and impersonal. If brands are to thrive in this age, their social media channels must adopt a personal and communicative tone.

social media as a two-way channel between customers and the brands they follow. The platform enables direct communication between the two parties in a public forum-like environment. It's a popular tool used by many and the numbers continue to grow. According to recent reports, almost half of consumers in the US use social media to ask questions, complain or report satisfaction, and a third prefer social media customer service over a phone call.

With all this buzz on social media, it's important to shy away from robotic postings that dissuade consumers from furthering a conversation. Instead, humanize the type of messages your brand crafts for consumers. Here are several goals your social media postings should accomplish on a daily basis and the necessary tools to accomplish them.

**9. INDUSTRY EXAMPLE OF SOCIAL
MEDIA ENHANCING CONSUMER
BRANDING:**

General Electric

GE is the perfect example of a huge established brand that has really embraced social media. The fact that they've been around for decades and are still be a topic of conversation says it all.

When we think of GE's social media marketing, the first thing that comes to mind is video. GE has been absolutely killing it with Facebook video marketing in particular.

Facebook averages over 8 billion video views every day so it's easy to understand why so many brands are investing in it. The interesting thing with GE though, is the way they use video.

While a lot of people are familiar with GE's home appliances, the company does much more than make microwaves and refrigerators. They're able to use videos to showcase some of the other technological innovations they're working on as well as educate their audience.

10. Analysis & Interpretation

Questionnaires – A sample of 50 person were taken.

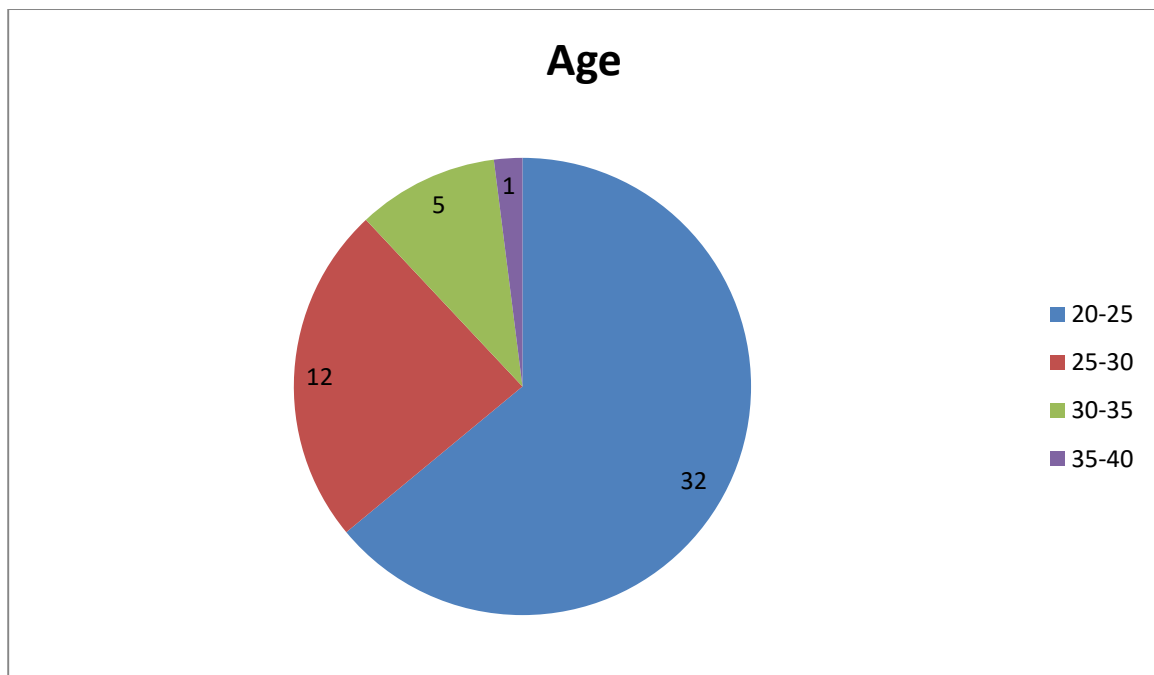
Q1) What is your age?

20-25

25-30

30-35

35-40



Interpretation

32 people are 20-25.

12 people are 25-30.

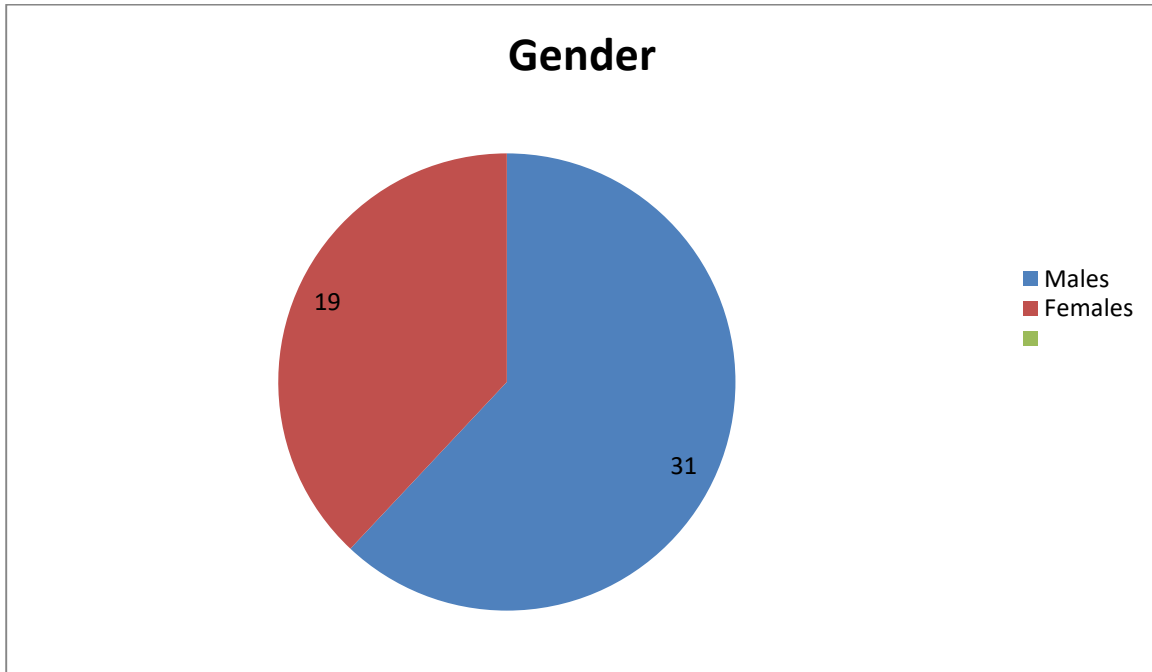
5 people are 30-35.

1 people is only between 35-40.

Q2) What is your gender?

Male

Female



Interpretation

31 are males

19 are females

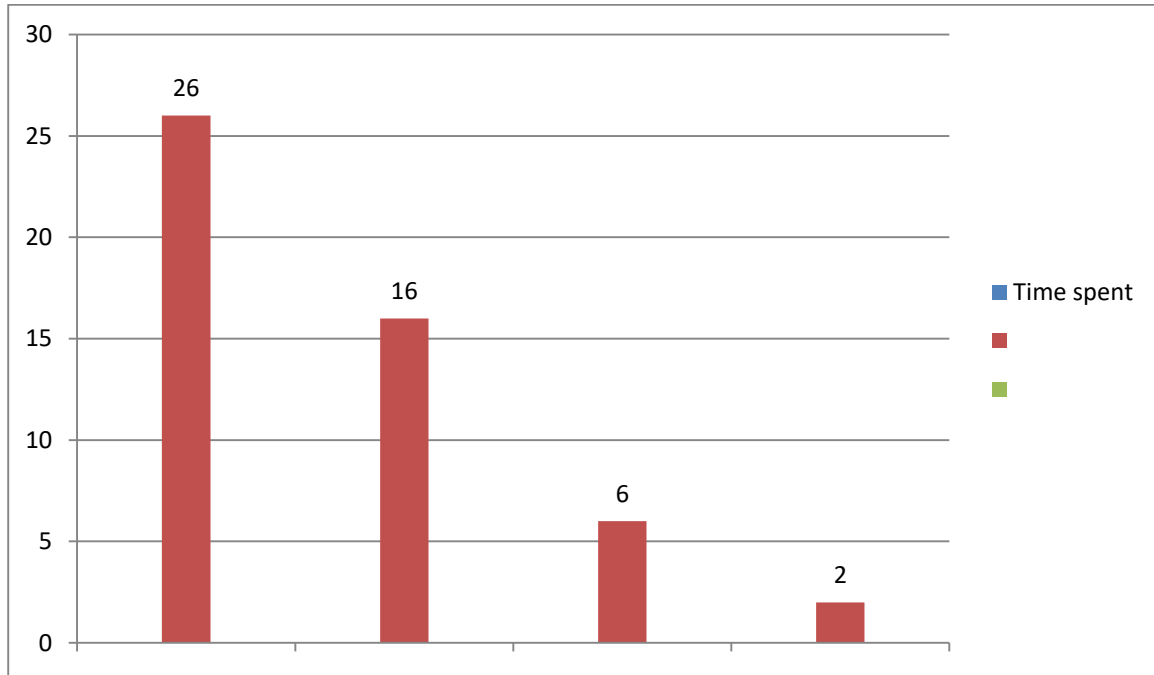
Q3) How much time do you spent on social media in a day?

2-4 hours

4-6 hours

6-8 hours

More than 8 hours



Interpretation

26 says 2-4 hours

14 says 4-6 hours

6 says 6-8 hours

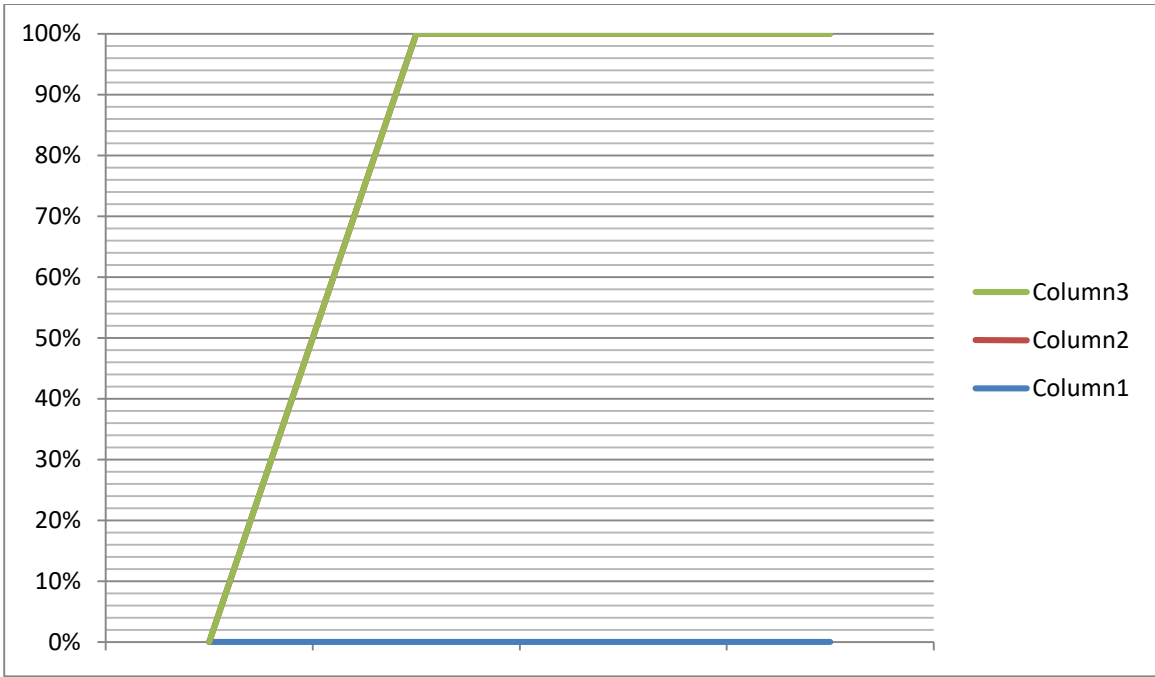
2 says more than 8 hours

Q4) Do you make purchasing decision watching an ad on social media?

Yes

No

May be



Interpretation

32 says Yes

12 says No

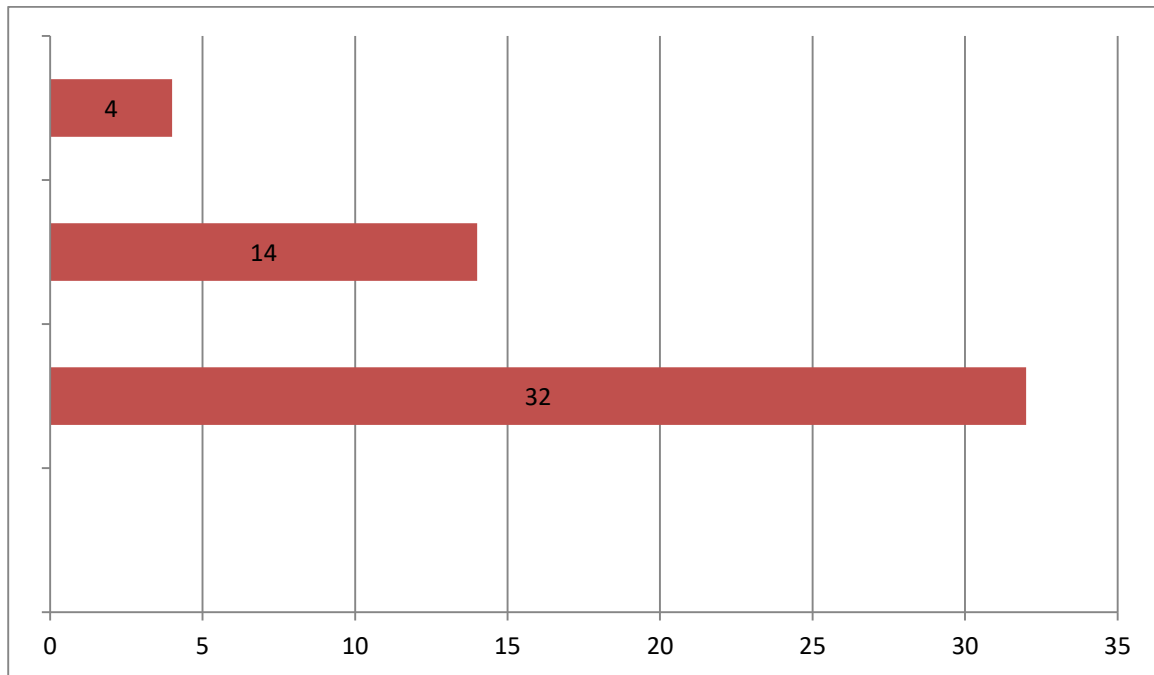
6 Have No idea

Q5) Do you think social media is helpful in creating strong consumer relationship?

Yes

No

May be



Interpretation

32 Says Yes

14 Says No

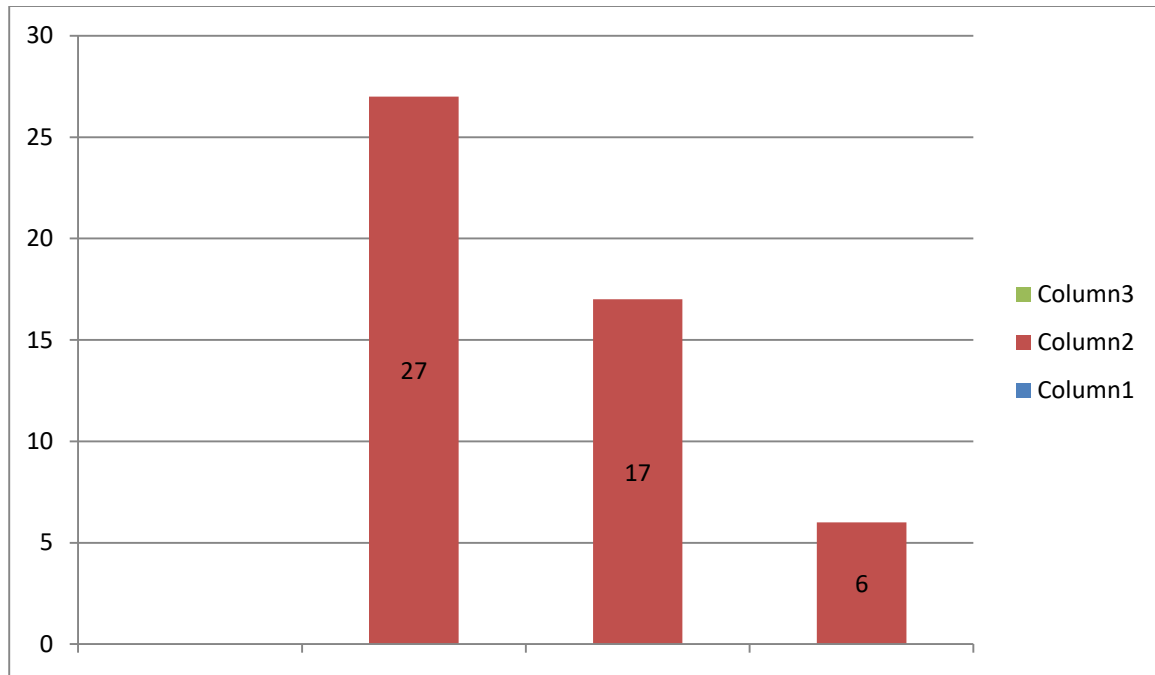
4 have no idea.

Q6) Do you see brand advertisement on social media?

Yes

No

May be



Interpretation

27 People says Yes

17 says No

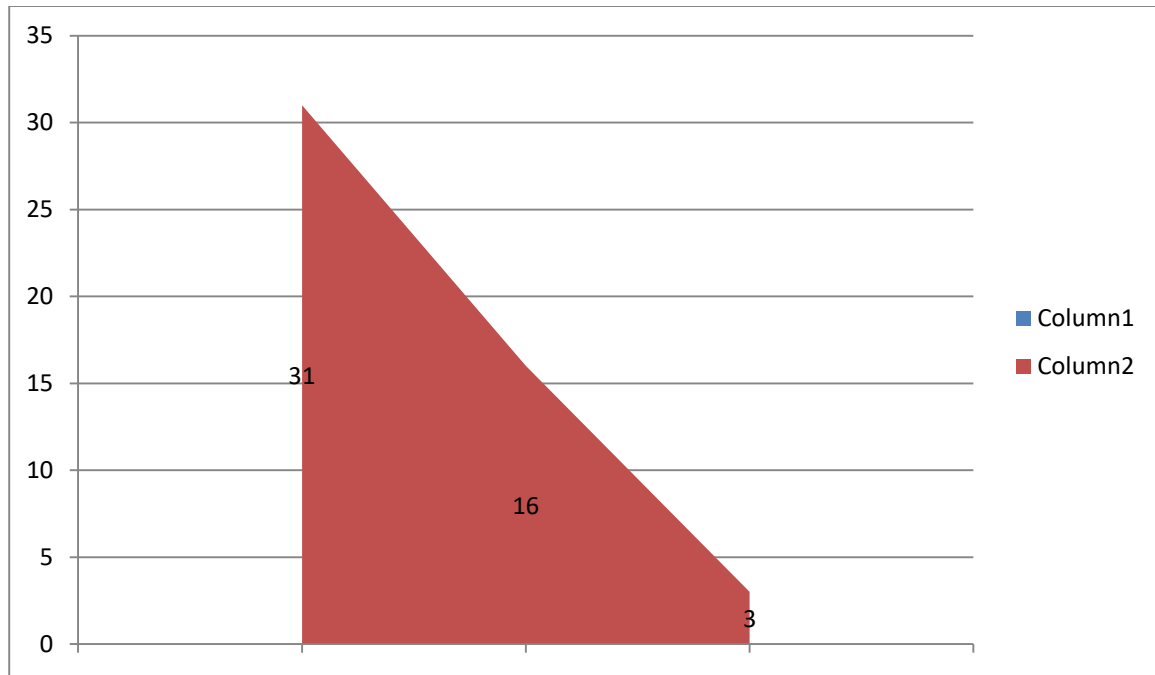
6 have no idea.

Q7) Does social media creates social branding?

Yes

No

May be



Interpretation

31 people says Yes.

16 people says No

3 people have no idea.

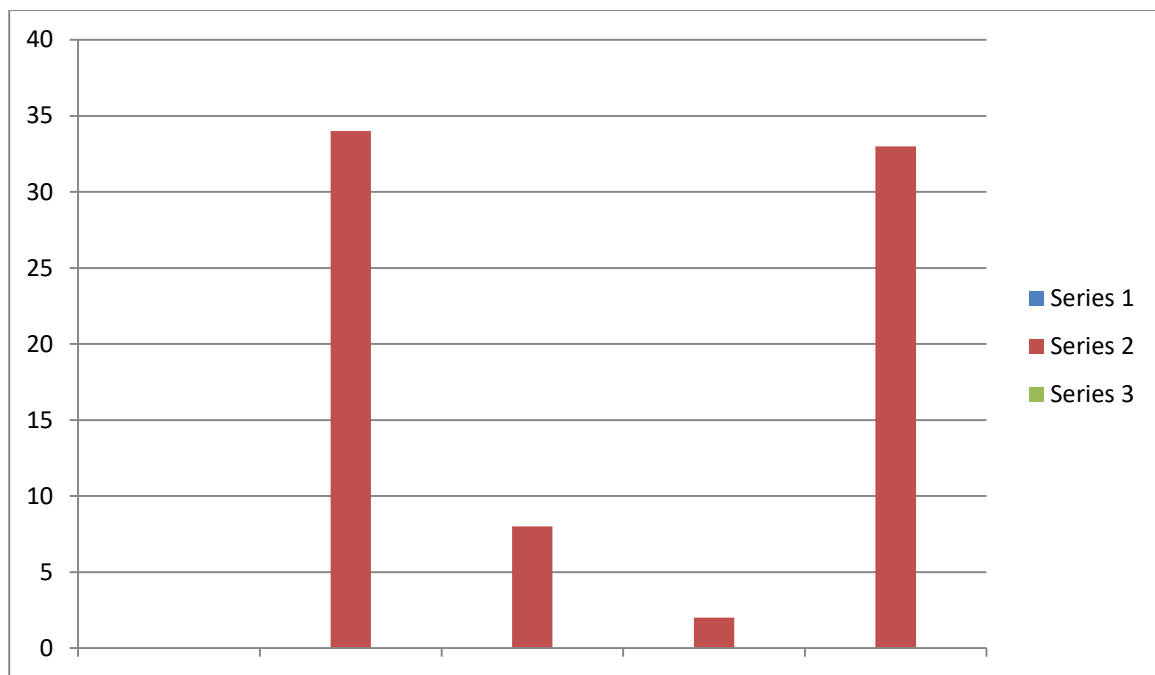
Q8) Which is of the following social media sites you use on a regular basis?

Social networking sites (Facebook)

Microblogging sites (Twitter)

Blogs/ forums

Photo & video sharing sites (Youtube)



Interpretation

32 people says Facebook.

34 people says Youtube.

6 says Blogs.

8 people says Twitter.

11. Pre social media impact of consumer branding and relationship:

Pre social media was mainly driven by the Consumers WOM. Traditional media is not outdated it is gone out of the market.

12. Post social media impact of consumer branding and relationship:

Social Media Search

Last year, Facebook reported seeing “2 billion searches per day.” Compare that to Google’s claim of “3.5 billion searches per day”.



Source: Buffer

In recent years, social media have become ubiquitous for users and companies. Approximately 1.2 billion people use Facebook worldwide to follow brands, learn more about brands (65 %) or hear of others’ experiences with brands. Consequently, companies following a multi-channel customer management approach heavily in social media by establishing brand fan pages on which companies convey brand-related content (i.e., brand posts) that users can like, comment on, or share, and the company can react with comments of their own . These open, social media-enabled interactions between a company and its customers help create a community that revolves around the brand and fosters the brand relationship.

13. Conclusion

In the world with over 70% of internet users active on social networks, who spend at least one hour a day on average on those social networks, we have to conclude that social networks have become a sort of reality in which people communicate, interact, and obviously trust. We also have to be aware that over 60% of those users access social networks via mobile devices, with strong indicators that this percent will only increase in the future years.

In such world, we have to admit that social networks are a new dimension of reality that has become a part of the business world as well. Over 90% marketers report they are or will be using social networks for business, while over 60% of them claim to have acquired new customers over social networks.

The findings published by business professional and marketers support the fact that businesses can have a lot of benefits from using social networks, which is why implementation of those has become a part of business practice. This is why social media marketing is no longer considered to be on probation, but instead it has become an important part of the business world.

14.RECOMMENDATIONS:

Based on conclusion some suggestions are put forward to social media marketers to improve their services. Regarding conclusion some suggestion for them to win the social media market they are, Good SMM requires in-depth knowledge of its organization and a solid plan of how it can be used to achieve business goals. Before attempting to promote their business on the various networks, think about SMM not as a temporary solution that will get marketers traffic now. And second one is They don't want to risk losing visitors and potential customers, make sure they have a very specific SMM schedule that you stick to no matter what.

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