

LATEST STUDIES IN SOCIAL MEDIA AND DIGITAL MARKETING

VOLUME - 1

Chief Editor

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Chapter - 1

The Impact of Social Media Marketing on Customer Satisfaction & Brand Building

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Abstract

Internet, as one of the most important invention in recent century, has influenced different sectors of human life by its various and vast features and functions. The main objective of internet is to eliminate geographical gap between people across the world and revolutionize communications and information exchange field. Since internet has a unique characteristic, companies have realized that they should redefine and rebuild their markets and branding strategies. Internet has changed capacity and circumstances of the old game rules (Simmons, 2007). Internet social networks have been one of the most influential services offered on internet and Web, which lead to a dramatic change in the social system around the world in recent years. Social networks are a new generation of sites which have been at the center of attention of the World Wide Web users these days. These sites work based on online organization, each of them gets together a set of internet users with special characteristic.

Keywords: Social media, customer satisfaction, communications, internet.

Introduction

Internet social networks have been one of the most influential services offered on internet and Web, which lead to a dramatic change in the social system around the world in recent years. Social networks are a new generation of sites which have been at the center of attention of the World Wide Web users these days. These sites work based on online organization, each of them gets together a set of internet users with special characteristic. Social networks are such a social media which make it possible to achieve a new form of communication and content sharing on the Internet. Brand is an important and brief guide of identity, originality, products characteristics and differences and a function by which product will be recognized. So, creating

a brand in this new (virtual) space cannot be ignored (Kappherer, 2006). Nowadays, competition is more intense in the manufacturing and services sectors, which makes customer's loyalty role more prominent than past. In today's point of view, marketing includes customer developing i.e. considering satisfaction and quality from customer's point of view, customer's loyalty and effective communication with them; therefore, organizations try to have loyal customers (Heidarzadeh and Hoseini, 2008). Customers' brand loyalty leads to a positive face to face advertising (Hoseini and Ahmadinejad, 2008), creating substantial obstacles for opponent, invigorating company in 8 responding competitive threats, creating more sales and more revenue and declining customers' sensitivity to opponents' marketing efforts (Matzler *et al.*, 2008). Nowadays, attracting customers' loyalty and maintaining this brand loyalty is considered as a challenge in competitive markets. Due to increasing internet penetration rate in the world and the general use of these tools, especially among new generation, as well as social network growth in cyberspace with regard to its functions and individual's impressibility from same group in this space, the necessity of noticing social media marketing and planning for it is undeniable.

Survey of Existing Literature

In the market economy and business, marketing is as a motivating engine that can move economic gears so that smooth the process of dealing and manufacturing products (Kazemi *et al.*, 2009). An organization can only survive if satisfies customers' needs and demands by perceiving them accurately and comprehensively, which shows the importance of studying customers' behavior (Javadin *et al.*, 2010). Brand loyalty is an almost dogmatic behavioral reaction in purchase process which one gains toward brand during the time and causes a certain trend toward brand in their decision making and evaluating the set of names they have in their mind. This reaction is a function of one's psychological and subjective processes in dealing with products that are equal in all respects. Customers often choose brands which they are familiar with, respect and confirm it (Vazifehdoost *et al.*, 2010). An economical way to increase brand awareness, brand recognition and brand loyalty is through social media. It can be said that social media help companies create brand loyalty through networking, conversation and socializing (Coon, 2010).

Research Methodology

Secondary Source of Data Collection

The secondary source of data collected through various case study,

journals, publications, newspapers and selective websites which was already done by other individuals and researchers.

Findings

1. Entertainment holds the most impressive connection with Brand loyalty compared to other components.
2. Interaction is believed to have a particular impact on Brand loyalty.
3. Trendiness is proposed to have a positive direct impact on brand loyalty.
4. Customization has a positive relation with Brand loyalty.
5. Minimal correlation between Word of Mouth and Brand loyalty.
6. The content of the brand's promotional campaigns, therefore, should receive greater attention to ensure their diversification and usefulness, which then may help to contribute to the acceleration of customer loyalty towards the brand.

Conclusion

As digital platforms are dominating the marketing community with their huge range of useful and convenient features, companies are eager to gain deep understandings and utilize the best of social networks to communicate with their consumers. This research also aims to help master that mission. The findings of the study illustrate that all of the components within social media marketing activities overall have a positive influence on the customer's loyalty to the brand. Specifically, the entertainment factor on social media is the most significant driver of brand loyalty, followed by trendiness and interaction. Those three constituents are top 3 of customers' expectations toward the mobile phone manufacturer regarding the marketing proceedings on digital platforms.

Suggestions for further research

Further research can be focused on the impact of Influencer marketing in social media

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Chapter - 2

Dynamic Digital Marketing

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Abstract

Dynamic Digital Marketing teaches any business or individual how to increase online visibility and presence, attract their target audience, generate leads, and convert them into profitable customers. The 5D's of Digital marketing are Digital Devices, Digital Platforms, Digital Media, Digital data, Digital technology. The marketing technology that businesses use to create interactive experiences from websites and mobile apps to in-store kiosks and email campaigns. The role of digital platforms in supporting integrated multichannel marketing is an essential part of digital marketing but is often overlooked. In many ways, this highlights how important it is to break down silos between 'digital' and 'traditional' marketing departments. Online channels can also be controlled to support the whole buying procedure from pre-sale to sale to post-sale and further development of customer relationships.

Keywords: Digital Platforms, customer relationships, campaigns, marketing.

Introduction

In India, the digital marketing industry has extended to practically all corporate sectors. E-Marketing applications include shopping and order monitoring, online banking, payment systems, and content management. Because of the power of digital marketing, geophysical obstacles may be removed, making all consumers and enterprises on the planet potential customers and suppliers. It is well-known for its capacity to enable businesses to interact and conduct transactions from anywhere and at any time. Today, the digital marketing business in India is booming. A job in digital marketing is likely to increase significantly in a country with a rapidly growing economy. The rise of digital marketing trends is having a significant influence on marketing and advertising. The large picture of the Digital Marketing sector in India cannot be complete until a brief overview of previous digital marketing data is provided. The Digital marketing activity of

promoting goods/services using digital means is known as digital marketing. And nowadays, practically everyone has access to the internet. With the availability of low-cost data and low-cost cell phones, the number of individuals worldwide who have access to the internet has grown tremendously. The reach of digital marketing has expanded dramatically in 2020 and 2021. Despite the fact that we were hit by the epidemic for two years in a row, the growth has been nothing short of astounding. With new advancements and variations such as Omicron and Delta, there is a substantial shift in the industry's trend patterns, but digital marketing remains strong. Furthermore, it is expected to increase much more in 2022. The quantity of individuals reached by marketing tactics is the first thing that comes to mind when we think of important indications of marketing success. The internet's penetration has surpassed all expectations. When it comes to internet users, India ranks second in the world.

Survey of existing literature:

Dave Chaffey (2002) defines internet marketing as “Applying Digital technologies which form online channels (Web, e-mail, databases, plus mobile/wireless & digital TV) to contribute to marketing activities. Mort *et al.* (2002) has stated that today, monotonous advertising and marketing techniques have given way to digital marketing. Chaston & Mangles (2003) examined the influence of marketing style on the utilization of the Internet among small UK manufacturing firms. Wixom & Todd (2005) has explained in his article there are some elements that affect the organic listings such as content, keyword, inbound links, tags and the page rank of a website, and so on.

Research methodology

Secondary Source of Data Collection

The secondary source of data collected through various case study, journals, publications, newspapers and selective websites which was already done by other individuals and researchers.

Findings

1. According to Goldman Sachs research, the digital marketing career scope in the Indian internet business alone would be worth \$160 billion by 2025, which is three times its current value.
2. Starbucks launched a social media campaign with the hashtag #Reconnect with Starbucks. They asked their followers to share how they were reconnecting with their loved ones and their favorite Starbucks memory.

3. LinkedIn is one the most underrated social media marketing that many businesses are prone to ignore. 64% of the visits to corporate website originate from LinkedIn making it a lead magnet.
4. Tools to Calculate ROI are: Hotjar, Google Analytics, CTR, Leads (Submission Forms), Website grader.

Conclusion

Customers can better interact with the brand and organization when Digital Marketing is used. Due to the high involvement of multimedia channels, there are possibilities for highly interactive experiences for customers. This in turn helps in building brand reputation and enhancing brand recognition.

Suggestions for further research

Further research is focused on digital marketers that are creative, innovative and updated. This upward trend of growth in digital marketing is here to stay.

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2. <http://itcareservices.in>
3. <https://nidmindia.com>
4. <https://iapcademy.com>
5. Social media:
6. <https://www.youtube.com/channel/UC7OawOtoNriIO7brIIMv5BA>
7. <https://www.instagram.com/iapcademy>
8. <https://www.facebook.com/iapcademy>
9. <https://twitter.com/iapcademy>

Tools:

1. <https://www.canva.com>
2. <https://neilpatel.com>
3. <https://pagespeed.web.dev>
4. <https://analytics.google.com>
5. <https://support.google.com/adsense>
6. <https://wordpress.com>

Chapter - 3

The Effectiveness of Online Marketing on Integrated Marketing Communication

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Abstract

Integrated Marketing Communication is a marketing concept that ensures all forms of communication and messages are carefully linked together. At its most basic level, Integrated Marketing Communication or IMC means integrating all the promotional tools, so that they work together in harmony. Promotion is one of the Ps in the marketing mix. Promotion has its own mix of communication tools. All of these communication tools work better if they work together in harmony rather than in isolation. Their sum is greater than their parts - providing they speak consistently with one voice all the time, every time. Integrated Marketing Communication is the concept that makes all the marketing tools to work together as a unified force rather than work in isolation.

Keywords: Marketing tools, marketing communication, promotional tools.

Introduction

“At the heart of any business strategy is a marketing strategy; Businesses exist to deliver products that satisfy customers”.

Integrated marketing communication (IMC) is an approach used by organizations to brand and coordinate their communication efforts. The American Association of Advertising Agencies defines IMC as "a concept that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines, and combines these disciplines to provide clarity, consistency and maximum communication impact." The primary idea behind an IMC strategy is to create a seamless experience for consumers across different aspects of the marketing mix. The brand's core image and messaging are reinforced as each marketing communication channel works together in unity, rather than in isolation.

According to William Stanton, “IMC is an element in organisation’s marketing mix that is used to inform, persuade and remind the market regarding the organisation and / or its products.” Koekemoer & Bird, (2004) defines Integrated Marketing Communication as the collective activities, materials and media used by a marketer to inform or remind prospective customers about a particular product offering and to attempt to persuade them to purchase or use it. IMC blends various promotional tools and communication/marketing/advertising services and techniques to maximize profit. IMC is ultimately achieved through concise and consistent messaging that fosters familiarity and consumer affinity. Effective IMC messages and images are meaningful and useful to consumers, messaging and branding consistency - a proven IMC concept - yield customer satisfaction and loyalty.

Survey of existing literature

The idea of integrated marketing communication (IMC) is to create consistency and synergy by combining marketing communication elements so that they support and enhance each other, to promote potential communication understandings (Duncan and Everett, 1993). In viral marketing the organization promotes its product using Word of Mouth Marketing (WOMM), utilizing individual's communication networks, and relying on their individual recommendations to sell the product. Companies actively seek viral marketing, by fueling discussion on their offerings. (Groucutt, J. *et al* 2004). As per Don Schultz (2008), —IMC is a strategic business process used to plan, develop, execute and evaluate coordinated, measurable, persuasive brand communication programmes over time with consumers, customers, prospects, and other targeted, relevant external and internal audiences.

Research Methodology

Primary Data collection: In present study, the required data was collected through Sample survey using structured questionnaire.

- Sample size: 200
- Area covered – Mumbai suburbs
- Sample frame – Educational institutions & corporate offices.

Secondary Source of Data Collection

The secondary source of data collected through various case study, journals, publications, newspapers and selective websites which was already done by other individuals and researchers.

Findings

1. Loopholes in online marketing over traditional marketing tools

	Frequency	Percentage
More Susceptible	33	16.5
More scope for fraudulent activities	52	26.0
Lack demonstration	40	20.0
Privacy Issue	42	21.0
Often interrupting	33	16.5
Total	200	100.0

Interpretation:

It means majority of respondents feel that online marketing is not safe as there is more scope of fraudulent activities followed by privacy issues. These may include cheating customers by offering them faulty items, giving wrong demonstrations, taking confidential information such as bank details, credit card details and misusing the same.

2. Preference for Online advertising as it is SAFEST to use

	Frequency	Percent
Strongly disagree	40	20.0
Disagree	58	29.0
No opinion	33	16.5
Agree	34	17.0
Strongly agree	35	17.5
Total	200	100.0

Interpretation

Majority of respondent feel online marketing is not very safe. In order to know the reasons, respondents were being specifically asked to identify limitations.

3. Benefits of online marketing over traditional marketing

	Frequency	Percent
Wide range of information	48	24.0
Ease of shopping	46	23.0
Time saving	31	15.5
Low cost	24	12.0
Interactive medium	51	25.5
Total	200	100.0

Interpretation: Majority of respondents favor for interactive ability of online marketing which is not applied in case of traditional mediums like print ads, television commercials or outdoor media. Consumers like to exchange their views and share their feedback when it comes to evaluating the brand or for taking purchase decision.

Conclusion

The business environment is changing so is the tools employed by organisation to achieve competitive advantages over time. The quest to gain competitive advantages has prompted the needs to integrate the different marketing communication components of the organisation. Integrated marketing communication therefore provides the organisation the ability to speak with a consistent voice and reach more targeted audience at the same time. Similarly, the fact that greater number of world population now spend more of their time online in a day and more and more people are having access to the internet raises another concern that the corporate leaders must address. The question of – to what extent can online marketing be effective in organisation integrated marketing communication strategy?

Suggestions for Further Research

Further research can be focused on number of communication channels used by an organization's customers, employees, partners, shareholders and communities.

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Chapter - 4

Impact of Search Engine Optimization as a Marketing Tool

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Abstract

The main problems in this research to be solved is the low of PR, Traffic, Usage and number of visitors of WP Web site. The researcher needs to use SEO (Search Engine Optimisation) techniques to improve the rank and traffic of the Web site, then so increase the usage and visibility of the Web site. These techniques will help Web site owners to get the first positions in the SERP (Search Engine Results Page) and enhance their business. The problems lie in the answer to the following questions: 1. How Web sites owners can improve the rank, increase traffic, usage and visibility of their Web sites? 2. Also, how SEO can be used to get first SERP.

Keywords: SEO, SERP, researcher, marketing tool, techniques.

Introduction

Search engine optimization (SEO) refers to techniques that help your website rank higher in organic (or “natural”) search results, thus making your website more visible to people who are looking for your product or service via search engines. SEO is part of the broader topic of Search Engine Marketing (SEM), a term used to describe all marketing strategies for search. SEM entails both organic and paid search. With paid search, you can pay to list your website on a search engine so that your website shows up when someone types in a specific keyword or phrase. Organic and paid listings both appear on the search engine, but they are displayed in different locations on the page. So, why is it important for your business” website to be listed on search engines? On Google alone, there are over 694,000 searches conducted every second. I Think about that. Every second that your website is not indexed on Google, you are potentially missing out on hundreds, if not thousands of opportunities for someone to visit your website, read your content, and potentially buy your product or service. Practicing SEO basics, as well as more advanced techniques after those, can

drastically improve your website's ability to rank in the search engines and get found by your potential customers. What about paid search? Yes, you can pay to have your website listed on the search engines. However, running paid search campaigns can be quite costly if you don't know what you're doing. Not to mention, about 88% of search engine users never click on paid search ads anyway. Because the sole purpose of a search engine is to provide you with relevant and useful information, it is in everyone's best interest (for the search engine, the searcher, and you) to ensure that your website is listed in the organic search listings. In fact, it is probably best to stay away from paid search all together until you feel you have a firm grasp on SEO and what it takes to rank organically.

Survey of existing literature

"Search engine" marketing consists of both marketing and technical application and requires a high level of efficiency to increase site traffic. Among all the available techniques, the "search engine" is treated as the primary tool in seeking information online (Bhandari and Bansal, 2018). Though it is relatively a new practice, the search engine brings the best result for a brand than any other form of promotion and advertising tool in providing the highest return on investment (ROI) as well as the lowest cost per acquisition (CPA). Hence, SEO techniques are adopted by almost all the brands including most of the higher learning institutions (Bhandari and Bansal, 2018). While there are many search engines available, only few of them are well liked. Google is the most popular search engine in the web portal today followed by Bing and Yahoo (Bhandari and Bansal, 2018).

Research methodology

Secondary Source of Data Collection

The secondary source of data collected through various case study, journals, publications, newspapers and selective websites which was already done by other individuals and researchers.

Findings

- The outcome of SEO is to get your Website in front of Google. Through SEO, your website can get in front of people who would not usually find you.
- One of the main goals of SEO is to increase the traffic to your website and your visibility in the search engine result pages (SERPs).
- Increasing Domain Rating

- Increasing Page speed
- Mobile friendly

Conclusion

Search engine optimization (SEO) is the practice of orienting your website to rank higher on a search engine results page (SERP) so that you receive more traffic. The aim is typically to rank on the first page of Google results for search terms that mean the most to your target audience. With SEO, marketers attempt to improve their websites so they are seen as more significant by the rank in order to gain better market share. SEO is favorable for marketers because they do not have to spend for web traffic from organic ads.

Suggestions for further research

The further research can be focussed in understanding the user's intent and the deeper layers of wants and desires that drive behaviours. Furthermore, understanding the generation differences, the values of different consumers, and the ultimate goal of consumers can help SEO partner with other marketing sectors to create a buyer's journey and build brand awareness.

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Chapter - 5

A Study on Digital Marketing Strategy (B2B and Stakeholder Communication)

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Abstract

Researchers consider the future of digital marketing to be highly dependent on following the customers' location (Wymbs, 2011). This is due to the trends indicating that customers have become more mobile and social (ibid). Wymbs (2011, p.95) emphasizes the key success factors of future marketing through mobile marketing, by getting the desired information to the customers "when they want it and where they need it and avoid providing irrelevant information clutter." Proximity marketing is a major approach to fulfill Wymbs' (2011) recommendation with respect to mobile marketing. Proximity marketing refers to location based attributes (Latham, 2017). Location based marketing focuses on the physical location of the potential clients. It adapts to the particular "personal traits of customers by making assumptions about their habits and preferences, based on their location at a particular moment" (Latham, 2017). Knowing about such factors enables retailers to send out targeted messages to the customers and perform more effective customer analytics (Parise, Guinan, & Kafka, 2016). Consequently, this results in a more efficient communication with the customers and avoidance of irrelevant informational clutter. In proximity marketing, sending targeted messages to the customers is facilitated through beacon technology, which can gather and communicate real-time information from the customers based on their preferences, location and habits. Despite all the benefits introduced about the usage of beacon technology in location based marketing (Dudhane & Pitambare, 2015), a similar slow adoption process is affecting the development of proximity marketing in a retail context.

Keywords: Researchers, marketing, customers, digital marketing, communication, development.

Introduction

Since the advent of the internet, new inventions and phenomena with specific features and characteristics have emerged in human life. Earlier Web 1.0, web 2.0, e-commerce, mobile-commerce, and nowadays social media and mobile marketing have altered people's life significantly. Social media and mobile marketing, regarded as two categories of digital marketing (Harvard Business School, 2010; Wymbs, 2011) have influenced life's quality, speed, shape and path. They have altered the earlier lifestyle from using snail mail and land-line phones to countless digital means of communication. Digital marketing is defined as online channels, formed by "the range of access platforms and communication tools" Such online channels utilized by marketers help in developing relationships with customers (ibid). Digital marketing consists of different sub-categories such as social networking, online communities, viral marketing, wikis, and blogs, as well as mobile marketing (Harvard Business School, 2010; Wymbs, 2011). Weinberg and Pehlivan, (2011) refer to social networks, online communities, wikis, blogs and micro-blog as social media. Thus, this research focuses on social media and mobile marketing as the two components of digital marketing. Social media marketing is considered as one of the several sub-categories of digital marketing with the same strategies. However, digital marketing strategies go beyond social media marketing as they also encompass mobile marketing (Harvard Business School, 2010; Wymbs, 2011). Social media, built on the foundations of web 2.0, is based on the fundamentals of interaction and social exchange theory (Emerson, 1976). Initially designed for individuals (Schaffer, 2013), the medium entered the business sphere, gaining marketers' attention substantially, to track, data mine, and analyze conversation on their brand, or the topic of interest (Kaplan & Haenlein, 2010; Kietzmann, Hermkens, McCarthy & Silvestre, 2011; Kaplan & Haenlein, 2012). The usage of social media within the business context includes consumer relationship management, consumer trust and consumer loyalty (Lacka & Chong, 2016). The benefits of social media appear to be more recognized by B2C marketers, resulting in an increased adoption to support marketing strategies, compared to business to business (B2B) marketers who have a slower adoption pace (Kaplan & Haenlein, 2010; Swani, Brown & Milne, 2014)

Survey of Existing Literature

Gangeshwer (2013), this paper deals with the conceptual knowledge of e-commerce & motivating factors of shopping online. Nadaraja and Yazdanifard (2013), in their study aims to uncover the benefits and

drawbacks of social media marketing. Trivedi (2013), the study focuses on the importance of various marketing practices and utilizing various marketing tools by Small and Medium sized Enterprises. Yasmin, Tasneem, and Fatima (2015), focused on the importance of digital marketing, stating that digital marketing is the use of electronic media by marketers to promote items or services into the market. Sathya (2015), investigated the impact of Digital marketing and suggested that Digital Marketing is an umbrella phrase for the promotion of products or services using digital technology, mostly the Internet, but also including mobile phones, display advertising, and any other digital medium. Mathur (2016), this paper suggests the importance and benefits of Digital Marketing. It also highlights that Govt. of India is taking initiatives like Digital India which is a new way of connecting and informing population across the globe Mathur (2016), this paper suggests the importance and benefits of Digital Marketing. It also highlights that Govt. of India is taking initiatives like Digital India which is a new way of connecting and informing population across the globe.

Research Methodology:

Secondary Source of Data Collection:

The secondary source of data collected through various case study, journals, publications, newspapers and selective websites which was already done by other individuals and researchers.

Findings

1. Different usages, benefits and challenges of adoption proximity marketing through beacons in retail context are introduced.
2. Social media selection and integration strategies are identified based on 2 cases.
3. Benefits and challenges of social media adoption was identified.
4. Strategies of selection, adoption and integration of social media as well as the target group identified based on 4 cases. Final model introduced.
5. Public and Gated- Content sharing approaches to be used for different goals and purposes

Conclusion

Similar to any other study, this research has a few limitations worth mentioning. The present findings on social media and Bluetooth beacons' adoption strategies can shed new light on some adoption ambiguities

emerged in digital and proximity marketing in the B2B supply chain. However, it is conceded that this research is by no means exhaustive and lacks findings for a more in-depth analysis or a broader scale. One methodology related limitation in this thesis is the interview results being affected by a degree of subjectivity. This limitation can be addressed by further research through objective examination of the same adoption approaches from the audiences' point of view, or analysis of the content shared on social media.

Suggestions for Further Research

Future research is focussed on technology, fueled by the likes of 5G, AI and edge cloud processing, is enabling organizations to seamlessly mesh virtual and physical worlds.

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Chapter - 6

Factors to Influence Buying Behavior in Social Media Channels: A Case of Facebook

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Abstract

Since the 1970s, social media has existed in some form or another. Although the appearance and feel have changed significantly since the early days, the communication concept has not. Today's technology allows for greater interaction and communication time, but, similar to its origins, social media allows people to broadcast to a large audience. It is a method of attracting people's attention through the use of social media sites. These programmes focus on creating content that will capture the attention of readers on social media and entice them to share the content on their social networking site. When a user shares information about a product/service/brand/company on social media, it is re-shared by many other users on other social networks. This demonstrates the effectiveness of social media marketing.

Keywords: Social media, technology, product, service, brand, company.

Introduction

Through the years, the internet became a part of human life and so does social media. Social media allows individuals to discover, learn, and connect with other people. The most popular social media platform is Facebook. Because of its popularity, the app became vital for businesses because it was upgraded with marketing tools where they can create sponsored ads and reach their target market. Social media is an online communication medium through which we can interact with one another, share content, and obtain information. The various kinds of social media can include social networking, forums, and blogs. Social bookmarking, for example. Facebook, Instagram, Twitter, LinkedIn, Wikipedia, Pinterest, and Google Plus are just a few examples. are incorporated into social media, and there is no doubt that it has become an

essential part of our lives in the business world, Social The media is commonly used to raise awareness about the products and services, promoting brands, and retaining customers to existing customers as well as to find new prospects. When the data was collected from the web and Mobile Association of India (IAMAI), it had shown that Mumbai has the highest number of internet users in India that is around 13 million. Delhi comes on Number two on this list with 11.3 million users that is followed by Bangalore, Kolkata, and Chennai respectively. The associate Vice-President at IAMAI says that the reason for the increase in number of internet users in Mumbai is the college going students. With the increase in use of social media, companies are now considering the value of it in shaping the consumer perception, increase in brand value and to influence the buyer's decision. Now companies also know that they can have a strategic approach to use the social media to get the advantage over those that don't use it. To access the impact of social media on Consumer Buying Behaviour, the literature review and the data analysis on its use and perception of the customers can be used in identifying the best strategies for making an improvement in consumer engagement through social media. In this way social media marketing takes the benefit of social networking, increasing the brand awareness, brand value and to increase the customer reach. The goal of the research is to find out the impact of social media on consumer buying behaviour in urban areas. No doubt, now the consumers and the businesses are more connected than ever with each other for the very first time due to more internets connects than ever and After China, India has become the largest internet connection user. This study aims to determine the role and factors of social media and how it influences and impacts consumer behavior.

The social media market is made up of sales made by entities (companies, sole proprietorships, or partnerships) that allow customers to interact, create, and share content and information. Users of social media can share images, videos, and audio files. Revenues from advertisements and other services offered on social media platforms are included in this market. Social media advertising and social media subscription are the two main types of social media. Social media advertising is a type of digital advertising in which sponsored advertisements are distributed to a target audience via social media platforms such as Twitter, LinkedIn, Instagram, Facebook, and Pinterest. The various services include social networking, microblogging and instant messaging, photo sharing networks, and are used by a variety of industries including retail and wholesale, transportation manufacturing, food and beverages, financial services, information technology, electrical and electronics manufacturing, media and recreation, transportation services, healthcare, and others.

The global social media market is expected to grow at a compound annual growth rate (CAGR) of 39.7 percent from \$159.68 billion in 2021 to \$223.11 billion in 2022. The increase is primarily due to companies reorganizing their operations and recovering from the COVID-19 impact, which had previously resulted in restrictive containment measures such as social distancing, remote working, and the closure of commercial activities, resulting in operational challenges. At a CAGR of 39%, the market is expected to reach \$833.50 billion in 2026. Rising mobile, tablet, and other electronics penetration, as well as rising data consumption, will drive the social media market. Increased sales of internet connected electronic devices such as smartphones and tablets result in more time spent on social media websites. For example, the total number of smartphone devices worldwide reached 6 billion in 2020, implying that eight out of ten people owned a smartphone in 2020, eventually driving social media companies' revenues. The growing use of smartphones is expected to increase internet usage, driving the social media market. Facebook, YouTube, Instagram, Twitter, and LinkedIn are all major players in the social media market. In 2021, Asia Pacific was the largest region in the social media market.

Survey of Existing literature

Brendan James Keegan and Jennifer Rowley (2017) add to our understanding of social media marketing strategy by developing a stage model of SMM evaluation and identifying the challenges in this process. The research paper created a framework for evaluating social media marketing. Setting evaluation objectives, identifying key performance indicators (KPIs), identifying metrics, data collection and analysis, report generation, and management decision making are the six stages of this framework. Furthermore, the paper identifies and discusses challenges associated with each stage of the framework in order to better understand decision making in relation to social media strategies. The study highlights two key challenges: the agency-client relationship and the available social analytics tools. Rodney Graeme Duffett (2017) investigates the impact of interactive social media marketing communications on South African teenagers' cognitive, affective, and behavioral attitude components. The paper also investigates the effect of additional variables such as usage (access, length of usage, log-on frequency, log-on duration, and profile update incidence) and demographic (gender, age, and population group) variables on young consumers attitudes toward social media marketing communications. According to the study, social media marketing communications had a positive influence on each attitude component among adolescents, but on a declining scale, which corresponds to the purchase funnel model. As a result, this study contributes significantly to attitudinal research in developing countries, where there is a scarcity of

research on social media marketing communications. The study's practical implication is that companies and their brands should consider using and/or adapting their strategies in light of the declining impact of social media marketing communications on the hierarchical attitude stages among young consumers, as well as the divergent influence on usage and demographic variables when targeting the lucrative and technologically advanced, but capricious, Generation Z consumers. In her research study, Priyanka P.V and Padma Srinivasan (2015) identified various factors that influence a customer's purchase of a product via social media. From the retailer's point of view, a model has been developed that explains how social media can be used to increase customer loyalty. According to the study, continuous customer support services will improve customer retention. New applications and social platforms will proliferate, allowing for even more personalization and real-time, location-based media engagement. Ford is the subject of a recent case study by Christopher Ratcliff (2014) on a global organization that appears to have mastered its social media strategy. In his blog, he describes how Ford has incorporated key success factors into its strategy, such as customized posts, user connectivity through tone of voice, and, perhaps most importantly, a social media team that reads and responds to every single comment made by followers. It is worth noting, however, that Ford has figured out what works for its own business, and this exact strategy may not necessarily drive the same results for other organizations. Ates Bayazt Hayta (2013) determines the effects of social media networks on young consumers' purchasing behaviour in their research paper "A study on the effects of social media on young consumers' buying behaviour." According to the study findings, social media tools have a direct impact on consumer purchasing behaviour, depending on their age group and educational status. Benjamin Ach (2013) highlighted the evolution of business marketing strategies, specifically communication strategies, in their bachelor thesis, with the significant rise of social media influence, which is changing the way people get informed as well as their purchasing decision process. This study emphasised the fact that businesses, large and small, must go online, use social media, and adapt their business models if they want to stay ahead of the competition in their markets. In order to gain valuable insights from internet marketing experts, the research is supported by a case study of an Australian internet marketing company. WOM theory has been reviewed and synthesised by Robert V. Kozinets, Kristine de Valck, Andrea C. Wojnicki, and Sarah J. S. Wilner (2010). This article demonstrates how marketers using social media marketing methods are confronted with a situation of networked coproduction of narratives. It then presents a case study of a marketing campaign in which prominent bloggers were given mobile phones. For six months, eighty-three blogs were followed.

According to the findings, this communication network provides four social media communication strategies: evaluation, embracing, endorsement, and explanation. Character narrative, communication forum, communal norms, and the nature of the marketing promotion all have an impact on each. This new narrative model demonstrates that communal WOM does not simply increase or amplify marketing messages; rather, marketing messages and meanings are systematically altered while being embedded. The theory has clear, practical implications for how marketers plan, target, and leverage WOM, as well as how scholars understand WOM in a networked world. According to Hansel and Deis (2010), marketers should consider all possible avenues for positively utilising social media to increase advertising and improve marketing. Before implementing a specific social media strategy, the advantages, disadvantages, and challenges must be addressed. The strategy should aid in the facilitation of social media inputs and discussions. Furthermore, social media strategies should be used to track a company's online presence and ensure that clients are not undermining the brand's value. Internet based social media has enabled one person to communicate with hundreds or even thousands of other people about products and the companies that sell them on the internet. As a result, the impact of consumer-to-consumer communications has grown significantly. Edelman (2010) discusses how the Internet and social marketing have changed not only the way businesses operate but also how consumers choose their products in a study for Harvard Business Review. It walks the reader through the funnel metaphor, which was previously used by marketers to understand how consumers select their products, and how this has shifted to a more open ended approach, in which consumers no longer follow a methodical approach to product selection. It emphasises the importance of brands connecting with consumers, and it also studied consumer decisions across five industries, namely automobile, skincare, insurance, mobile telecommunications, and electronics, and across three continents. Based on the study's findings, it proposed a four-stage model that focuses on today's consumers using social media for product advocacy as well as purchasing based on the reviews and support received. The study walks the reader through the entire customer journey and advises businesses on where they should not spend their time and money. Providing statistical data from various surveys enables organizations to identify the key areas in which they should focus in order to build a strong brand image online. A comprehensive study conducted by BusinessWeek (2009) discusses social media hype and the disadvantages that any business may face. The study demonstrates the dangers that social media marketing can pose. If employees spend their time on social networking sites rather than on productive tasks that benefit the organisation. It also warns of mistakes that could have a significant

negative impact on the business. The study cites one such campaign by Saatchi & Saatchi's campaign for Toyota Matrix, which resulted in a \$10 million lawsuit as evidence of the failure of many social media campaigns. According to the study, it is difficult to quantify the outcomes of social media, such as trust and loyalty. According to Mangold and Faulds (2009), social media is a hybrid element of the promotion mix because it allows companies to talk to their customers in a traditional sense while also allowing customers to talk directly to one another in a nontraditional sense. The content, timing, and frequency of social media based conversations between consumers are beyond the direct control of managers. This is in contrast to the traditional integrated marketing communications mix, which includes a high level of control. As a result, managers must learn how to shape consumer conversations in ways that are consistent with the organization's mission and performance goals. The goal of social networking sites is to facilitate communication among the organization's most ardent supporters. This can be accomplished by providing consumers with networking platforms and engaging customers through blogs, social media tools, and promotional tools. Providing information to customers about their company's products binds the customer to the company. Russell S. Winer (2008) describes the various types of new media used by businesses to engage customers in his research paper, such as social networking sites like Facebook, Myspace, and YouTube, among others. The paper also discusses the challenges of social media marketing from the marketing manager's point of view. The paper outlines a number of issues that must be addressed by managers and academics in order for new media to be fully integrated into marketing practice. It also confirms that many businesses today are utilizing some or all of the new media to create targeted campaigns that reach specific segments and engage customers to a much greater extent than traditional media. According to the study, the growth of these sites has also contributed to the notion. The significance of the Web 2.0 era, in which user generated content and discussions can create powerful communities that facilitate interactions between people who share common interests. However, marketers have been wary of using this new medium due to the risk that members of a community will be offended if the site is over-commercialized. According to Gil, Andres, and Salinas (2007), the information provided by a family can influence the formation of brand equity. A person may receive recommendations to buy specific brands from a family, which may influence his actions based on how well the family establishes contacts with a number of brands used by the family. Consumers frequently regard their family as a reliable source of information when it comes to purchasing specific products. The study also reveals that purchase decisions among young generation consumers, in particular, are influenced by the recommendations of their

virtual friends, who act as opinion leaders. They also use internet communications to determine the quality of a product before purchasing it. According to Lempert (2006), customers are moving away from traditional forms of advertising such as radio, television, magazines, and newspapers. Customers also continue to demand greater control over their media consumption. They require instant and on-demand access to information at their leisure. Customers are increasingly using various forms of social media to conduct information searches and make purchasing decisions. Yoo et al. (2000) define brand image as the combination of brand awareness and brand association. They claimed that exposing customers to a brand's information via WOM sources creates, modifies, and strengthens the consumer- brand relationship, resulting in WOM that influences their brand association with it. The greater the consumer contact with the brand, the stronger and more ingrained the association in the minds of the consumers. According to Nasir, S., Vel, P., and Mateen, H, social media does not always require language or words to spread the message to the consumer. When a product or service is marketed, the potential buyer can interpret the context. The buyer responds based on this information. It can take the form of purchasing a product, repurchasing a product, or not purchasing a product. As a result, this process is based on the customer's need, his knowledge and liking for the product, brand loyalty and brand value, word of mouth, and demand. Nima Barhemmati et al. discovered that social media marketing is the most effective and successful method of advertising. The research focuses on understanding the factors that influence the purchasing habits of social media users through Social Network Marketing. This study also investigates the relationship between a company's selling activities, customer engagement, and purchase behaviour. In this study, a survey of 50 Malaysian National University students was conducted. The study's findings indicate a positive relationship between consumer purchasing behaviour and social media engagement.

Research Methodology

Statement of the problem this study intends to know how consumers are influenced through social media. Customers now purchase directly from social media networks. For learning about brands, social media is nearly as common as TV or radio commercials and word-of-mouth. One-third of consumers say it would be their preferred way to learn about brands in the future. However, consumers are increasingly turning to social media to both discover and purchase brands. Social commerce sales in the United States will more than double from nearly \$28 billion in 2020 to more than \$56 billion in 2023. According to our own research, 65% of consumers have already made direct purchases via social media. What is the appeal of social commerce? One

reason for this is that it meets consumers where they are already. Checking Facebook, Twitter, or Instagram on a daily basis has become as routine for many people as brushing their teeth. Now, networks are experimenting with and formalizing commerce capabilities in order to provide consumers with convenience while also providing brands with new revenue streams. Consumers are heavily influenced by social media reviews. Social media is a living document for social proof, which is becoming an increasingly important factor in purchasing decisions. Before purchasing a product or service, more than half of consumers (51%) read reviews on forums or social media. It only takes one or two disgruntled reviewers to turn away a potential customer. Even the most dazzling, high-budget television commercial can't compete with what social media provides for free: authenticity. Consumers use platforms such as Twitter and review sites such as Yelp to praise, champion, and criticize various products and businesses. Buyers are more likely to believe unfiltered peer feedback from people who have used a product or engaged with a brand. From the standpoint of a brand, reviews are critical for audience growth and reputation management. One-third of consumers learn about new accounts to follow via digital word-of-mouth. Consumers are equally likely to share positive and negative customer feedback on social media. Every review post, comment, and @mentioned is either an opportunity to reflect on ways your company can improve—or a glowing testimonial worth sharing with your entire audience. Consumers anticipate two-way interaction with brands. The company-customer relationship has taken on a new dimension as a result of social media. A brand is no longer a faceless entity that we only learn about in magazines or through Google searches. Examining a brand's network allows you to determine their values, relevant news and offerings, and how they relate to their target audience. Consumers can engage and interact with businesses through social media in a variety of ways, from liking posts and following their accounts to sharing brand-related content, shouting out brand love, and asking product questions. Today, simply having a social presence and selling a product or service isn't enough. Eight out of ten customers expect brands with a social media presence to interact with them in meaningful ways. Social media humanizes brands by allowing them to highlight their distinct characteristics and brand personalities. Consumers turn to social media for customer service. How would you expect to interact with a brand's customer service department before social media? Call them, email them, go to their office and stand in a long line to speak with them, and so on. Consumers now prefer social media to share feedback or reach out with a customer support issue or question. The days of long phone hold times punctuated by bad elevator music are numbered. Consumers who have a product question or an

order issue are much more likely to contact a brand via its Facebook page, Twitter mention, or Instagram direct message. Customers, however, expect faster responses because social media moves quickly. When contacting a brand via social media, more than 75% expect a response within 24 hours. Regardless of whether it's a busy season or not, customer service teams may be overburdened or under-resourced. As a result, messages are missed, response times are slowed, and responses are suboptimal. Moving beyond traditional customer service to a social customer care approach is one way to avoid frustration, reduce delays, and improve communication. Social customer service begins even before a customer contacts you. It entails gaining a clear understanding of what your customer expects from you, reducing room for error, and developing long-term relationships with your target audience. Social media marketing campaigns have the advantage of simultaneously appealing to a large number of people. A campaign, for example, could target current and prospective customers, employees, bloggers, the media, the general public, and other stakeholders such as third-party reviewers or trade groups. However, these campaigns can create obstacles that businesses would not have had to deal with otherwise. For example, whether the claim is true or false, a viral video claiming that a company's product causes consumers to become ill must be addressed by the company. Even if a company can clarify its message, customers may be less likely to purchase from it in the future. Businesses across industries face uncertainty as a new marketplace emerges. But one thing is certain: a strong social strategy is essential. Social media channels have quickly become the backbone of business strategies, and they are critical for creating meaningful connections with consumers in order to drive long-term brand loyalty. Not to mention, when done correctly, they can increase online sales. Brands can use social media channels to gain real-time insights into their audience's preferences and test new visuals to optimize photos and videos across marketing and e-commerce touch points. According to my observations, the most astute businesses will continue to invest in channels such as Instagram and Pinterest to inform their visual strategy — ultimately maximizing online revenue and long-term business growth. Because of the fluid nature of social media, it is an ideal platform for storytelling, product launches, and new initiatives. As we move closer to a new e-commerce era, it's clear that social media marketing is no longer an option; it's a business-critical operation. Visuals are central to developing a brand and maximizing return on investment (ROI) across all channels. Brands must ensure that every visual they present to their target audience inspires action. Dash Hudson works with some of the world's most recognisable brands to create and distribute photos and videos

that people care about. Our software, which is powered by visual intelligence technology, learns with brands in real time to predict which photos will resonate the most with a brand's specific audience. Data-driven insights are required to optimize for conversions and create meaningful relationships with consumers, whether it's choosing an image for organic social, paid advertising, or your native e-commerce website. This means that brands must understand their audience as it evolves, beginning with social media.

Tools for collecting primary data: Questionnaire and Surveys: - This will include range of response questions, close ended questions, providing limited answers to specific response or on a numerical scale. Interview: - This will include people to interview with developing the questions including open ended questions and close ended questions. Tools for collecting secondary data: Collected these data from websites and magazines, newspapers, books, blogs, journals, etc. Demographic Characteristics Demographic Characteristics of the Respondents. Out of 105 responses, 96 percent say they use social media, indicating that the majority of them are active in social media. Social media is very popular among the young generation these days, and almost everyone uses it for various purposes such as making friends, chatting, information, and shopping, among others. Out of 105 responses, 18-25 years old people account 63% to more usage of social media, 30-40 accounts to 30% usage of social media and 40-60 years old accounts to only 7% usage of social media. This data shows that young people are more active in social media.

Findings

Despite the fact that some younger demographics are abandoning Facebook in favor of tools such as Instagram and Snapchat, Facebook continues to dominate the market. It is still the most popular social network, with 1.85 billion people logging in daily (a 16 percent increase year over year). Not to mention that Facebook controls 60% of all social logins. A presence on Facebook is a must if you want your company's content to reach customers. However, in order to get the most out of your Facebook Page – to attract and engage visitors, drive them to your website, and convert them into leads (and, eventually, customers), you must optimise your Facebook presence. With over 2.91 billion active users, Facebook is an essential platform for small business sales and social media marketing. A Facebook Business Page can help you connect with customers and provide important information about your company, products, services, and upcoming events. Facebook Ads and Messenger Ads are highly targeted and effective methods of reaching out to potential customers. Every small business can benefit from having a Facebook

page. With over 2.91 billion monthly users, Meta – Facebook's new name – provides many ways for small businesses to promote their services, increase customer support, and boost sales and recognition through their Facebook platform. Using Facebook for your small business may appear difficult because the platform's rules and algorithms change on a regular basis. However, with the right strategies, Facebook can be one of the most effective social media platforms for business. One of Facebook's most powerful features is the ability to target a specific audience through paid campaigns and advertisements. The platform keeps a lot of information about its users, which can be useful when it comes to ad targeting. Furthermore, creating a Facebook Business Page can be a powerful small business marketing tool.

Show the analyzed data in tables/figures. Discuss the analysis using the research methodology you explained in the research methodology section.

Conclusion

The study found that social media has a significant impact on consumer purchasing behavior in the digital age. Without a doubt, social media has had a significant impact on both consumers and businesses. According to the research, when it comes to making a purchase, consumers are extremely picky. Despite the fact that there is a wealth of data and information available on social media, the consumer's personal attitude plays a significant role in selecting and making a purchase. The quality of content on social media has a big impact, so it should be relevant to the consumer. When marketing via social media, it is not just about raising consumer awareness or selling the product. It is more than that, as it includes retaining and strengthening existing relationships between potential buyers and corporations. The consumer is now the king, and they can obtain all of the information they need about a product or service by simply speaking with one another. As a result, businesses and marketers must exercise extreme caution. When it comes to bad mouth on social media, as it has the potential to ruin the company's reputation. Many individuals have agreed that by using social media, they can more effectively share their opinions and communicate with other consumers and corporations. Social media has undoubtedly bridged the gap between brands and consumers. Given this fact, businesses are now putting forth every effort to make the buyer feel connected to the brand and to allow them to share their thoughts, opinions, feedback, and reviews. The company is implementing an integrated strategic approach with the goal of becoming the most successful in acquiring, engaging, influencing, and retaining customers through social network platforms. The strategies that led to consumers' perspectives, as well as the opinions of those who create content on social media, are factors that can

change a customer's brand perception and willingness to buy. As a result, these strategies require a high level of maintenance, and companies that use the method should be prepared to fix all marketing services in order to retain existing customers and increase customer lifetime value.

Suggestions for Future Research

Appendix (will include any data you may want to submit) (USE ONLY IF RELEVANT)

Appendixes, if needed, appear before the acknowledgment.

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Chapter - 7

Social Media Marketing Influence on Customer Satisfaction and Brand Loyalty

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Abstract

The purpose of the study was to research on social media marketing influence on customer satisfaction and brand loyalty. The findings of the study disclosed that customer satisfaction had a positive effect on brand loyalty and brand love. The findings also stated that brand image had a positive influence on customer satisfaction

Keywords: Social media, marketing, customer satisfaction, research.

1. Introduction

Social media is basically the online content developed by a variety of people who are open for access over the internet. In other words, social media is the shift of people's attention on the online platforms where people share, discover and read information and gain knowledge believes that social media is a sort of synthesis of sociology and technology and creating an environment or platform on the internet where people share experiences with each other and develop networks for a variety of different official and unofficial reasons. Social media has become an important platform and has gone so important that nearly every business uses social media for the marketing and promotion of their business, products and services. Social media is also used for sharing information and getting in touch with their customers and society at large. Social media marketing (SMM) has been used to monitor and facilitate communications and interactions between customers and brands. Undeniably, the emergence of this tool, although has been considered as the effective driver to positively influence the customers' buying behaviours, is viewed as a challenge to marketers. Since SMM can be a key factor in building a brand

and creating long-term customer relationships, it is therefore critical for marketers to acknowledge the opportunities and challenges lying ahead. In the light of searching for appropriate marketing activities in the context of social media, they need to figure out which activities might have a greater impact and result in better brand equity and customer loyalty.

2. Literature Review

Building and maintaining brand loyalty are one of the central themes of research for marketers for a very long time. Marketers have utilized various means to maintain the brand loyalty of their customers. One of the recent means is the social media marketing. The aim of this study is to identify the effect of social media marketing on brand loyalty of the consumers, given that the concept is receiving increasing attention from marketing academia and practitioners. The scope of the study consists of customers who follow at least one brand on the social media in Turkey and the data were collected through the administration of a structured questionnaire with a sample of 338 people and tested via stepwise multiple regression analysis. The results of the study showed that brand loyalty of the customers is positively affected when the brand offers advantageous campaigns, offers relevant content, offers popular contents, appears on various platforms and offers applications on social media; were used by using SPSS 17.0 version. Customers prefer to share music, technological-related, and funny contents on social media platforms. Based on our results, this study can be considered as a pioneer in this new area of marketing, and propose several tactics for the practitioners. İrem Eren Erdoğan, Mesut Çiçek, (2012).

The development of social media reflects people's need for interpersonal interactions. Social networking sites have created social activities in the online virtual world. This phenomenon shows that companies are using social media as an important part of their online marketing strategies. This study aimed to investigate the impact of social media marketing activities on satisfaction with the mediating role of social identity and perceived value in relation to the Adidas brand. In this research variables were evaluated by questionnaire. The questionnaire was distributed among 385 sample population of all adidas brand customers in Shiraz city. The research method was descriptive correlational. Structural equation analysis and partial least squares (PLS) method were used to answer the research questions and research hypotheses using Smart-PLS software. The results of this study indicate that social media marketing activities have positive and significant effect on social identity, perceived value and satisfaction. The results of this study also confirm the positive and significant effect of social identity on perceived value and

satisfaction. The results also show that perceived value has a significant effect on satisfaction Iman Azizi, Shahla Zafari (2020).

The purpose of the research was to empirical research on the impact of customer satisfaction, brand image on brand love, and brand loyalty at fast-food restaurants in Vietnam. We examined study data from 272 clients at fast-food restaurants in Ho Chi Minh City, Vietnam. The research model was recommended from previous researches. PLS - Partial Least Squares method was employed to analyze the measurement model and the structural model. The findings of the study disclosed that customer satisfaction had a positive effect on brand loyalty and brand love. The findings also stated that brand image had a positive influence on customer satisfaction. Moreover, the results of the research also demonstrated that brand image had a positive impact on brand love and brand loyalty Dam Tri Cuong (2020)

3. Objectives of the Study

This study tries to bridge the gap in the area by looking into the elements of social media marketing activities which can leave a considerable influence on brand loyalty and may result in more effective strategies for customer to gain insights into the firms' activities and as well as their products and services, the structure of the paper is the following: the literature review discusses the main concepts, followed by a conceptual framework and then hypotheses are proposed. The next part of the study describes the research methodology, and then data analysis and results are outlined. Conclusion and implications as well as limitations come in the final part of this research.

4. Research Methodology

The approach used in the study is survey method. Research approach includes surveys through structured questionnaires. Sampling method used in this research is simple random sampling. Here the sample size taken for the study is 208

5. Data Analysis

This section demonstrates the demographic information of the respondents, in this research, it includes the following characteristics: gender, age, marital status and occupation. The first four questions in the survey covered these four general information sections of the respondents. As explained above, the survey was conducted on online platforms and through personal contacts, with a total of 208 responses collected. Out of 208 responses, there are 197 ones that met the validity requirements, then later put in SPSS for further analysis. The survey has targeted respondents of all genders and age groups for general diversification but mainly focusing on the

young group range from 18 to 35 years old due to their habit of using social media platforms. The tables below indicate the ratio of male and female proportion as 46.7% and 53.3%, respectively. 41.8% of the respondents belong to the age group of 18-25, while 32.7% belong to the 26-35 years old group. The rest are separated into different age groups as seen from the table

Gender	Ratio
Male	46.7%
Female	53.3%
Age	
Under 18	7.7%
18 – 25	41.8%
26 – 35	32.7%
36 – 45	11.5%
Over 45	6.3%
Occupation	
Student	32.7%
Employed	47.6%
Freelancer	15.4%
Unemployed	1%
Others	3.3%
Marital Status	
Single	45.7%
Married	48.6%
Divorced	1.9%
Others	3.8%

As the purpose of this study is to examine the impact of Social Media Marketing activities on the Brand Building, it is important that users experience the brand’s marketing activities. To make sure that they participate and interact on social media platforms, the survey included one more part in which respondents are asked about their social media usage habit and frequency of the respondents. There are 11 out of 208 responses that stated “Not follow and/or interact”, therefore, those responses are excluded from the data set.

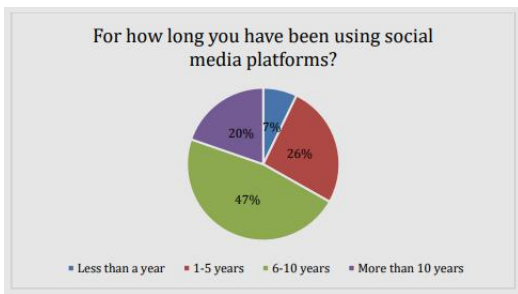


Chart 1: Duration of using social media platforms

Most of the respondents have been using social media for around 6-10 years. 26% and 20% of them have used it for 1-5 years and more than 10 years, respectively

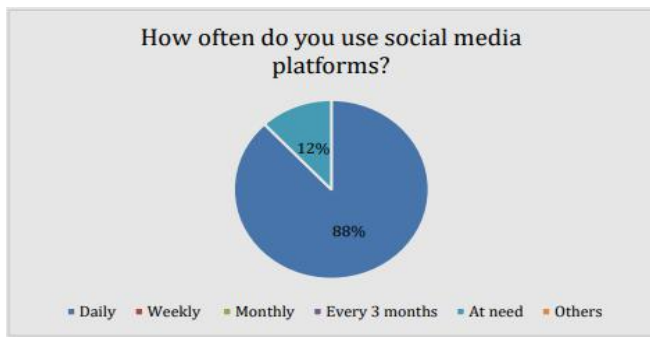


Chart 2: Frequency of using social media platforms

88% of the respondents go on social media platforms on a daily basis, while 12% claimed to use it only when necessary. None of them use social media once every week or month or every 3 months.

6. Conclusion

The study will help managers to recognize the significance of brand image on customer satisfaction, brand love, and brand loyalty. Thus, managers should create marketing plans to improve clients' perception of the brand image such as advertising, especial advertising on social media, website, etc., promotion programs at the event, public relationship, and other tools marketing. If consumers have a positive brand image, consumers will increase to a positive tendency on customer satisfaction, brand love, and brand loyalty.

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Chapter - 8

A Study of Effectiveness of Social Media Marketing with Reference to Future Group - Big Bazaar

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Abstract

Social Media Marketing has created a huge buzz in today's world. It is very popular in the younger generations, but the middle and the older generations are also not untouched by the wave of its scope. On domestic front it is used for interacting with friends and relatives and for the purpose of socializing. On professional front, it has been widely used for acquiring markets by new business ventures. Many established organizations are undergoing operational change in their traditional practices in order to adapt to this online environment for promoting their products and services globally. Social media has been the most recent and booming technological innovations. It offers a wide range of benefits. Interest and curiosity to gain more knowledge in the field of social media has been the main ground for selecting the topic of social media for the research purpose. Advertisers are increasingly using digital and social media for mainline advertising campaigns rather than one of marketing exercises. Digital and social media are now becoming the new barometer to gauge the popularity of a campaign before it is released on mass media. To keep up with consumers' digital advances, retailers are becoming savvier, implementing strategies and programs via smart phones, tablets and other digital venues. Social media marketing can take the form of push messaging, in-store digital signage, location-based promotions, email messaging and much more. This paper tries in understanding various aspects of digital marketing while connecting with younger audience the research is also important to identify Market size, growth and Market Potential of Big Bazaar. The research shows future Scenario of Big Bazaar in current perspective.

Keywords: Digital Marketing, Online, Promotions, Customer Purchase decision

Introduction

The retail industry in India is at a crossroads; it is regarded as one of the most dynamic and rapidly rising industries in the world, with only a few rivals. However, due of the large initial expenditure required to start a retail firm, success is difficult to come by. As a result, many of the competitors have yet to achieve success despite having been in the industry for several years. However, in the long run, the trade is expected to grow rapidly as government rules and the rising trend in retail trade favour business operations. Retail commerce is gradually becoming one of the businesses that is experiencing a series of booms.

The entire concept of shopping has changed as a result of the introduction of revolutionary searching tactics in India, as well as quick arrangements and shopper behaviour. Modern retail has brought about a change in the business world, with shopping centres, multi-story malls, and large complexes offering shopping, entertainment, and cuisine all under one roof. The Indian retail industry has yet to achieve its pinnacle in terms of growth and consumption by the Indian population, but this is expected to rise as time goes on. The retail sector in India is undergoing a significant transformation.

Industrial Profile

Big Bazaar is associate degree Indian retail chains of hyper market, discount malls, and grocery stores. The distributor was based by Kishore Biyani under his parent organization Future teams, important prominence for India's selling and fashion sector. Retail is considered joined among the pillars of economy, records around 12-tone system in our Gross Domestic Product. India's selling is valued and assessed to be U S\$ 650 billion and best 5retailing market on this planet as monetary price. Indian market is considered to be one among the fastest developing retails showcases during this planet, having around one hundred thirty large integer population.

In Sept 2011, Indian central govt expressed selling amendment of equally multi whole store with single branded store. Markets continuous amendment complete prepared on selling advancement and opposition with varied whole distributor, example, Walmart, Care of our, Tesco, solo whole dominators like, Puma, Adidas, Apple. Announcements initiated serious engagement, in resistance and therefore the facilitate of reforms. In Nov 2012, pressure fr0m restriction, Republic of India govt place selling reforms stopped until it reached associate degree agreement.

From January 2012, Indians thoroughbred reforms solo branded store invitations anybody within the word to advance in India's selling advertise with 100% possession, however enforced the necessity that single product retail sources thirty-five nothing Of its merchandise sourced from Bharat.

On 7 November 2012, the Centralized Government of allowed 51% FDI in multi brand selling in India. The administration created sense of the way to get the endorsement of multi-brand retail within the lawmakers despite overwhelming commotion from the obstruction several states can enable remote markets like Walmart, Tesco and crossing to open whereas distinctive states aren't allowing.

Company Profile

“Future cluster that is driven from its creator and business executive, Mr. Kishore Biyani, World Health Organization is Asian nation's one in all the foremost influencing temperament with various institutions across India. whereas marketing is that the core business of Future retail, cluster backups that are to boot gift in client account, capital, protection, and excitement, whole development, retailing, land enhancements, retail media, and coordination”.

“Pantaloons Retail, as a full sixteen million sq. feet of marketing capability in seventy-three urban communities and cities and sixty-five provincial areas crosswise over Asian nation. Headquartered in urban centre (Bombay), Pantaloons Retail utilizes around 30,000 people and is recorded on the Indian stock trades. The organization pursues a multi-design retail methodology that catches nearly the complete customer market. Within the manner of life fragment, the gathering works Pantaloons, a method distributor, and Central, a sequence of Hugh searching centres. Within the prestigious space, it is a marquee image.”

Competitors

More | Reliance retail | Lifestyle retail | D-mart | Vishal bazaar | Metro cash and carry

Need of the Study

Social media enables users to,

- To examine however social media based mostly life impact on massive bazaar.
- A firm on-line life distance assembles complete dedication.
- Social media promoting helps in reaching the target customers

- Social media promoting helps America in understanding your audience
- Sturdy social media helps in building the complete loyalty and image of the corporate.

Scope of the Study

The analysis was directed distinctive with promoting of the large bazaar things through social media platforms. Therefore, primarily the social media platforms are your promoting device. A portion of the magnificently used social media sites stages are Twitter, Facebook, LinkedIn, Instagram, YouTube and google+.

Social media is mostly being spent by every of the age teams over the world. So, it has extraordinary result over it. What makes a distinction is that the substance and therefore the reasonably item you need to share.

Research Objectives

- To extend the attention regarding the complete
- To extend the scale of the social media
- To measure the accurately of the audience.
- Strengthen engagement strategies for increased brand loyalty.
- Increase customer satisfaction and perception regarding the merchandise.
- Amendment social media followers into competent leads and new business

Literature Review

1. Social media advertising: a writing survey and suggestions by Helen Alvea, Maria Raposo-2011. This journal completes contented study and systemizes article via social media marketing media advertising in the Net of Science record. Fourth five investigations are examined as per a minor departure from the deliberate survey approach, including synthesis- and interpretation-based evaluation.
2. An examination of the elements impacting purchasers' dispositions toward web-based life showcasing. Erkan Akar, Birol Topçu- Internet Commerce- 2011 online life and web-based social networking applications that construct shopper networks including rich user generated content are new commercial centres as well as instruments for advertisers. This examination intends to indicate the

variables influencing customers' frames of mind toward promoting with internet-based life.

3. Impacts of fashion design brand internet-based marketing promoting exhibiting on client relationship and buy aims. Angelle Jiyou Kim, Eunju Ko, Journal of worldwide fashion promoting extravagance brands have dependably been design industry pioneers, with admirable a la mode regard and imaginative yet traditional business the officials. The brands dependably fight to check benefits by giving novel impetus to customers through quality things and organizations, customer the board, retail systems, and inventive publicizing mixes.
4. Effectiveness of social media as selling tools- Abu Bashar Ahmed-2012: This analysis was conducted to know the effectiveness of social media as a selling tool and a shot is conducted to research the extent to that social media helps shoppers in creating shopping for selections. A number of the known examples square measure benefiting technology-driven firms like Microsoft, eBay, Amazon, and Google.

Research Methodology

Method of Sampling

A sampling method is a procedure for determining the sample size and collection method for a research sample survey.

Sampling frame: A sampling frame is a group of clients from Big Bazaar who are polled for a research project. The bulk of persons who are regular consumers at Big Bazaar are included in the sampling frame.

Size of the Sample

The total number of respondents employed as a sample size for the study was 100. These people were chosen without any preconceived notions.

Results and Discussion

Total respondents used for the study is 100. Above table shows that 35 out of 100 respondents are female and 65 of 100 are male. The graph above signifies that majority of the respondents are male. Responses taken do not have any pattern of collecting the data. A graph depicting the different types of respondents and their jobs. Students make up 54% of the total respondents, while private employees make up 39% and commercial and government personnel make up 6% and 1% of the total respondents, respectively. This shows that the vast majority of the respondents are students who took part in

the research. According to the graph above, 54 percent of the respondents are students, while 39 percent are private employees. The following graph shows that 81 percent of the respondents are under the age of 25, indicating that the bulk of the respondents are under 25, and 16 percent are between the ages of 25 and 35. According to the graph above, the majority of the respondents are under 35 years old, with 81 percent being under 25.

This analysis was done to know the percentage of total respondents who are into social media. This graph clearly indicates that 91% of the respondents are into social media and only 9% of the respondents are into social media for buying of products through online. It can be clearly seen that majority of the taken respondents are into 91% are into which is a good sign for the study. From the above table it can be seen that out of 100 respondents 71% of the respondents are aware of business through social media, and 11% of the respondents are not aware of business through social media and 18% are not sure about business. This indicates that majority of the respondents are into social media.

This graph indicates that majority of the respondents are aware of business through social media which is 71%.

From the above table we can see that only 15% of the respondents only suggest that business through social media is authentic and reliable, which indicates that rest of the respondents do not feel that business through social media is completely reliable. 48% of the respondents suggest that they are reliable on social media. Majority of the respondents felt that business through social media is authentic and reliable. From the table it can be observed that majority of the respondents feel that business through social media is authentic and reliable. Graph indicates the awareness level of customers towards big bazaar social media platform. From the study it is known that 16% of the respondents are completely aware of big bazaar social media platform and company must concentrate mainly on those who are not aware of the big bazaar social media platform which is 17% and concentrate on those 13% who are slightly aware of the platform.

From the study it is seen that big bazaar has majority of the respondents who are aware of big bazaar social media platform. Big bazaar must concentrate on those who are not aware of the platforms.

The above table indicates that influence of purchase through social media marketing. It is seen that only 26% of the people feel that social media marketing platform influence in purchasing. 50% of the respondents have rated 4 for the influence which is quite high. From the above table it is clearly known that majority of the respondents feel that they get influenced for

purchasing. The above graph shows that people get influenced by social media marketing as shown in the graph. Around 75 of the respondents gave positive feedback on the response taken. From the above table it shows the effectiveness of Facebook on the social media platform for influencing the buyers. In this table we can see that Facebook has influence on the big bazaar as Facebook can be a way to reach out to customers effectively and efficiently. Around 20% of the respondents completely agree on Facebook having influence on the social media platform. And 37% of them agree that Facebook can be influencing factor for marketing.

This graph suggests that Facebook is having a big impact on the buying behaviour of the people who are using social media platforms. The influence of Instagram on social media platforms is demonstrated in the above mentioned. It is widely acknowledged that Instagram has a beneficial impact on shoppers' decisions to purchase things from Big Bazaar. Instagram has a varied amount of influence on effectiveness, as shown in the table above. We can observe from this data that Instagram is neutral in terms of influencing individuals through its online platforms.

Among all the social media platforms, respondents feel that Twitter has the smallest amount influencing factors among different platforms. Solely half-hour of the respondents feels that twitter influence on making purchase and the rest seventieth of the respondents feel that it's either average or not influencing. Twitter includes a mixed influence on buying. Responses collected counsel that promoting through Twitter ought to increase a small amount additional.

The above table depicts LinkedIn's efforts to get buyers to shop for products through a vast bazaar. We can see that only the 12-tone system of people believe LinkedIn is completely affecting people in attracting their attention and persuading them to buy something. Sixty-five percent of those polled believe it is ineffective or ineffective. Although LinkedIn has been raising awareness and persuading people to buy a product through huge bazaar, it isn't the most effective platform when compared to other social networking platforms. The results from the higher graph are gathered to see what proportion of respondents would assess Massive Bazaar's efforts in social media promotion. Based on the replies gathered, we can deduce that everyone thought the experience was fantastic. They rated the expertise as exceptional in 35% of cases and nearly as good in 48% of cases. We can see from this that the major bazaar's overall efforts are exceedingly smart. We can see from the table that the huge bazaar's efforts on social media are both nice and effective.

Conclusion

Nowadays, people place a higher value on social media than they do on manual purchasing. Similarly, some believe it would be less expensive to buy from the general public legally than going to a store's online web site. Online networking marketing has a positive impact on a variety of businesses, including cash-related foundation trips, as well as the travel and retail industries. One of the major advantages of social media marketing over traditional advertising is that potential customers will be completely targeted. It can provide adequate service to the customer in all areas. Massive Bazaar is providing a reimbursement through a future pay application, allowing clients to search more efficiently. In contrast to traditional advertising, online networking advertising can be a focused and consistent effort, moderate approach to rapidly discover and associate with clients and enthusiasts of big bazaar brand.

Suggestions for Future Research

Responding immediately to clients' social media posts on the internet so that you may give them your undivided attention.

- Provide information about things via the internet to assist transactions. For example, using the media to publicise various special deals in order to attract customers.
- Use dynamic video advertising on Facebook and Instagram to encourage conversations.
- An application for future remuneration. Can give an allude to a buddy with the goal of expanding the client base.

Limitations of the Study

Exposure to Contenders

- Social media showcasing is a long-haul venture, and one can't acknowledge returns medium-term.
- It may be tedious. Individuals may purposely disregard your pages since they might be keen on different locales.
- You may get negative criticism. That resembles client may give terrible audits on your pages it might hurt the organization notorieties.
- The study is about social media marketing, so you do not have the opportunity to screen the research respondents.

- Not everyone uses social media and many of the respondents feel that it is time considering.

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Chapter - 9

Analysing the Impact of Social Media in Operations Management

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Abstract

Operations Management (OM) has a long history, with this in mind, the traditional OM research was largely dominated by mathematical / analytical methods, which later, after World War II, evolved into research-based methods. Despite these mathematical approaches over the past century there are many studies that use different, non-mathematical research methods, in the OM instruction. Those studies include other factors such as organizational behaviour in OM research studies. These studies include, but are not limited to, quality research techniques focused on dynamic data collection from interviews, mixed methods such as using questionnaires to gather evidence-based data validating new research models, and more. The latest practice is data processing; therefore, a random data management system is an emerging theme. Social media data is an example of such informal data.

The purpose of this paper is to explore the appropriate way to analyze the communication data of OM applications. The main purpose is to help identify features / themes / issues from social media content and conduct collective analysis. The growing popularity of Facebook, Twitter, YouTube and other social media platforms has led to the acquisition of a large number of important information. As a result, such forums have become an important source of public information, as well as researchers. In short, corporate social networking sites are a platform for customers to exchange ideas, perhaps even corporate interests. The information is particularly useful in analyzing consumer behavior, which may be helpful in developing a business strategy. However, how to use knowledge effectively is a challenge. In addition, the use of communication data in the OM study was not well attended.

Keywords: Analysis, Operations, Management, Social Media

1. Introduction

Throughout history, innovation and the adoption of new technologies have led to the development of products that produce strong economic growth and high standard of living. In business, the introduction of technology in the last century has focused on developing and producing processes. Electronic transportation, communication networks and integrated information systems have greatly helped supply chain managers to improve their ability to plan, order, monitor, and evaluate their processes. In particular, new information technologies and e-business solutions have transformed the functionality of a supply chain from mass production to greater customization.

Our focus is on how to benefit from the adoption of social media and technology as they have evolved from a simple platform to complex and efficient platforms that can help direct the needs of real-time information management systems using advanced electronic business technology.

1.1 Theoretical Background of the Study

The emergence of productivity management systems can be divided into Commercial Revolution (1776-1900), Mass Production (1901-1974), distorted production / good period (1975-1995) and large technical sets. (1996-2010). During the Industrial Revolution, many companies have been produced not only as well as markets and opportunities due to electrical, railways, transportation and communication improvements, but also in employee departments and training. As part of the mass production of the organization, we focus on efforts to improve productivity, scientific control, professional research strategy and mass transaction magazines to identify and develop certain obligations. During the total production / control period, especially how to track the production and time of the rack, the structure, the general satisfactory control system (TQM) and employer assistive plan ... (ERP) system. Afterwards, in the era of large-scale customization, companies began to expand and implement e-commerce technologies such as network systems and e-commerce systems, and began to improve delivery and delivery processes by integrating internal structures with external partners.

1.2 Importance of Study

The supply chain is filled with the need to collect and analyze important information. The company must move suppliers, existing contracts, related stock quotes, maintain the product to the next production process, and send customer attracting and zones to many other functions. All of these features

are to obtain information that can be used in real time with other e-Business technologies.

As smartphones, advertisers and retailers increases, you need to clarify strategies and stocks to meet mobile users. Therefore, this study will be important to understand the effectiveness of a particular ad campaign on smartphones. When it comes to smartphone advertising, there are many commonalities that need to be addressed as well as figuring out which social media platform is best for consumers. As the industry grows rapidly, the questions related to this field are still unanswered, so the relevant questions answered in this study are important to classify and position smartphone products accordingly. It is also very important to know which social networks to focus on.

2. Conceptual Framework of the Study

This study will be conducted by understanding the basic information of some of the India's largest mobile brands. Later, various social media platforms are analyzed (i.e., in this case, Facebook, YouTube and Instagram). The analysis takes place through cluster analysis and information collected from people via interviews and questionnaires. The recorded inputs are visualized using bar charts. This study also gives us a glimpse of how to obtain information using R studio through R packages and the steps involved in creating one's own API which is a set of functions that allows applications to access data and interact with external software components, operating systems, or microservices. To simplify, an API delivers a user response to a system and sends the system's response back to a user. After the analytical study of the recorded data, the final conclusion and interpretation has been depicted.

3. Literature Review

Anant Saxena *et al.*, (2018) carried out a study on Analyzing Customers Reactions on Social Media Promotional Campaigns. As per the author, there is a lot of web-based life limited time crusades propelled during presentation of new items by genuinely all significant firms. They have examined the client response via web-based networking media limited time crusades propelled by three significant cell phone organizations OnePlus, Xiaomi and Huawei selling their telephones in India. The test was performed on 18,659 tweets with a grammatical feature (POS) feature based on subject-specific analysis, a Harvard-IV information-based auditory test and an online-based health-based file. Post-investigation results have shown that there has been a significant difference in customer responses in the specific battles of various brands, from

achieving the highest online life and customer commitment to low access to online networks and no customer commitment. Because of its results, research similarly raises important proposals for advertising directors who engage in special online life battles for innovation.

Anggraeni Permatasari & Erianti Kuswadi (2017) in “The Impact of Social Media on Consumers’ Purchase Intention: A Study of E-commerce Sites in Jakarta, Indonesia” have stated that numerous organizations in Indonesia have started to utilize web-based life as a way to deal with cooperate with their purchasers. This exploration means to break down the basic noteworthiness of social media life in every day schedules, remembering its effect for shoppers' buy expectation. The factors spread a mix of arranged effects, which characterizes web-based life as offering a few factors exogenous factors, for example receptiveness, speed, reliance and saw cost, saw chance and saw esteem, in influencing buy goal as the endogenous variable. The respondents include individuals who have around a few times buying encounters at online business locales (rehashing clients). The exploration is especially led in Jakarta, in which the information is assembled through a purposive testing strategy, which has then accumulated 307 examples. These reactions are prepared through factor and SEM investigation. Taking a gander at the outcomes, the most elevated effect towards customers' buy expectation is the apparent worth, while it is contrarily influenced by seen cost and hazard. The use of this exploration toward certain internet business or online brands can be executed later on. This exploration was limited to Jakarta.

Curzi Valerio & Quéré Noémier (2019) in their research titled “The Impact of Social Media on E-Commerce Decision Making Process” have said that the persistence of life stages based on the internet has become very much needed. Change in customers buying trends and the way organizations build web-based business premises have been changing dynamically. Indeed, online marketers no longer place cash on ads in their business categories on social media; instead there is a vicious internet dispute between marketing and business development organizations over web-based media channels. Then again, clients use social media to create content and interact with different customers to be able to combine and share as much information as expected with regard to cost, item quality, customer support and reputation of e-merchants. Also, it is accepted that the social media platform promotes social cohesion among customers, resulting in increased trust and anticipation of purchases. In this article, they highlight how online life affects web-based business based on the assumption of bats' assumptions about online customer

processes around the components that influence their purchasing decisions, and later by revealing important details that show how social network marketing has become significantly more significant during the last decade.

Eid Mackaya (2015) in his research "Understanding the results of social networks and the use of mobile e-commerce mobile funds: Saudi Arabia's search investigation" has expressed that social network is a significant development in Saudi Arabia. As per research work Saudi Arabia economy is rapidly developing Internet utilization and online penetration. The development of the national E-business is not predictable depending on the development of a scolding variable or neighboring country. The researchers have examined the effects of social networks and investigates portable use of e-commerce to consider the practice of the country's buyer and the E-Trade site. An extensive web survey was conducted to gather more than 1000 legitimate testimonies from Saudi Arabians. A powerful site has also been created to collect information from over 160 E-trade locations in Saudi Arabia. In this article, we analyze the impact of social networks and make the universal use of social networks possible through informational research. We found that the use of social media and portable devices is an important part of e-business in Saudi Arabia. These findings are giving new directions to online stores that are increasingly using social media and mobile devices to improve their business.

Neha Joshi (2015) in her paper titled "A Quantitative Study of The Impact of Social Media Reviews on Brand Perception" says this proposal can be ordered under the Influencer Marketing industry as for internet-based life activities. Influencer showcasing is a cutting-edge strategy utilized by brands to upgrade their perceivability to their intended interest group by utilizing the administrations of powerful individuals. The target of this postulation is to evaluate the effect of web-based life surveys on brand discernment. In particular, this theory centers around two various media stages ordinarily utilized for imparting insights about items or administrations by distributing broad media or literary audits: YouTube and Yelp. To begin with, she quantitatively investigates the effect of YouTube audits of Smartphones on the crowd through their reaction to these video surveys. Secondly, utilizing the discoveries from 942 YouTube Smartphone audits, she acquainted a factual model which foresee crowd commitment on a given video. At long last, she applied a technique for measuring the effect of surveys on the substance distributed on Yelp.com in the eatery business. The outcomes from this approval show that the strategy can be conventionally applied to other internet-based life stages and purchaser centered businesses. The strategy can

be utilized by brand supervisors to transform internet-based life surveys into continuous input instrument to improve brand recognition in the brains of their intended interest group.

Prashanth Madhala (2019) in his work, “Detecting Consumer Emotions on Social Networking Websites” says that the long-range interpersonal communication condition goes past interfacing companions. It additionally associates clients with organizations and the other way around. Clients share their involvement in companions, supporters, and organizations and these encounters convey opinions and feelings in this manner making huge information. There is an expanse of information that is accessible for organizations to concentrate and make importance out of it by applying to various business settings, for example, shopper criticism investigation and advertising and interchanges. For organizations to profit by purchaser feeling information, they should utilize computational techniques that can spare time and work devoured by customary customer research strategies, for example, surveys and meetings.

4. Research Gap

We can see in these literature reviews that there has not been any significant research done on which social media platforms. Social media has more reach and effectiveness regarding the smartphone advertisements. In this age, it is important to understand how effective social media platforms are and their role in consumer behavior. Social media can portray the trends and preferences of customers based on their browsing history and the kind of content they prefer to watch. Analyzing comments on social media is another great way to understand customer needs and wants. Even though analyzing API can be very technical in nature, it can help to understand customer preferences. Hence in this study a brief understanding of creation of Google API has also been shown. So, if it were possible to analyze them, then the smartphone companies can utilize their social media accounts as effective marketing platforms.

5. Research Methodology

This chapter tells us about the statement of problem, the objectives, the scope, data collection and various sampling methods. To analyze the data the major steps involved in text analytics has been briefed in further sections.

5.1 Problem Statement

Social media usage is increasing day by day and its impact is high on consumers. The business firms are using this as an opportunity to grow their

business. This paper focuses to study if the social media platform affects the consumers perception.

5.2 Objectives of the Study

The objective was to identify if the social media platforms have considerable effect on consumers when it comes to smartphone advertisements. This study also anticipated to find, which social media platform has greater number of relevant comments according to users. The study also hopes to find if the comments on social media platforms affect the buying decision of the audience.

5.3 Scope of the Study

Understanding the workings of social media and how it has become part of the life style of many people can help a company to create marketing strategy that can push better sales and production of the product. Social media helps to understand what is trending currently among people and by properly observing the trend or pattern of people's reaction to a particular post can be advantageous to a company.

5.3 Sampling Design

Sample size this study was 106 individuals, where telephone interview was done for 65 individuals and 41 responses were from google form. The age of respondents ranged between 18 to 40 years. This was conducted to get the data needed for the research. Each interview lasted for about 20 to 30 minutes. Qualitative data was collected from the individuals.

In the interview, there were difficulties faced due to memory retention of the advertisements (recall error), especially when asked about specific brands. Not all participants were active on all the three social platforms and some were not active in any of the platforms. Some applicants were found not interested or did not pay attention to the advertisements. So, all these situations will cause a bias in the research.

5.4 Secondary Research Text Analytics

Text analysis is the process of extracting meaning from written communication. In terms of customer experience, text queries prompt you to explore text that is generated or associated with a customer. We can find premium examples and titles and then take practical action based on what we see. Text analytics is the best way to unlock the value of this unofficial content. This allows you to present examples and topics to view the client's thought process. Identify their needs and desires. Text-to-speech (TTS) editing can provide pre-crisis learning because it reflects client obsessions. Text scanning

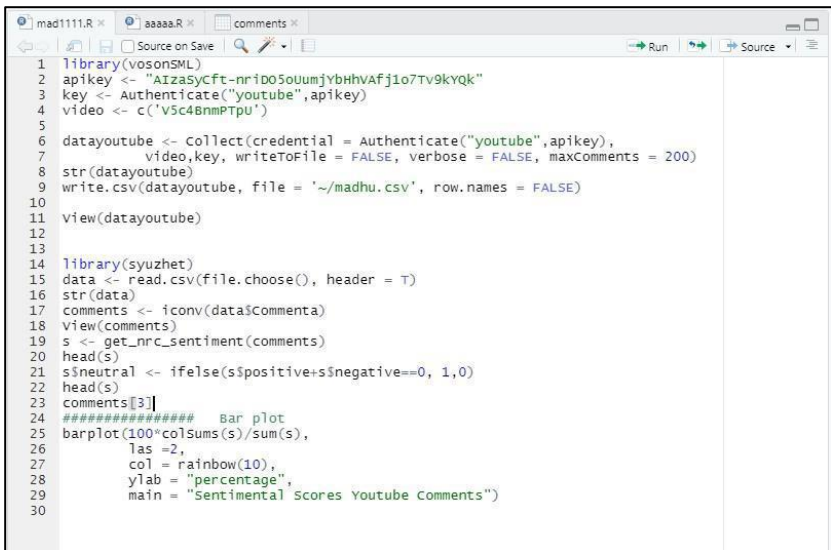
devices can yield valuable data from information that could be easily studied in other ways. Transform customer feedback into organized information that your business can use.

5.5 Basic Text Analysis Functions

Seven basic steps involved in preparing an unstructured text document for in-depth analysis:

- Language Identification & Tokenization
- Sentence Breaking & Sentence chaining
- Part of Speech Tagging
- Chunking
- Syntax Parsing

Statistical Tools Applied for Data Analysis:



```
1 library(vosonsML)
2 apikey <- "AizaSyCft-nr1D050uUmjyBHhVafj1o7Tv9kyQk"
3 key <- Authenticate("youtube",apikey)
4 video <- c("V5c4BnmPTpu")
5
6 datayoutube <- Collect(credential = Authenticate("youtube",apikey),
7                       video,key, writeToFile = FALSE, verbose = FALSE, maxComments = 200)
8 str(datayoutube)
9 write.csv(datayoutube, file = "~/madhu.csv", row.names = FALSE)
10
11 View(datayoutube)
12
13
14 library(syuzhet)
15 data <- read.csv(file.choose(), header = T)
16 str(data)
17 comments <- iconv(data$Comments)
18 View(comments)
19 s <- get_nrc_sentiment(comments)
20 head(s)
21 s$neutral <- ifelse(s$positive+s$negative==0, 1,0)
22 head(s)
23 comments[3]
24 ##### Bar plot
25 barplot(100*colSums(s)/sum(s),
26         las =2,
27         col = rainbow(10),
28         ylab = "percentage",
29         main = "Sentimental Scores Youtube Comments")
30
```

Fig 1: R Studio coding

6. Limitations of the Study:

The main limitation of obtaining data through comments on social media platform is that not every comment could be legit, because sometimes the positive comments on a particular post can be put up by the owner or other people who intend to promote that particular post with a positive touch. Also, the negative comments on a particular post could be put up by the rival brands in order to degrade the brand. Hence it is very difficult to find out legit

comments and put them through analysis to detect positive and negative comments. These days AI has been playing a major role in detecting the attitude of these comment based on its vocabulary but sometimes it will not give accurate results as it cannot replace human intelligence.

7. Data Analysis/Interpretation:

The analysis of data obtained on OnePlus and Samsung from various methods are depicted in terms of bar chart and pie chart for better understanding and for a clearer comparison between them in various social media platform. Sentiment analysis of Facebook, Instagram, and YouTube comments on various brands.

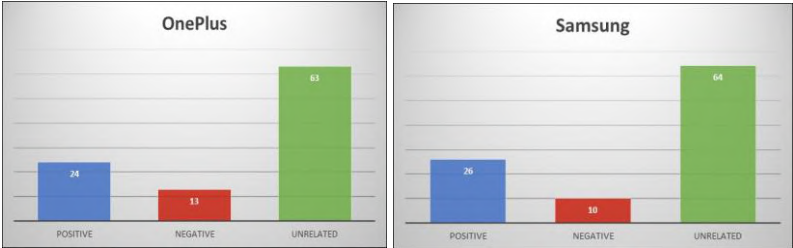


Fig 1: Sentiment analysis of comments of OnePlus & Samsung in Facebook

From the above interpretation it can be seen that the unrelated comments are significantly higher than those which are positive and negative in Instagram and Facebook. However, in YouTube the neutral comments were relatively lesser than that of Positive or negative comments. So, from this we can establish that there is a greater number of relevant interactions on YouTube.

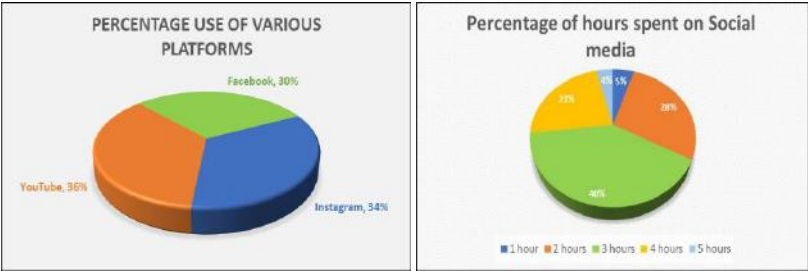


Fig 3: % use of various platforms **Fig 4:** % of hours spent on social media

From the graph it's clear that, 40% spent around 3 hours, 28% spent 2 hours, 23% spent 4 hours, 5% spent 1 hours and 4% spent around 5 hours on social media platforms. The respondents were asked how many ads they see in a day and the responses were categorized into less than 2, 3 to 5, 6 to 10, 11 to 15, 16 to 20 and greater than 20.

8. Findings and conclusions

- Social networks are revolutionizing the e-commerce business since their integration with online marketing and shopping portals as it is one of the most used platforms like YouTube, Instagram, and Facebook.
- The analysis was to understand how much a consumer is dependent on social media platforms for getting more info or interactions of smartphones.
- The secondary research involved main three smartphone brands which are Samsung, OnePlus, and Xiaomi.
- OnePlus ad in Facebook, from data analysis it was found that 24% of the comments were positive and 13% were negative. The rest of the 63% of comments were neutral and was found to be unrelated.
- Samsung ad in Facebook, from data analysis it was that 26% of the comments were positive and 10% were negative. The rest of the 64% of comments were neutral and was found to be unrelated.
- Mi ad in Instagram, from data analysis it was that 50% of the comments were positive and 10% were negative. The rest of the 40% of comments were neutral and was found to be unrelated.
- OnePlus ad in Instagram, from data analysis it was that 14% of the comments were positive and 16% were negative. The rest of the 70% of comments were neutral and was found to be unrelated.
- Samsung ad in Instagram, from data analysis it was that 23% of the comments were positive and 17% were negative. The rest of the 60% of comments were neutral and was found to be unrelated.
- Mi ad in YouTube, from data analysis it was that 50% of the comments were positive and 17% were negative. The rest of the 33% of comments were neutral and was found to be unrelated.
- OnePlus ad in YouTube, from data analysis it was that 60% of the comments were positive and 15% were negative. The rest of the 25% of comments were neutral and was found to be unrelated.
- Samsung ad in YouTube, from data analysis it was that 70% of the comments were positive and 12% were negative. The rest of the 18% of comments were neutral and was found to be unrelated.

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Chapter - 10

Effectiveness of Digital Marketing Strategies: A Study of Swiggy

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Abstract

The study aims to understand the effectiveness of digital marketing of Swiggy. Swiggy is an application-based business which focus on food ordering and delivery, based out of Bangalore India, its success can be attributed to its ability to bridge the gap between consumers and restaurants. The company has now expanded to all the major cities in India and also has become one of India's leading food delivery services and now it has been expanded to essential good delivery through their Instamart and Ginne services. The Swiggy targets the youngsters majorly teens and college students who are finding it difficult to visit their favourite restaurant. The company has done behavioural segmentation to identify its consumers, those who prefers to have a fast meal at their comfort who are not willing to be at the restaurant but wishes for the same quality and better service that one get there.

Keywords: Consumers, food delivery services, digital marketing,

Introduction

The study is done with an aim to understand the effect of Swiggy's marketing strategy and is trying to understand how these strategies affect the consumer and customer and their brand perception. Just like any strategy, the marketing plan of Swiggy has both merits and demerits. The company with its aggressive marketing plans has become the country's leading food delivery service, their marketing strategy includes heavy marketing of their offerings in Social media, optimising their website and apps with a goal to be ranked top in google and other search engine, email marketing. The most impressive strategy than gained the company an edge over their competitor is the use of hashtags in various social platform to increase the customer interaction with

the brand. The study is aiming to understand the effectiveness of these strategies.

Online food delivery aids the consumers in ordering and receiving their desired food products hassle free at their doorstep. It involves the customer/consumer browsing the website or the delivery partner application, choosing from a wide variety of cuisines available and making the payment through different methods. The application updates the customer all about the purchase including expected duration of preparation of food and delivery. These features, along with features like ease, speed and precision of delivery, are increasing the demand among people for these services in India.

According to estimates, the online food delivery business in India will grow 28% from 2022 to 2027 aided by the penetration of smartphone technology and fast internet into the suburban and rural areas. Food logistics which involves ordering and delivery of food is a new type of business which is blooming recently in past few years. The success of this business is due to the fact that this business model of ordering food through website or app bridges the gap between customer and restaurant. The business model is simple and follow basics like; listing of menu from various restaurant and a platform for customers to see those menu and buy the product. The business model has two ends, at one end software solution for restaurant to manage menu, price, orders etc. and other end app or website for the customers/consumers to choose from all the options and buy the products.

The Indian food delivery market is right now in a duopoly, where Zomato and Swiggy are head-to-head in capturing the new Indian market. Moreover, the rising trend of home delivery of food, rise in dual income families in urban areas and the way people live have changed drastically in recent time, restaurants and food aggregators has also inclined toward the online option which helped them reduce the cost of operations. The demand for quick and easy access to food with rates that are affordable has been on a rise coupled that with higher disposable income has contributed a lot in the growth of this industry.

The industry demographic is more concentrated on the urban areas of the country, in which cities like Bangalore, Delhi tops the list. To capture this market the companies, use various types of strategies to make sure that the customer segment is drawn to them some of them include instant delivery, free if late delivery, coupons, discounts, delivery of other essentials fast moving consumer goods.

Review of Literature

Sarkar Pon (2020), in his work named “A Study on Customer’s

Preference towards Swiggy”, discusses how Swiggy does its deep marketing research and formulates its unique social media approach. Swiggy also try to engage its targeted audience by having fun conversations, sharing trendy and topical posts. It may range from comparisons to mainstream cultural references, which can easily seek the attention of potential customers. The study tried to understand how all these kinds of marketing strategy affect customer satisfaction.

Serhat Murat Alagoz &Haluk Hekimoglu (2018) has decided a perceptible development in web based business with a significant speed around the world, also food industry has been seen to develop when. Analysts have utilized Technology Acceptance Model (TAM) model to concentrate on the web-based food requesting framework. Simplicity and value of the internet requesting and conveyance administrations has been underscored as a main consideration towards the acknowledgment and development of these administrations.

Ansar Z. & Jain S. (2016) specified the development in the internet business industry as prime element for the outcome of online food requesting and conveyance administrations. Research has referenced that in excess of 400 food conveyance applications are supporting in India with a funding of about \$120 million from funding firms and other such financial backers. Considering the way that a base 3 suppers are devoured by every person in a day the food business is called as a tedious business industry which draws in light of a legitimate concern for financial backers and business visionaries towards this developing business portion.

H.S. Sethu & Bhavya Saini (2016) have superbly examined the insight, conduct and fulfillment of understudies towards online food requesting and conveyance administrations. The review underlined the internet-based food requesting and conveyance administrations helping understudies in using time productively and having their #1 food whenever of the day. Specialists have likewise uncovered that simple admittance to web as one of the supporting factorsto the utilization of such administrations by the understudies.

Jyotishman Das (2018) in his study titled “consumer perception towards ‘online food ordering and delivery services’: an empirical study” means to talk about the shopper's insight towards the internet-based food requesting and conveyance administrations in Pune. The review was led around 153 respondents who are as of now utilizing the web-based food conveyance administrations.

Research Methodology

The study is attempting to understand the effectiveness of digital

marketing of the company Swiggy. It tries to understand how these strategy is affecting the customers and their perception on the company and its offerings. It try to understand the current marking plans and help find ways to improve the overall all strategy thus giving an competitive edge in the market.

Objectives of the Study

This study aims

- To identify the current marketing strategies effectiveness
- To identify how social media affect the customers decision making power
- To understand the demography of Swiggy users
- To analyse the perception of customers to the company

Sampling Design

The sampling design involves how the data is collected, here the method of data collection involves structured questionnaire which are created on google form. The questionnaire is circulated through online medium and information is gathered from people who directly or indirectly consume the services of swiggy.

Sources of Data Collection

The data is collection from two main sources namely Primary and Secondary data,

Primary Data

These are data which are collected directly from the main source like here customers of Swiggy directly by the researcher through questionnaires, interviews, survey etc. These are new and original data that every researcher has to collect while doing the research and the importance of these data is that it helps to test the hypothesis and fill the gaps in old researches. In this research, the primary data is being collected from customers of swiggy using online questionnaires which are circulated through google forms.

Secondary Data

These are data collected from past works of other researchers, journals, website information and from all kind of sources.

Summary of Findings

After analyzing the data received through primary and secondary sources,

following findings have been arrived at though the study. With the analysis, the effectiveness of Swiggy's digital marketing plan has been studied, problems have been identified and solutions have been suggested.

1. The research has found out that people aged between 21 -30 are the ones who use the swiggy app mostly.
2. It was found that out of all males are the one who uses the Swiggy more and out of all population employed people are the one who uses its service.
3. Of all respondents the most came to know about swiggy from internet advertisement through google search etc.
4. The research also found that most people are aware about all the features of swiggy but out of all features the Ginnie feature is less popular and most are UN aware about it.
5. The research also found that 60% of people frequently use Swiggy to order food online, in that most usually orders 11 to 20 times in a month
6. The research also found that people place order when they feel to without external stimulus and also when they see attractive advertisements
7. The research found the purchase decision is highly depended on word of mouth and by advertisement and notification
8. The research found that most don't follow the social media handles and some are unaware of it, out of all most find Instagram much more influential.
9. The research also found that most have come across YouTube advertisements from Swiggy and in that most found the advertisements to be annoying
10. The research found that respondents feel brand value of Swiggy is influenced positively by social media marketing while at the same time most respondents is not feeling emotionally connected with the brand.

Suggestions

Some of the suggestion which the food delivery company can employ to improve their effectiveness of digital marketing:

1. The company has to be more creative with their YouTube

advertisements, they have to make sure that they create advertisements which are more interactive.

2. Company has to mould their digital strategy to create more loyalty among the current customers and bring in new one
3. The company has to work on their promotion activity of their other services like Ginnie which people are not that much aware about.
4. The company has to run aggressive campaign on Instagram
5. Swiggy has to improve their email marketing, popups promotions etc in order to gain better competitive advantage

Conclusions

The purpose of this research is to find effectiveness of digital marketing strategies taken by Swiggy to gain competitive advantage. The main purpose of this study is to look into how successful is Swiggy in attracting new customers and also in engaging their potential customers. This study also helps us to understand how well Swiggy used their digital marketing strategies to gain their competitive advantage over their competitors. Also, this research helps to know the impact they were able to create in various social media platforms and also how people perceived various strategies taken by swiggy to improve their customer base. It gives a clear picture about the negative impact on swiggy helping them to gain better knowledge on areas where they should improve to make their digital marketing strategies even more effective.

The study has found that even though they have a strong online digital media strategy, the strategy is lacking in key areas like creating loyalty among customers. For any business to run successfully the need to have loyal customers but here in this case the company is unable to create loyalty though their advertisements which is a huge drawback. There should be digital media promotions which should be engage more audience and create a feeling of loyalty. The social media platforms should be used properly and they have to create awareness about all the product features of the company especially Instamart and Ginnie. Ginne is a brilliant service provided by Swiggy which can be the game changer in the market but in our research we found that most people they don't use the service or they are unaware about it. This gap should be filled with proper marketing, we found that social media like Instagram has big hand in influencing the customer buying decision this should be utilised by the company's marketing plan and a proper customer centric digital marketing plan has to be created.

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