Project Dissertation Report on

"Studying the Effectiveness of Brand Communication on Social Media"

Submitted by

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CERTIFICATE FROM THE INSTITUTE

This is to certify that the Project Report titled **Studying the effectiveness of Brand communication on Social Media,** is a bonafide work carried out by **Ms. Harshita Kumari** of MBA 2019-21 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfilment of the requirement for the award of the Degree of Masters of Business Administration.

Signature of Guide   Signature of Head (DSM)

Mr. Chandan Sharma   Dr. Archana Singh

Seal of Head

Place:

Date:

DECLARATION

I, Harshita Kumari, student of MBA 2019-21 of Delhi School of Management, Delhi Technological University, hereby declare that Innovative report on **"Studying the Effectiveness of Brand Communication on Social Media "** submitted during January-May 2021 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 is not being submitted to any other University for award of any Degree, Diploma and Fellowship.

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Due to the fact that all the knowledge required was not in the literature, it was imperative that the people who guide be very resourceful and knowledgeable. A deep sense of gratitude for the above reason is thus owed to Mr. Chandan Sharma, Assistant Professor for his continuous guidance and motivation and for helping in whatever capacity he could at various stages in the project.

EXECUTIVE SUMMARY

Social networking is an ever-changing world with an incredible ability to attract and engage consumers, which is very important for every company. The combination of social media consists of social networks, network streams and blogs for social networking. To collaboratively connect online data, social media combines technology, social networking and content production. People or groups can develop, edit, coordinate, comment on, combine and distribute content via social media that helps organizations accomplish their mission and goals better. Blogs, micro blogs, social networks, podcasts and discussion boards are the most widely used social media by advertisers.

In order to promote the brand and company, advertisers may use social media, inform consumers about their products and services, find out what customers think about their company, attract and engage new customers and create better relationships with current customers. Marketers are currently seeking to reach new consumers on the social media site by introducing initiatives such as search engine optimisation, online competition hosting, click-through surprise gifts, and dynamic pricing. There are many advantages to social media marketing, such as large reach, ability to target specific audiences, free or low cost, quick, simple and personal contact with individual clients and groups. On social media platforms, clients expect surprises and creative content.

As things are moving so quickly in this arena, the rise in social media has overwhelmed many marketers that they have to stay busy staying up to date with the latest innovations and trends by using the correct social media mix to capture the target market.

The goal is to understand the evolving roles and patterns of social media and internet marketing in this report. The role of social media and internet marketing in business is illustrated in this article.This paper analyses the online user behaviour, customer preferences and tactics employed by marketers by conducting a market survey to attract and maintain new customer base through social media in particular through short-lived content and permanent post.

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1. Introduction

Advertising appeals are aimed at changing the way buyers view themselves and how it can be advantageous for them to purchase such goods. The message transmitted by advertisement appeals affects consumers' buying decisions. The fact that content generated by customers and customer-fortified content can also affect the picture is a key to digital social media (Marland). The viral idea of brand-pertinent contact is the reason sponsors discover online media to be both a chance and a danger. The wellspring of the substance, the overall authority of that source, and the actual substance should be considered to evaluate the general effect and nature of that impact on a brand.

For most firms, marketing is crucial and is usually the most critical component of any business plan. Many big corporations spend millions on selling their companies, while smaller businesses rely more on more innovative and cost-effective approaches (Godin, 2008). Web-based media promoting has become the most recent pattern in the exceptionally aggressive world we live in today and is a pattern that is here to stay by utilising online media like websites, local area pages, video sharing destinations, and so forth to publicise an item or a business.

There are millions of users every day on websites like Facebook, Instagram, Twitter and YouTube and can therefore be regarded as a very significant marketing hub (Sarah E Needleman, 2011). Because of the massive amount of steady traffic every day, promoting a company through these apps and sites serves as a very enticing business proposition. Because of the sheer number of people who visit these sites daily, today's vast technical advancements have made social networking extremely popular and social media marketing a very important and growing segment in an organization. Social media advertisement varies from conventional marketing of goods and services in that it does not rely exclusively on the unidirectional relationship between the advertiser and the customer. A effective advertising campaign for social media is designed to generate buzz. Advertising on social media is an agency operating in an ever-evolving spectrum. Campaign advertising success depends solely on the ability of the marketer to inspire users of social networks to get aware, discuss and endorse a particular product.

It belittles the impact of promotions. Promoting has the ability to persuade, the ability to control the brain and structure destiny. It has the position to change markets and raise overall revenues. There is likewise momentary force and long haul power in advertisements. Publicising offers new data temporarily, raises perceivability and expands notoriety.

With regard to long-term influence, the commercial conveys the image of the brand, promotes the brand's emotional values and establishes a positive reputation. The promise presented by ads is far too big to disregard. In reality, the incredible force of advertising is rarely accomplished primarily because companies do not realise how powerful advertising really is can be tell. The businesses that excel the innovative guidance that enables ads to grow and convey reliably successfully - extraordinary promoting will possess the future and the wealth that go with it.The secret to profitability and the supportable cutthroat edge, organizations are making progress toward is effective advertising.

i. Background - Social Media Marketing

Social media website and other social networks are used to publicise company products and services to better connect with social media users for building the brand which can increase the number of save and bring more traffic for the company. These social media platforms gives a way to the company for more interaction and engagement with their existing customers and reach new customers through advertising their products and services.

ii. Objectives of the Study

- To study the impact and influence of Social Media Networking Apps Advertisements on Consumer's Purchase Intention.
- To foster a theoretical model on element of online media promotions and buy expectation.
- To study the arising roles and trend patterns of web-based media and web advertising.
- To study the importance of web-based media and web showcasing in business.
- To distinguish the elements which impact the online buyer conduct for online buy utilising web-based media networks. (SNS).
- To study the systems conveyed by advertisers for pulling in and holding new client base however web-based media.

iii. Scope of the Study

This research focuses on studying social media advertising influences that have the primary objective of convincing clients to purchase goods and services. After the research it will be interesting to know if the effect of social media advertising contributes to the promoted goods or services being purchased.

Marketers are utilising web-based media to use their benefit and deals in the new period of internet business. In this unique situation, an exact investigation was completed by the scientist to recognise the historical backdrop of online exchanges utilising interpersonal interaction locales (SNS), which is of most extreme significance for advertisers to build up methodologies for drawing in and connecting new clients.

2. Literature Review

Hindshaw, (2016) In order to find both the plus and minus side of advertising, "Advertising effectiveness on social networking sites." He reported, the designers of ads must focus more on the data and social implications of any advertising and must avoid dangerous goods. A questionnaire that tests advertising motivation, awareness and effectiveness.

From Silva et.al. A survey on "Advertising on social networking sites" was conducted (2017) with the goal of assessing user efficacy for advertising messages. It was also intended to examine the impact of social networking sites on the purchasing behaviour of customers. For 2016, an increase in advertising spending on social networking sites of 39 per cent has been forecast. Results from the study showed that social media is a very effective platform for youth networking.

Yadav (2015) attempted to determine the worth of interpersonal organizations as a publicising stage and dissected the new stylish promoting strategies through some contextual investigations, and reasoned that social sites are not just an apparatus for communicating with various individuals, but also a way for reaching prospective customers.

Vijai and Sharma (2015) conducted a report in Punjab on the experiences of users and advertisers on social networking sites. In view of the aftereffects of the examination and explored writing, the paper recommended the actions for compelling of publicising on Social systems administration destinations (SNS) procedures that Above all, long range interpersonal communication locales advertising substance ought to be "interesting", "informative", "interactive" and "reliable". Marketers can match their social media strategies with consumers' shifting likes and expectations.

They indicated that the commercial encourages market rivalry that leads to customers supplying higher quality goods. In order to clarify the efficacy of social networking sites as a marketing tool, Bashar et al. (2016) conducted an empirical analysis and an attempt was made to examine the degree to which social networking sites assist customers in purchasing decision-making. The paper's results indicated that the medium is developing very rapidly and has tremendous potential, but in India it is still in its nascent stage. It is therefore time for businesses to develop and implement successful strategies to achieve a greater share of business through this creative channel and become the groundbreaking company of the future.

Dehkordi and Javadian (2012) have examined the fact that e-commerce and digital marketing show that internet marketing is much simpler than conventional marketing. This reduces the cost of ads and increases target marketing. Without physical presence, they get low prices. The findings also show that digital marketing and e-commerce make individuals feel more relaxed and secure than newspapers, television and magazine ads.

Hidayat & Diwsasri (2013) revealed that purchaser buy aim has been utilized in an assortment of settings as a critical build in showcasing research, yet they incorporate different factors, for example, seen esteem hazard, convenience and usability saw by consumer attitudes.

It has been found that customers spend a lot of time on social networking media as compared to other websites and group, Nielsen (2013). Roughly 20% of their absolute online time was spent on a PC and 30 percent of their all out online time was spent on a cell phone. Different gadgets for getting to web-based media, for example, cell phones, game consoles, convenient music players and tablets, have likewise filled in ubiquity.

The Internet has succeeded in massively increasing the knowledge intensity of the marketplace by supplying advertisers and consumers with well-detailed real-time information about customers as they work on the market, Landon and Traver (2013). Buyers are undeniably more accessible to get advertising messages due to the "always on" climate made by cell phones, which brings about an extraordinary expansion in showcasing openings for organizations.

Magneto (2015) stated that a few years earlier, by emphasising "touch-points" while selling goods and services, the idea of customer interaction was about gaining consumer interest. Presently, client commitment is tied in with putting forth incomparable attempts and making enthusiastic connections through a wide assortment of item decisions, media implies and new retail openings that can coordinate the verbal showcasing and produce possible deals.

Forbes (2015), announced that the present organizations need to use the impact of web-based media to connect with purchasers as opposed to utilising it just as a stage for increasing their items and brand advancements. Online media can be utilised to connect with customers by making an incentive for them. As such, fortifying informal organization showcasing as a mechanism for business advancement is vital.

3. Research Methodology

In addition to secondary data, in a survey using a standardised questionnaire, the primary data was obtained by the researcher and the questions were close-ended, taking into account the meaning and objectives of the analysis. The questionnaire was established in which each item was assessed from "strongly agree to strongly disagree" on a five-point Likert scale.

The respondents selected for this study are limited to the target demographic, such as young adults, graduates aged 16 to 30 years after a comprehensive literature review. The chance sampling approach is used in which questionnaires are sent randomly. The sample size is 100 (100).

The samples were validated using a non-probability technique (a purposeful form of sampling) and were taken for further study. Primary data from papers, journals, etc is gathered. Correlation is the mathematical instrument used to analyse the results.

The survey approach was used in the research to evaluate and find the efficacy of the communication strategy in brand growth, and what attracts the target audience most through social networking sites. For social science, the survey research approach is the most successful and common one. This approach has helped to define the brand's scope, impact strategies, use of these social networking sites and access to these means of communication by its target audience.

i. **Area of the Study**

   For this study the respondents are randomly selected from different Geographical location.

ii. **Research Approach**

   For this study, survey method is used for collecting data, respondents are requested to fill the questionnaire by self after explaining the various aspects mentioned in it. It contained both open and closed ended questions in a structured format.

iii. **Data Usage**

   For analysis and interpretation, the data collected through questionnaire are only taken into the consideration and it is analysed through data interpretation via data visualisation on Tableau.

iv. **Research Technique**

   Data was entered, edited and analysed by using the Tableau. Measurable instruments, for example, weighted normal and Factor Analysis was applied to break down the information. The extent of this examination is restricted to comprehend the brand communication effectiveness through advertisements in SNS. Data visualisation will be done through Tableau. Graphs and tables will be used in order to represent data.

4. Findings, Analysis and Discussion

I. Data Collection

Information or Data was gathered through organised survey by utilising non near scaling procedure for example Likert scaling is utilised in the poll or questionnaire to distinguish the effect of online media promoting on buy aim which can be concentrated through dissecting the gathered information. Optional information were gathered Journal, Case Studies, sites, E-book, and so forth.

II. Variables

Dependant Variables

Customer Perception, Buying decisions, advertisement effectiveness.

Independent Variables

which affects customer perception towards brand communication are many factors.

III. Hypothesis

This paper discusses the customer's view of a social media brand. The users of social media had some effect on their purchase decisions and creating new consumers through word of mouth or daily brand interaction with viewers on social media, as well as how customers feel and respond when they see different forms of brand communication through advertisement, moment marketing and meme marketing to increase brand engagement.

To test these objectives hypothesis have been formed-

H0 - No positive correlation between effective brand communication and customer engagement among respondents.

H1- Positive correlation between effective brand communication and customer engagement among respondents.
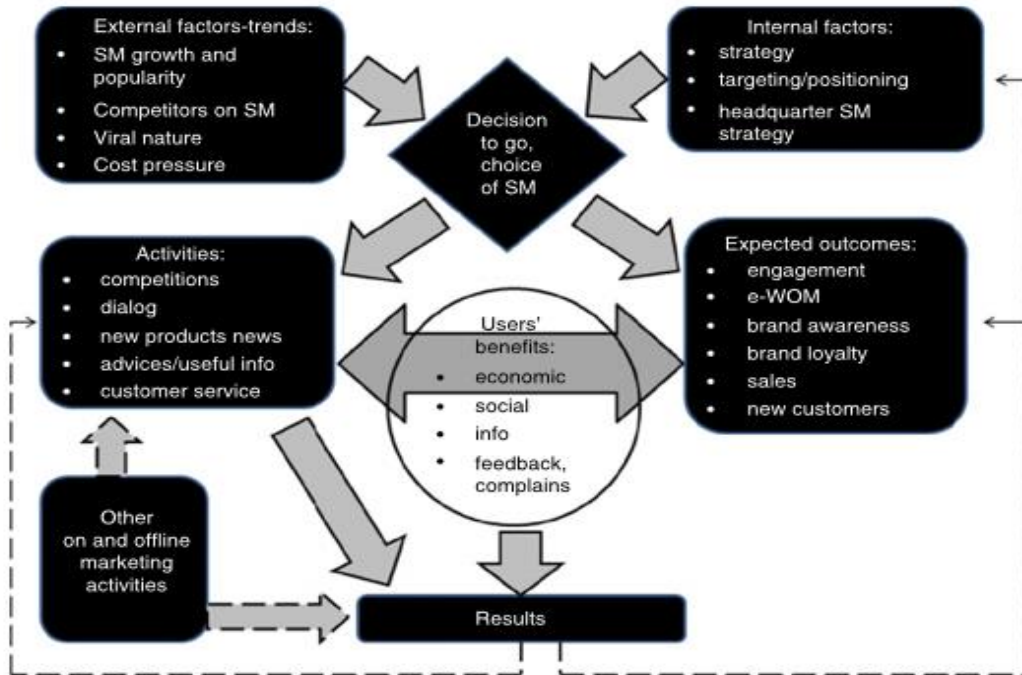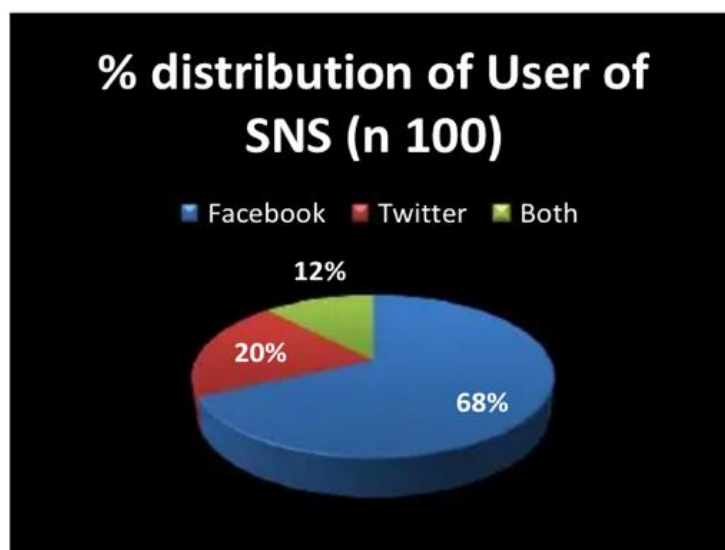
Note: SM, social media

IV. Data Analysis

Q2. User of which SNS. (In %)

Face book	Twitter	Both	Others
68	20	12	0

It is found from this finding that Facebook is used by 68% of people using internet for social interaction. Similarly Twitter is used by 20%, whereas 12% use both Facebook and Twitter for social communication. It was not until recently that Facebook and Twitter became popular with Internet users. But with 900 million users and 500 million users, Face Book outnumbered Twitter users. Social networks have evolved exponentially, and in a few months after their introduction, those such as facebook and twitter have entered the mass market and penetrated, those apps have abused their users in various strategies to interact with more people.

Q3. How often they log in. (In %)

Daily	24x7	2-5 times a day	Once a week
52	18	16	14
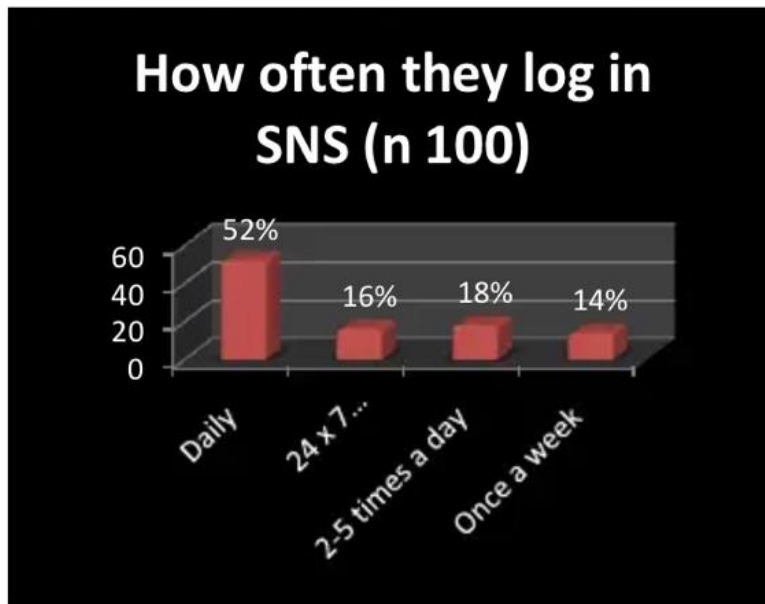
The study found that 52% users of SNS actively use their account everyday. SNS accounts are used around the clock by 18%. 16% of the users log in to their account 2-5 times in a day and 14% of the populace login only once a week to their SNS accounts.Twitter has 2 million tweets a day whereas there are more than 250 million uploads onFace book every day. Users and usage of SNS has boomed drastically in recent times. Using sites such as Face book and Twitter basicallytake the place of television. According to the article "Watch out for Addiction to Social Networking Sites," "Psychiatrists say users of social networking sites are extending their sense of identity, their sense of self".

Q4. How much time do they spent on SNS. (In %)

30 mins- 1 hour	2 hours-3 hours	4 hours-6 hours	More than 6 hours
58	14	10	18

Time spent in a day (n 100)

From the data, it is found that 58% of SNS users spend 30 minutes-1 hour daily on their SNS accounts. 14% of the users spend 2hours-3 hours on their accounts whereas 10% spend 4 hours-6 hours on their SNS accounts-and 18% of the users. Today a large part of the youth is addicted to social networking.Addiction can be defined as spending too much time on social networking sites rather than doing what's important (Kuss 3529).Certain people get so caught up in knowing what everyone is doing; it becomes a routine for them to follow their every move online.

**Q5. What catches more attention of the users? (In %)**

Fan Pages	Tweets	Advertisements
36	18	46

What catches more attention of the users (n 100)

16
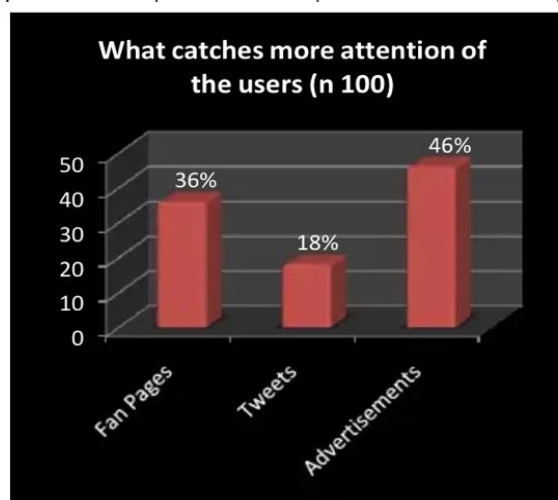
According to the survey fan pages pull 36% of the clients on Social Media Sites, for example, face book and twitter; though 18% of the clients get pulled in towards the tweets posted on the web and commercials gets consideration of 46% of the-clients. Online media publicising is the most creative path utilised by the organizations for cooperating with public. Advertising through social media has also comforted the public in away that they could get to know about things when they log into their SNS accounts. 9 out-of 10 businesses use social media as a platform for interaction with the audience.Companies use social media for accomplishing their variety of marketing goals.

Q6. Reaction towards SNS advertisements.
(In %)

| Every time you log in	Sometimes	Does not bother
10	70	20
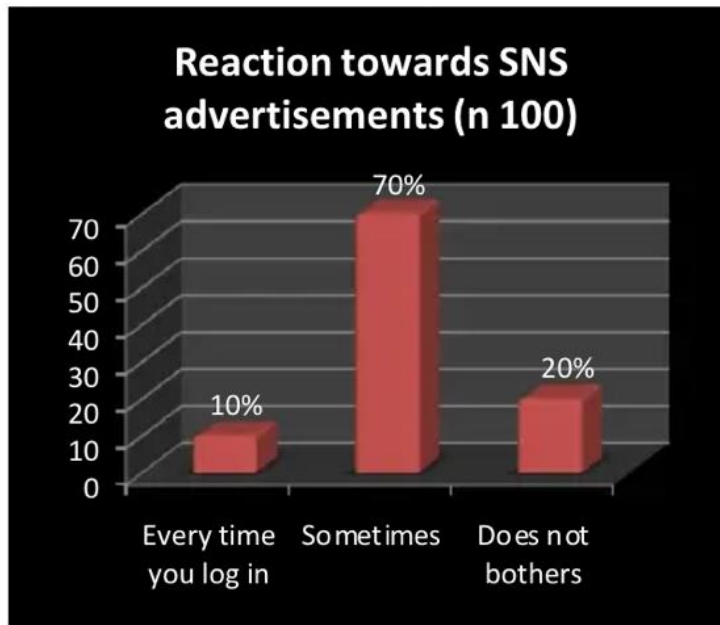
From the previous table it was made out that more percentage of users is attracted toward advertisements compared to fan pages or tweets. But then the question rises is that how many times do they react to such advertisements? As per the data it is found that such advertisements are not a reacted to by 20% of the users where as they are immediately reacted to by 10% of the users upon logging and reacted after sometimes by 70% of the users. ten turns to be irritating when these advertisements are screened online. The viewers are many a times distracted by these advertisements but at the same time they are proved beneficial. Online advertising gives a wider range of coverage; are more informative than the offline advertisements. Internet advertising permits you to focus on

your crowd so well, that you possibly need to pay when somebody decides to discover more data subsequent to seeing the advert.

Q7. Brand page following. (In %)

Yes	No
78	22
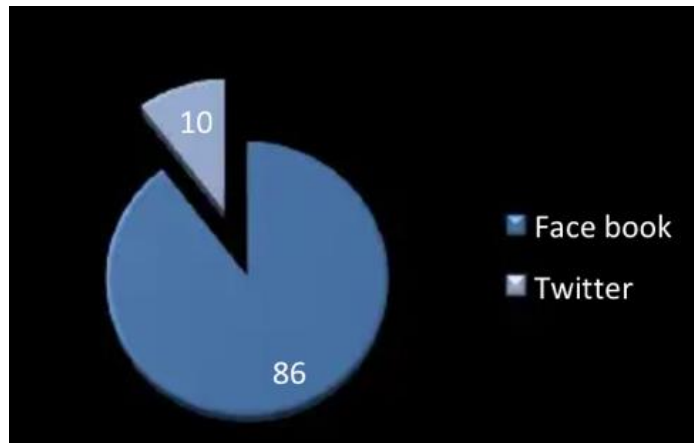
As per the Survey, pages of brand are followed by 78% of the SNS users who consider those brands as their favourite and 22% of such users are unwilling to follow the pages of such brands. SNS users find it trendy to follow the pages of the brand. Following such pages enable them to get alert to their SNS accounts timely upon any new event. As such

**Q8. Do you find the posts shared by the brands useful? (In %)**

Yes	No	Somewhat
38	10	52
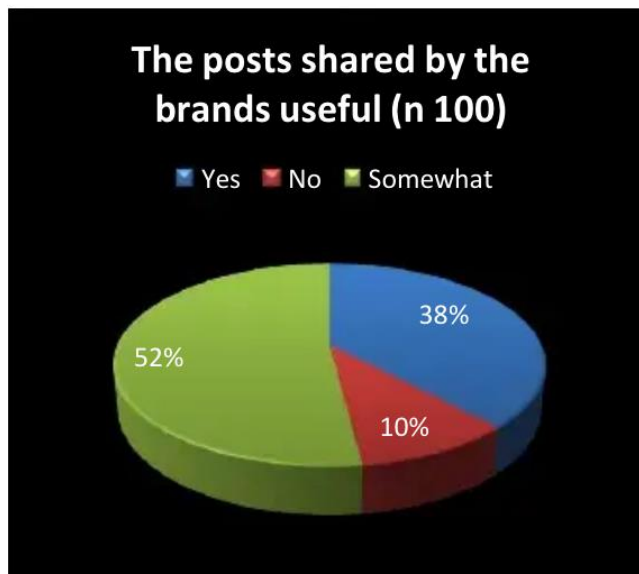
they get timely intimation of anything new in their favourite brands. Companies are benefitted too. Companies find it as a better medium of interaction with their followers. As a result the loyalty to brand develops as such.

**Q9. What kind of advertisements catches your attention? (In %)**

Web Banners	Pop- Ups	Flash Advertiseme nt	Video Advertiseme nt
34	18	24	24
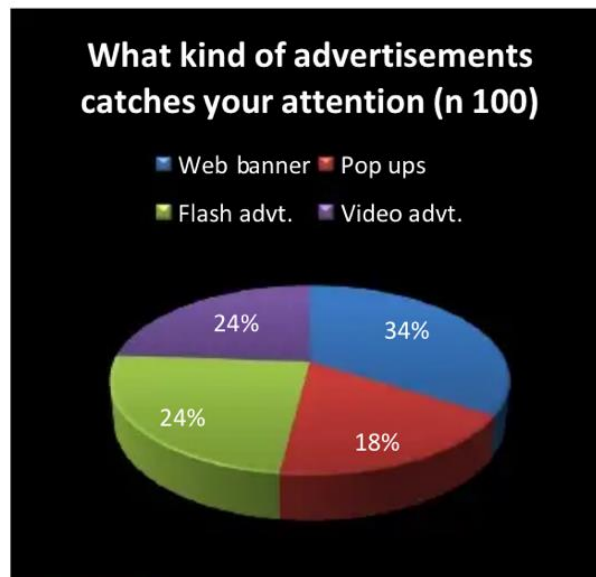
From the data it is concluded that 34% find web banners more attractive, 18% go with pop-ups and 24%-24% users are attracted by flash and video advertisements. These ads playa very vital role in communication. These results prove beneficial for the companies, as they can make out what kind of ads attracts audience the most. (Web Banner according to the survey data).

**Q10. In which SNS do you find advt. communicated well? (In %)**

Face book	Twitter	Other's
86	10	4
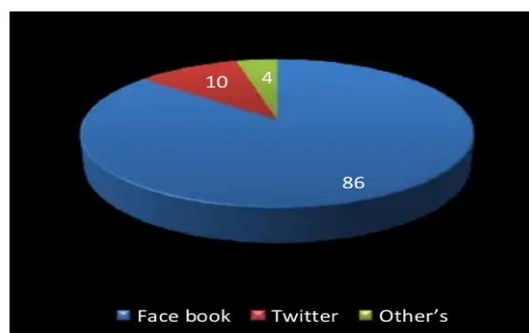
These results reveal that 86% of the users findAds on Face book well communicated whereas 10% go with Twitter rest 4% other's (YouTube). Advertising on Face book has tripled in last the year. The above data goes with Face book ads as number of users onFace book are more as compared to other SNS. The companies who promote and advertise on social network prefer face book as it is most popular sites among internet users. Smith (2010) reported that Face book's Instagram is getting one of the incredible web correspondences of individuals time now days.Whereas numerous organizations have attempted to copy Face book's prosperity or challenge it in some topography, It has demonstrated that the center resource on which the entirety of its administrations are constructed.

Q11. What exactly will make you click on the advertisements? (In %)

| Catchy Jingle	Favourite Brand	Aesthetics of an advertisements	You were thinking to buy
16	46	18	20

Factor behind clicking on the advertisements (n 100)
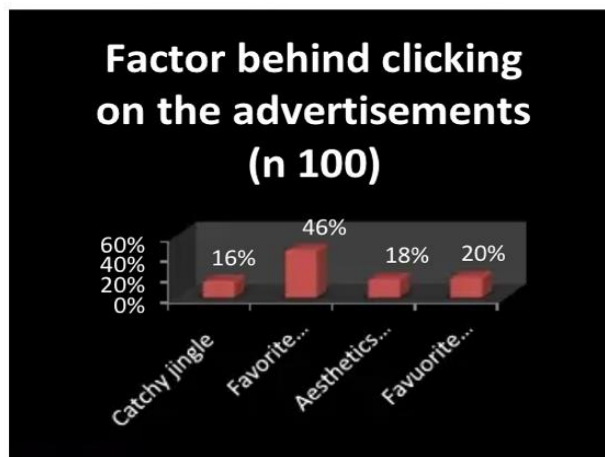
By surveyed results, it is concluded that 46%of the users of SNS click on the advertisements when it is about their favourite brand. This percentage shows brand loyalty and consciousness towards the brands of the people these days. Now a day's people chose brands and follow them thoroughly.

These results also show that if the user for example has 5 brand advertisements in front of him, he will only click to the one which is his\her favourite brand or the brand he\she uses, neglecting the other. The data also showed that 16% of the users click on the advertisement because of their jingles. If a person finds the jingles catchy he\she will cli ck for the advertisements. It also revealed that 18% of the users go for the aesthetics of an advertisement and 20% users only click the ads when they have to buy.

Q12. What kind of brand communication advt. attracts you on Social networking sites?(%)

Inter active Advt	Ba nne r Ad vt.	Po p- up Ad vt.	Flas h Adv t.	Sale\ Disc ount Adv t.	Pro moti on Page Adv t.	Game/Q uizzes/U pdate Advt.
0	6	8	22	31	14	19
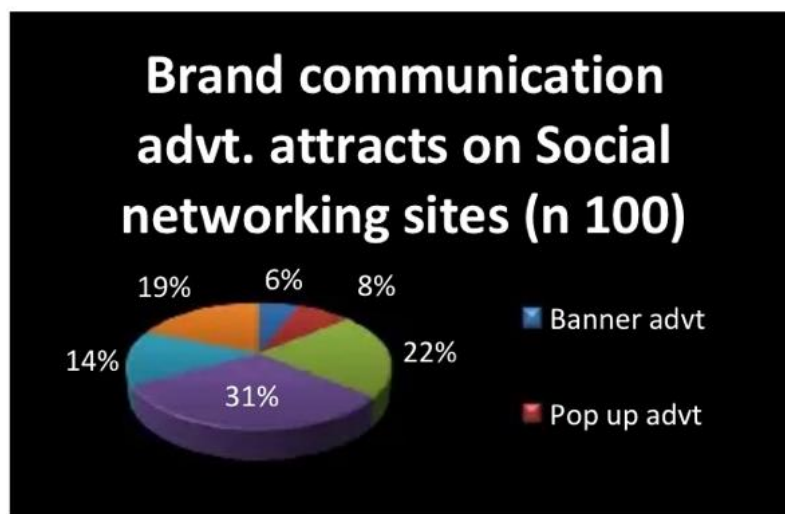
It is tracked down that 31% of the clients are keen on advertisements of sale\discount advt. this is likewise the consequence of developing brand awareness among individuals. These outcomes likewise uncovered that 22% are pulled in to streak promotions. Streak advertisements are more eyes appealing and are all the more graphically prepared. In this way, after sale\discount promotions it is streak advertisements which get consideration of the clients. 19% of the clients get pulled in by Game/Quizzes/Update Advt. As crowds become more acquainted with what's going on in the items/benefits just as through challenges intelligent correspondence happens which intrigues the clients. 8% clients go with spring up promotions as pop-ups are unexpected and snappy while staying 6% rose for pennant advertisements.

V. Limitations of the Study and Future Scope

This examination is a fundamental endeavour to see how brands utilise the accessible web-based media channels and how they hope to profit by them. Given the subjective idea of the current examination and the way that web-based media is an arising field of examination which is persistently creating, discoveries ought to be considered as exploratory.

Further in this point of view, there is no real assessment of the Brands' side of activities and their thought processes to empower greater commitment with clients. Additionally, a long term assessment of web-based media rehearses is required, to see how firms change their methodologies over the long haul.

The issue of how to at the same time handle distinctive web-based media stages in various nations additionally should be tended to. In this way, taking into account that each online media stage communicates messages to the crowd contrastingly and that the taking an interest firms have exercises principally on Facebook, Twitter, and YouTube, the consequences of the investigation can't be summed up on all accessible web-based media stages.

There is also one more topic that needs to be highlighted like the negative aspects of social media and how it will affect the right brand communication, the risk of SNS use and potential threats to the brands due to false rumour or hurting the sentiments of people of particular age, gender, caste and nationality.

5. Suggestions and Conclusion

A significant contribution to brand rivalry in the market is the contact of a product or service. It not only provides a product or service with information, but also encourages creative creativity. As a means of communication, social media has many distinct characteristics from other media. It was possible to describe customer involvement as involving the customer in creating the brand. This means making consumer opinions a portion of the construction process of the brand. Social networking offers an outstanding forum for constructive communication with consumers. It also encourages customer loyalty, in addition to advertisement. Facebook is essentially a social network, and Twitter is a network of interests. That's why on Facebook 'Add Pal' and on Twitter 'Follow' is used.

Someone once mentioned this fascinating quote describing the distinction between Facebook, Twitter and LinkedIn-"Facebook is for people you know, LinkedIn is for people you know, and Twitter is for people you want to know." The way a user participates on Twitter is different from the way on Facebook because of this fundamental distinction. In comparison, compared to Twitter, Facebook is much easier to use and connect and thus there is a high number of non-active users on Twitter. [Pradeep Chopra, Interactive Vidya, co-founder and CEO]

The secret truth is that without an effective communication plan to attract their clients or consumers, no brand can advance. In order to become known in the consumer market, large and small varieties of brands have now laid their cornerstone on social network contact. Facebook, Twitter users of social networking sites have now become a digital-era personal, product and corporate branding platform in India. The brand consumer will benefit from each brand providing more interactive variables in the fan pages and community. The recognition of the brand and brand profiling could be accomplished by making consumers part of the social media profile of the company. A social media profile such as a Facebook page, Twitter etc., instead of spending on television and other print media,

Social networking calls for more subtle communication, unlike internet ads where much of the communication is in the form of pop-up or banner advertising. On this creative communication channel, the commercials are less evident and more engaging.Items or services are posted on social media as a blog or profile page on facebook.com, or a chat subject such as twitter, instead of direct advertising. Facebook is the most popular website for social networking and claims to have over 800+ million users. Under its advertisement scheme, Facebook provides marketers with a range of ways to show their goods and services using this creative communication tool. Versatility is the secret to Facebook advertising. This includes certain fundamental tenets of Facebook ads to be understood. Therefore very careful preparation and most significantly, honesty in business relations are required. There is little possibility for advertisers to exploit information since the locus of influence is the consumer rather than the manufacturer.

Therefore, through this research, I may conclude that there is a **positive connection** between successful brand communication and consumer engagement among respondents. **A null hypothesis is thus denied.**

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