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Role of Social Media Networks in Creating Brand Awareness

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Abstract

Social media is a phenomenon that has emerge as an vital thing in advertising mix and revolutionizing the manner businesses interact with customers. It is a new studies area and a quick literature scan exhibits that not many studies exist. Nevertheless, these few present research without scientific proof with industry facts, have rushed to conclude that the emergence of social media has led to the demise of the traditional advertising mainstream media.

Therefore, the usage of a scientific studies technique of case look at studies, this study was designed to discover whether or not social media is extra effective than the conventional media on a logo management perspective and locate the implementation challenges that make it a two face phenomenon.

The findings provided in this study finish that even though social media is more effective than a number of the traditional marketing channels, it cannot be carried out in isolation without augmenting it with other styles of traditional advertising channels. The implications are that social media cannot single handed to create brand recognition or maybe broaden commercial enterprise. As the Social media allows customers and prospects to communicate directly to the brand representative or about the brand with their friends. However, the obvious question is: who are the people interacting online and how engaged are they in online activities? This paper aims to answer this question based on a study regarding the online activities of 545social media users, to evaluate the factors influencing, use of social media, for marketing. As Internet is becoming part of the day-to-day life of the majority of the world, and within this environment, a new form of communication has gained importance in recent years, and that is Social networking sites. It is one of the most effective and significant business development tool in the present century because of its ability to connect individuals with others.

To satisfy the research data has collected from the primary and secondary sources. Secondary sources of data have been collected through internet, consulting past studies on the subject and also books have been used, Primary data has been collected from the respondents through questionnaire by direct survey method. The findings can help to discover how to engage with different segment of users in order to maximize the effect of the social media marketing strategy.

Keywords: *Conventional Advertising, social media network, online productawareness, online segmentation, Brand Awareness.*



Introduction

Social media is a phenomenon that has drawn a lot of attention both to companies and individuals interacting on the networking landscape. However, when it comes to giving a clear definition of what social media really is, the understanding of the term is very minimal. Managers and academic researchers seem to differ on how social media differ from interchangeable related concept web 2.0 and User Generated Content (Kaplan and Haenlein: 2009).

Looking way back into the history of the internet where social media might have evolved from, a clear understanding of related concepts can be derived. In 1979, Truscott and Ellis from Duke University created the Usenet, a worldwide discussion system that allowed users to post public messages. Usenet is a hybrid between email and web forums and the discussions therein are threaded with modern news reader software (<http://nzblord.com/usenet/>). User Generated Content entered usage in 2005; it covers a variety of media information available. It includes all digital media technologies such as, digital video, blogging, podcasting, forums, review-sites, social networking, mobile phone photography and wikis. Hence User Generated Content is a sum of all ways in which people make use of social media (Kaplan and Haenlein 2009).

Web 2.0 is a term that was coined by Tim O'Reilly in 2004, however since its inception; it has remained difficult to define. Nonetheless web 2.0 is all about information sharing and collaboration on the World Wide Web. Coherently, Alexander and Levine (2008) identified two essential features that are instrumental in distinguishing web 2.0 projects from the rest of the web: micro content and social media. The micro content feature enables authors to create small pieces of content, with each piece conveying a primary idea or concept. The pieces are smaller than websites and are meant to be reused in multiple ways and places. Examples of such pieces can be found in YouTube comments, Picasa images, blog posts and wiki edits which are only few thousand bytes.

In addition to the above description of what web 2.0 is about, an assertion has been made that software developers and end-users started to utilize World Wide Web in order to continuously modify contents and applications in a participatory and collaborative fashion. As a matter of fact, web 2.0 is considered to be platform for the evolution of Social media. In view of this, Kaplan and Haenlein (2009) define Social media as a group of internet-based applications that build on the ideological and technological foundations of web 2.0 and that allow the creation and exchange of User Generated Content.

The intertwining of the descriptions of the concepts will continually create uproar as to who can best define the terms satisfactorily; consequently the subject on social media will therefore remain synonymous among many social network users and managers. It is fair to believe that this is a metamorphosis of the networking community that first evolved in late 1970s. Due to the rising technological advancements the changes seem to take different forms and names but the main features are quite similar. It is a perspective that is also supported by Marshall McLuhan, that social media is the framework which changes with each new technology and not just the picture within the frame". McLuhan was a philosopher, whose work is viewed as the cornerstones of the study of media theory, as well as advertising and television industries.



Over the years marketers have researched on how best customers/prospective customer relationship with the producer (company) can be enhanced. The debate was first initiated by Grönroos (1994) with the declaration of paradigm shift from marketing mix to relationship marketing concluding that marketing is a multifaceted social process and therefore the traditional 4Ps has become absolute and irrelevant because of the evolving trends in business, such as strategic partnerships, alliances and networks (Gronroos 1994). The interesting dimension in the debate was introduced by Morgan and Hunt (1994) who suggested that a successful relationship between business and its customers requires commitment and trust (Morgan and Hunt 1994). The interactions between the business and the customer ought to be an ongoing process, on continuous discrete basis with a view of seeing a customer as a relationship partner (Gronroos 2005: 21).

The rationale for this study was motivated by a personal interest in the social media and also the desire to investigate the impact and the relationship between social media and brand awareness from a business perspective. A quick review of the literature reveals that though social media and advertising (Palmer & Lewis: 2007, Tuten 2008, Webber 2007) has been researched, but not the impacts of social media on brand awareness from a business perspective. However, the work of Harris and Rae's (2011) titled, "building a personal brand through social networking" is the closest study that looked at the social media networks and branding. Nevertheless, Harris and Rae's work purely focused on building personal image (brand) using social networks. Dutta (2010) also looked at the impact of social media from a personal view in his Harvard business review article. And therefore, since there is little knowledge concerning the impact of social media on awareness from a business level, this study is to investigate the impacts of the social media phenomenon on brand awareness and its implementation challenges.

Recently, we have seen the impact of Facebook and the rise of its market value in terms of brand equity. According to an analyst, the rise of Facebook's market value to 536.06B Indian rupee this fiscal year, which was a result of the social media popularity that has made the company users and advertising revenue increase.

During 2014 Indian elections, many political parties used social media effectively during campaigns and later became a brand name online. The India Against Corruption Campaign showed India what networking on Facebook could achieve. Following in the footsteps of the Arab Spring, it gave a fresh lease of life to political activism in India. By organizing an anti-corruption campaign, the activists, many of whom are today enjoying the fruits of state power, raised their voice against the state. The mainstream media were quick to jump on to the bandwagon given the online movement's apparent popularity. Born out of the movement was a new political party and a new generation of party hoppers. It also resulted in overthrowing of Sheila Dikshit, until then the most popular Chief Minister of Delhi. This was followed by the 2014 Lok Sabha elections

The study is therefore designed to explore the impact of the social media on branding as marketing activity and also determine whether the traditional advertising media such as radio and print have died and are no longer effective as a result of the social media.



The Objective of the study

The essence of this study is based on the hypotheses, that social media provide brand awareness for the new product/services. On the other hand, the traditional ways of advertising i.e. newspapers, television, radio, etc., are no longer effective due to the rise of social media. This is however a contradiction position even though social media in terms of reachability could potentially reach many people. Therefore the study also explores the already existing theoretical body of work that emergence of social media has led to the end of traditional advertising channels.

The Role of Social Media Networks

Social media community are applications that make customers to build private net web sites available to different users for exchange of private content and verbal exchange (Palmer and Lewis 2009). Social media in line with Palmer and Lewis can be characterized as: on-line packages, structures and media which aim to facilitate interactions, collaborations and the sharing of content.

Fauser et al. (2011) argue that even though verbal exchange is the core size of social media networks, not all platform categories are equally suitable for all advertising and marketing objectives due to the fact most of the structures aren't equally properly appropriate for records, collaboration, and even for cultivating relationships (Fauser et al. 2011). The cause of social networks is in most cases for verbal exchange and trade of thoughts of interest among peer groups or groups. According to Gummesson (2002) but, it is through common communicate initiated by the marketer at the interactive social networks that a long term friendship may be evolved and maintained between the business and the customer (Gummesson 2002: 10). Janal (1998) however, insinuates that the data provider (marketer) are the ones growing their very own communities with their social community constructs, for this reason staffers and vocal contributors of these constructs lead discussion. Furthermore the vocal participants grow to be the opinion leaders (Janal 1998: 214215). In this manner a collaboration between the marketer and the web patron/or prospect is developed. This approach that without facts drift inside the groups and the logo which in this situation is the commercial enterprise, they would be no extreme engagement amongst the online groups. The figure under as an instance offers a photo of the kind of interplay that takes area in the confines of the Social sphere.

Social media as a marketing funnel

Social media can act as a marketing funnel on its own to guide customers through the buying process. Social media networks relationships between the emblem (marketer) and the web networking network may be advanced so as to bring fee to the commercial enterprise. There is extremely good want for company to know while and wherein to network efficaciously to be able to attract great potentialities and hold dating with the right client. To acquire this from a commercial enterprise attitude, streaming can be accomplished by focusing at the proper corporations on-line with the proper social networking services.





The procedure of doing this will be equated to income funnel. The funnel is used as a metaphor, wide at the pinnacle and slim at the lowest to reveal the income procedure. At the top of the funnel are the many people that a business enterprise perceives may want merchandise/services and therefore attracts them to their social networking constructs. Further down at the lowest are income a organization makes with the aid of handing over the goods/offerings to those who locate them to be of fee. The discern 2 under demonstrates the income funnel; how people in the “Internet jungle” are streamlined from distinct kinds of social networking websites of their choices into the marketer’s area.

Many entrepreneurs today are advertising the usage of different styles of social networking web sites which are actual to their present and prospective customers. Kotler et al. (2006) insinuate that advertising and marketing feature vary notably from business enterprise to organization. In their view they see small groups as no longer organising formal advertising and marketing organizations in any respect; but such companies get their advertising and marketing thoughts from managers, the sales force or an advertising organization (Kotler et al. 2006).

The networking websites used by entrepreneurs are all seeking to win humans into their very own sales funnel. Once the right institution of people have been won the goal is now to solidify the relationship to keep the purchaser and additionally to satisfy the client in one of these manner that they become unpaid marketers by means of spreading excellent word of mouth (correct phrase of mouth in online community refers to written remarks about entrepreneurs merchandise/service, rather the consumer can also talk approximately entrepreneurs services offline.) to friend, loved ones, colleagues and so forth. Therefore from one single patron network the chain can develop hugely to a very complex network. When a customer first encounters a Facebook ad page through a targeted ad, an update from a friend or a news feed and the content appeals to him or her, then there is a very good chance that he or she will follow the page or even decide to directly contact the company or visit the company’s website to get more information. More interaction with the company on their social media page will help to carefully guide the customer to take essential steps that ultimately lead to a conversion for the company. Most social media funnels today depend heavily on paid social ads which aim to send as much target traffic as they can to an already optimized landing page where the conversion process will occur.

Brand Equity

Brand equity can be described as the fee of emblem. American marketing affiliation defines emblem fairness from a purchasers’ attitude, as being based totally on client attitudes approximately wonderful brand attributes and favorable effects of emblem use. In accordance to the definition, Keller asserts that the power of a brand lies in what clients have learned, felt, seen, and heard approximately the brand overtime. Marketers are subsequently mandated to build sturdy brands through making sure that clients have the right sort of stories with the products and services and their accompanying marketing applications. This is to make certain that preferred thoughts, feelings, pics, ideals, perceptions, opinions and many others become connected to the brand (Keller 2001). Therefore the customers’ total enjoy is created thru the agency’s one-of-a-kind verbal exchange



channel that is offline and on line networks. As the customer have interaction with the agency thru the Internet, the enjoy need to be constant and according with the clients' offline emblem experience. (Martensen et al.2004, 2)

Brand equity can be extra essential in some industries and corporations than in others. According to Lemon et.Al. (2001), outlined below are the 4 elements that show while the emblem fairness subjects maximum. Brand awareness may be most critical for low-involvement purchases with easy selection tactics. For instance, client packaged products, Brand awareness is important when the consumer's use of the product is fairly visible to others, Brand awareness is also vital while reviews related to the product can be passed from one character or generation to every other. The role of emblem may be important for credence items, whilst it's far difficult to evaluate best previous to consumption

Companies with excessive brand equity offline should be in a position to duplicate the manufacturers on line by using constantly assessing the quality of its internet layout to ensure that the purchasers perceive it to be of excessive satisfactory. Poor web design could have poor effect and may harm the installed brand and a good one will adversely have tremendous effect. (Martensen et. Al 2004,2). In the following subchapter traditional shape of advertising and marketing has been included. Indeed it is not a mistake, Evans (2008) describes social media as a complementary of the conventional advertising and marketing channels consequently those move together (Evans 2008: 13).

Literature Review

Ross, (2016) said that in today's busy and critical time running period, people want updated information instantly, with the help of just one click on the site. They are floating product and services for marketing purpose on their web pages, that help consumer to find about their products or their services or their company's information created a base or a foundation by explaining or defining how digital marketing work and also how to identify and distinguish it and its components as well. It's a very crucial task for companies or marketing and advertising sectors to build up a website that will define company's products, services and other factors that is link with marketing. Planning and building a web is a crucial and the difficult strategy. For building up a web designing it needs to first build up online web, writing an online articles regarding product or services, established a social media page, and online newspaper or press release and also e-mails, newsletters etc. It helps you to connect with your audience online through search engine, paid and un-paid online advertising channels, social media networking etc. We know that nowadays how powerful social media is now becoming for e-marketing purpose. Social media like Facebook, Twitter, Linked inn, YouTube, Blogger etc. that keep your customers update with product information and details. Digital marketing help you to wide up the information throughout the globe. Now web designing of companies become way too necessary.

Dehghani and Tumer (2015) find that Facebook advertising can significantly affect the brand image and brand equity by offering greater interactivity, personalisation and feedback. This process can in turn, affect consumer purchase intentions.



Pjero and Kercini (2015) in their study focusing on social media and its influence on consumer behaviour observe that information about products and services offered in the virtual world can positively impact the purchase intentions of consumers.

Magneto (2015) reported that a few years back, the concept of consumer engagement was about catching the attention of consumers by emphasising on 'touch-points' when marketing products and services. Presently, with a vast range of merchandise options, media means and novel shopping experiences, consumer engagement is about making supreme efforts and constructing emotional ties which can steer the word of mouth marketing and generate future sales (Magneto, 2015).

Forbes (2015) reported that today's companies need to utilise the influence of social media to engage consumers instead of using it only as a platform for intensifying their products and brand promotions. Social media can be used to engage consumers by creating value for them. In other words, strengthening social network marketing as a medium for business promotion is necessary.

Mirabi, Akbariyeh, and Tahmasebifard (2015), reported that factors such as product quality, brand and advertisement can be the most important factors that contribute to consumer's purchase intention. These factors act as the very reason for companies to invest more on the marketing efforts achieved through novel means besides traditional approaches as both approaches can help to boost their market shares.

Ali, Ejaz, Aleem, Saeed, and Tahir, (2015) said that web marketing help consumer to be updated and get their product on time with safely. This kind of consumer's attitude affects the business men also. Their techniques and ideas changes regarding e-marketing and other websites regarding online marketing as well. Through the study we analyzes that e-marketing relay on 4 dimensions, that is e-mail marketing, web marketing, e-marketing and internet marketing as well.

Bakshi and Dr. Surender Kumar Gupta, January (2015) It over take television, radio, and newspaper advertisement. According to different business journals of America, internet advertisement is quicker than traditional one. With dramatic increase in online advertisement company started to do or spend more on e-marketing rather than traditional one.

Yasmin, Tasneem, and Fatema, (2015) reported that developing countries have less impact on online marketing and selling activities. They still trust or believe on those old traditional marketing method. Nowadays in digital era consumers are greatly effecting traditional marketing then digital marketing.

K and M, (2015) reported that online buying and selling are dramatically increase, because in this fast moving research on goods and services consumers don't relay easily on any product before they completely research on it. digital marketing is the future of globalization and online marketing industry. Study showed that online word of mouth has greatly effecting on consumer purchase behavior and decision. Study also showed that 70% of the U.S population trust online shopping by experiencing them personally, through dealing with different buyers, sellers, and other legally online shopping websites.



Ngai, Taaa, and Moon, (2015) in the context of this study, the application of the UGT is based on the assumption that the consumer is an active and self-conscious contributor in media choice; the consumer is also driven by personal goals rather than the influence of the media. This theory thus assumes the position that the consumers will seek out the media that fulfils their needs and so their gratification. Consequently, it is the consumer's gratification that would lead to the recurring media use. Thus, the media choice of the consumer is considered to be objective-oriented and value focused.

Al and al, (2014) studied that online shopping not only effecting ease of use, and enjoyment but also by other factors like product feature, characteristics, and trust towards online marketing, . According to the researcher digital marketing starts from 19th century, digital marketing is to transfer goods and services from seller to consumer through electronic media by different methods.

Krishnamurthy and Sin, (2014) digitalmarketing cybernetic societies have changed consumer, society and corporate sector to information, social networking and educational sector. Social networking sites have huge target market and audience. Huge amount of spectators and users throughout the world. They mostly get information of product and services that have been marketed online through Facebook, YouTube videos, and other social networking sites.

ElisabetaIoanäs, (2014) studied that online marketing can be done by different online tools like digital marketing, Mobile Marketing, Social Networking Sites, Web Marketing, and E-mails.

Dahl, (2014) the application of the UGT has been considered by various social media studies primarily, for exploring the uses and motives behind social network platform usage (**Dunne and Lawlor, 2010; Lee and Ma, 2012; Bolton, Parasuraman, Hoefnagels, Migchels, Kabadayi, & Gruber, 2013;Khan, 2016; Wang, Yang, & Chen, 2016**), for identifying the factors that drive social network platform consumers' engagement (**Oliveira, Huertas, and Lin, 2016**), for developing models and hypotheses which investigate the stimulation of positive engagement behaviour.

Vries and Carlson, (2014) other constructs including usage intensity, brand strength, brand loyalty for examining social media content and for investigating mobile social network advertising. the UGT has been applied on traditional platforms as well as on technological media as a means of understanding how the emotional, cognitive and other emerging needs of the consumers, are gratified; it has also been applied in specific cases as a means to understand how the various media had successfully attracted the viewership of consumers. Based on its vast and successful applications, it is thus argued that the UGT fits well with the current study which aims to investigate how social media influences consumers' intention to purchase.

Chukwu and Uzoma (2014) provided scientific evidences to show that Nigerian consumer patronize online retailers very significantly. One wonders what is responsible for the noted changes. Furthermore, **Husain and Adamu (2014)** pointed out that the use of social media especially the facebook and twitter have been playing an important role but whether these have encouraged actual online purchases was not specifically stated.



Husain and Adamu (2014) Online marketing uses all facets of internet advertising to generate response from the prospected customers and owing to the wide use of internet in all dimensions of life, the procurement in the first world countries mainly has been enhanced and now spreading to other countries rapidly. One theme that has often received wide attention among researchers is the factors that influence consumers to shop online. This helps in determining the success of emerging online shopping habits of new breed of consumers.

Hidayat and Diwasasri, (2013) reported that consumer purchase intention has been used as a key construct in marketing researches in a variety of contexts but they include varying variables such as consumer attitudes perceived value perceived risk, usefulness and the ease of use.

Research Design

The research is done directly, from surveys, and in-depth interviews of focus groups. Many companies today have pages on social networks to supplement information held about products. Consumers have the tendency to relate much more with a company after they read various reviews and comments of the consumers who have already purchased these products. Moreover, by using social media, consumers have the power to influence other buyers through reviews. For example, instead of buying a product that he knows very little, consumers have become new researchers. Before making a purchase, many consumers read what other people think about a particular product by logging in to an account on a social networking site. Social media users trust in what believe their friends, family and even strangers on these networks.

Area of the Study

For this study the respondents are randomly selected from 2 universities [Delhi University and Jawaharlal Nehru University (JNU)] located at Delhi.

Final Sample size used for Research

Showing No of Respondents taken from different Universities

S.NO	University	Sample Size (N)
1.	Delhi University	273
2.	JNU	273
	TOTAL	546

Total 546 questionnaires were distributed for final analysis. (Delhi University =273, JNU=273) When compared with response rate of other similar studies, it was found to be on the higher side, the high rate of response was due the fact that the data collection was done using direct contact method.



Research Findings and Analysis

This chapter covers research findings and connects the theoretical framework to the empirical part of the research. The first section of the chapter gives a brief introduction about social media network, and its core business. While the second part discusses social media strategy and branding awareness.

The hypothesis (H)₁ Social media provide awareness for the new product / services.

Hypothesis 1	Frequencies				Total Expected
	Definitely Yes	Probably Yes	Probably No	Definitely No	
Social media does not provide awareness for the new product / services. (H ₀).	Expected 206.5	Expected 164	Expected 94.5	Expected 80	545
	Observed 184	Observed 160	Observed 107	Observed 94	
Social media provide awareness for the new product / services (H ₁)	Expected 206.5	Expected 164	Expected 94.5	Expected 80	545
	Observed 229	Observed 168	Observed 82	Observed 66	
Total Observed	413	328	189	160	1090

Computation of Chi Square

The Expected frequency in a cell of a contingency table is calculated as:

$$= \frac{\text{Row total} \times \text{Column total}}{\text{Grand total}}$$

$$\begin{aligned} \text{The degree of freedom (df) is identified through} &= (\text{Row} - 1) \times (\text{Column} - 1) \\ &= (2 - 1) \times (4 - 1) \\ &= 1 \times 3 \end{aligned}$$



= 3

The table shown below, consist of observed values and the expected values (i.e. Null hypothesis). Difference between each expected value and corresponding observed value (O-E) is calculated and, square of the "O-E" values, by dividing each with expected value to get (O-E)²/E add all the (O-E)²/E values and the total χ^2 (Chi square) is found.

The computation of chi square value is given in the following

Observed Frequency (O)	Expected Frequency (E)	O - E	(O - E) ²	(O-E) ² / E
184	206.5	-22.5	506.25	2.45
160	164	-4	16	0.10
107	94.5	12.5	156.25	1.65
94	80	14	196	1.65
229	206.5	22.5	506.25	2.45
168	164	4	16	0.10
82	94.5	-12.5	156.25	1.65
66	80	-14	196	2.45
1090	1090		1749	13.31

$$\chi^2 = \sum \frac{(\text{observed} - \text{expected})^2}{\text{expected}}$$

Therefore, the null hypothesis is rejected and the researcher conclude that Social media provide awareness for the new product / services.

Using a p value approach, usually the computed value of $\chi^2 = 13.31$, with $df = 3$, which is higher than the critical value = 7.81 at 5% level of significance i.e. p value of this problem is 0.05 which is at the level of significance. Hence, null hypothesis is rejected. This means there is a relationship between usefulness of social media and awareness for the new product / services.



Findings

As the data were collected from different Degree colleges and Universities located in Delhi. It is found that people using social media for online marketing are having adequate education. Three levels were distinguished: primary education includes those who have finished compulsory education (ten years of education), secondary education includes those who have completed vocational training, or secondary school and university education. The proportion of people with secondary education 20% and university are in the combined dataset which is the representative of the population. However, as a proportion of the population, 80% respondents with university education and no one with primary education responded to the questionnaire. In the research survey, the participants choose to employ social media and they prefer to receive information about health, lifestyle and online marketing rather than participate in communication and share information with others. Regardless of their sex, age and educational level, or what information seeking clusters the participants belong to, they were most likely to use social media to open links and read articles and advertisements about online marketing, health and lifestyle. In reference to the data analysis, it shows 80% of the social media users, had a positive attitude towards advertising and 13% of them had left a certain social network because of the feeling of being overexposed to advertising or information in the social media sites, and they don't have positive acceptability towards the information provided by social media.

Given the power and effects of social media, it is however surprising that the company does not have measures in place to protect their brand name online and the management believe that there is nothing that can be done given the fact that their company name is associated with the famous Apple products. Muniz and O'Guinn (2001) argue that from a brand owner perspective nurturing a brand followers online involves a fine balance between steering online community in brand owners interest and relinquishing some degree of control to the online brand followers (Muniz and O'Guinn, 2001). This is because people who follow brands online have a non-intrusive connection with the brand and a shared interest with the brand.

In terms of products and services, Apple products are considered hot brands and therefore the Apple management feels that there is no need to control brand online. From a theory perspective, this is consistent with Brown et al. (2007) that source credibility is important and therefore Apple's strategic association with Apple Inc. in terms of products and services is helping the company online when it comes to brand management.

Conclusion

At the beginning from the literature, it is stipulated that the researcher conducted the study on the subject of social media. It is noticed how social media is slowly becoming an essential advertising and marketing tool which gives an agencies' possibility to engage with their markets and to learn about clients' wishes, vital segments and profile not like foremost circulate media i.e. Radio or print channels. However, the implications are that that is an out of control environment that business does no longer have to manipulate over and consequently it calls for a strong social media strategy that also manages the remarks published via purchasers whether or not wonderful or negative.



Even although they are becoming popular and effective advertising and marketing tools, Social community websites can pose a threat in addition to an opportunity to companies as they can unexpectedly unfold the perspectives of upset clients' remarks. Social networks and the Web offer small and big businesses new and specific opportunities to interact with their customer and find out about customers' wishes in real time like in no way before. Evidence supplied suggests that the peer group online social community impact can potentially impact buy selections due to its viral nature.

Social media on my own can't be effective without augmenting it with different conventional media channels like radio, newspaper, or TV although it is widely pronounced that the effectiveness of traditional media and their use is sharply falling. In popular it is really worth having a social media approach in location to manipulate the great challenges that social media brings.

The findings of the empirical framework coincided with the theoretical framework primarily based at the studies troubles. This suggests how social media has grown to be a vital tool for advertising and developing logo attention. In truth, it's far foreseen that inside the near destiny there can be a paradigm shift from traditional marketing to social media structures. It is also recognized some demanding situations the organization has faced the usage of social media, in contrast to within the study where there have been so many demanding situations suggested. A non-public observation made over a period of approximately years now determined out that it's miles the manufacturers or the provider corporations who are suffering the brunt of the social community defamation of individual most. The purpose why Apple has few challenges with online communities may be attributed to the reality that the case agency is a reseller and as a result of all the lawsuits approximately products might simplest be made to the manufacturer and now not the reseller. It is enjoyable that even though social media is powerful it cannot be used on its very own without augmenting it with the conventional varieties of marketing.

This is a completely interesting observe and although it isn't always completely researched, it is but well worth replicating with a longitudinal information to completely decide whether social media networks are truly effective because the locating of this examine suggests. In social technology facts can be classified into kinds; information that is gathered at more than one point in time (longitudinal) and records that are gathered on one event. Therefore it'd be critical to acquire the overall performance information in terms of sales figures and emblem equity over a long term to decide whether or not social media networks are definitely powerful than the traditional marketing channels together with radio and prints.

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