

# **A study on Promoting the Sales Through Social Media**

Submitted in partial fulfilment of the requirement for the award of

**Bachelor of Business Administration**

**BY**

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**DEPARTMENT OF BUSINESS ADMINISTRATION SCHOOL OF  
MANAGEMENT STUDIES**

**SATHYABAMA**

**INSTITUTE OF SCIENCE AND TECHNOLOGY**

**(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC**

**JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**

**MARCH 2021**



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## DEPARTMENT OF BUSINESS ADMINISTRATION

### BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **B. Hemalatha (38280043)** who carried out the project entitled "**A STUDY ON PROMOTING THE SALES THROUGH SOCIAL MEDIA**" under our supervision from 6<sup>th</sup> January 2021 to 6<sup>th</sup> March 2021.

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Submitted for Viva voce Examination held on\_\_\_\_\_

Internal Examiner

External Examiner

## **DECLARATION**

**I. B. Hemalatha** hereby declare that the Project Report entitled “**A Study on Promoting The sales Through Social Media**” Sholinganallur Chennai. done by me under the guidance of **DR. kumarasamy.P,M.com,M.Phil.,Ph.D,PGDCA.** Internal and External at, CHENNAI is submitted in partial fulfilment of the award of Master of Business Administration degree.

**DATE:**

**PLACE: CHENNAI**

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| CHAPTER<br>No | Table content                                  | Page<br>No    |
|---------------|------------------------------------------------|---------------|
|               | <b>Abstract</b>                                |               |
| <b>1.</b>     | <b>INTRODUCTION</b>                            | <b>2 to 8</b> |
| 1.1           | Study on online marketing through social media | 2             |
| 1.2           | Industry profile sales and marketing           | 2             |
| 1.3           | Need for The Study                             | 3             |
| 1.4           | Scope Of study                                 | 3             |
| 1.5           | Objectives for the Study                       | 3             |
| 1.6           | Top three social media site                    | 3             |
|               | Face book                                      | 3             |
|               | You tube                                       | 4             |
|               | Instagram                                      | 4             |
| 1.7           | Developing social media strategy               | 4             |
| 1.8           | Brand equity                                   | 5             |
| 1.9           | Brand identity                                 | 6             |
| 1.10          | Brand positioning                              | 7             |
| 1.11          | Seven Steps of Strategy                        | 8             |
| 1.12          | Customer Satisfaction with social media site   | 8             |

|           |                                                       |                 |
|-----------|-------------------------------------------------------|-----------------|
| <b>2.</b> | <b>LITERATURE OF REVIEW AND THERITICAL FRAME WORK</b> | <b>9 to 12</b>  |
| 2.1       | Christine. A (2006)                                   | 10              |
| 2.2       | Shamsudeen Ibrahim (2007)                             | 10              |
| 2.3       | Safder M.A(2008)                                      | 10              |
| 2.4       | Lamminen vera (2009)                                  | 10              |
| 2.5       | Rashad Yazdanifard (2010)                             | 11              |
| 2.6       | Jarrar saffery (2011)                                 | 11              |
| 2.7       | Ammon Arave (2012)                                    | 11              |
| 2.8       | Holly Paquette (2013                                  | 11              |
| 2.9       | Algharapat T.R(2017)                                  | 12              |
| 2.10      | Kushal Singh Tomar (2018)                             | 12              |
| <b>3.</b> | <b>RESEARCH METHODOLOGY</b>                           | <b>13 to 15</b> |
| 3.1       | Source of data                                        | 14              |
| 3.2       | Primary data                                          | 14              |
| 3.3       | Secondary data                                        | 14              |
| 3.4       | Research design                                       | 14              |
| 3.5       | Structure and questionnaire                           | 14              |
| 3.6       | Sampling Technique                                    | 14              |
| 3.7       | Period of study                                       | 14              |
| 3.8       | Analytical tools                                      | 15              |

|              |                                     |                 |
|--------------|-------------------------------------|-----------------|
| <b>3.9</b>   | <b>Limitation of study</b>          | <b>15</b>       |
| <b>4.</b>    | <b>DATA ANALYSIS AND RESULT</b>     | <b>16 to 36</b> |
| <b>4.1.1</b> | <b>Age Respondent</b>               | <b>17</b>       |
| <b>4.1.2</b> | <b>Gender of Respondent</b>         | <b>18</b>       |
| <b>4.1.3</b> | <b>Martial Status of Respondent</b> | <b>19</b>       |
| <b>4.5</b>   | <b>Building Loyalty Community</b>   | <b>3</b>        |
| <b>4.6</b>   | <b>Learn from the Community</b>     | <b>35</b>       |
| <b>4.7</b>   | <b>Work on Product Development</b>  | <b>35</b>       |
| <b>4.8</b>   | <b>Improve Sales</b>                | <b>36</b>       |
| <b>5.</b>    | <b>FINDING &amp;SUGGESTIONS</b>     | <b>37 to 41</b> |
| <b>5.1</b>   | <b>Discussion &amp; Conclusion</b>  | <b>38</b>       |
| <b>5.2</b>   | <b>Future Work</b>                  | <b>39</b>       |
|              | <b>Reference Books and Reports,</b> | <b>40</b>       |
|              | <b>Internet</b>                     | <b>41</b>       |
|              | <b>Appendix (Questionnaire)</b>     | <b>42</b>       |

| <b>Chapter<br/>No</b> | <b>Table of chart</b>                                                                           | <b>Page<br/>No</b> |
|-----------------------|-------------------------------------------------------------------------------------------------|--------------------|
| <b>4.1.1</b>          | <b>Age Of responses</b>                                                                         | <b>17</b>          |
| <b>4.1.2</b>          | <b>Gender of responses</b>                                                                      | <b>18</b>          |
| <b>4.1.3</b>          | <b>Martial status</b>                                                                           | <b>19</b>          |
| <b>4.1.4</b>          | <b>What social media sites do you use for sales</b>                                             | <b>20</b>          |
| <b>4.1.5</b>          | <b>Customer buy from store and firm that offer the highest</b>                                  | <b>21</b>          |
| <b>4.1.6</b>          | <b>What do you mean by attributing returns</b>                                                  | <b>22</b>          |
| <b>4.1.7</b>          | <b>In social media, what type of marketing has become important for advertisers</b>             | <b>23</b>          |
| <b>4.1.8</b>          | <b>Which of the following is central to any definition of marketing</b>                         | <b>24</b>          |
| <b>4.1.9</b>          | <b>How are social networks used in workplace communication</b>                                  | <b>25</b>          |
| <b>4.1.10</b>         | <b>Most companies have a written social media policy</b>                                        | <b>26</b>          |
| <b>4.1.11</b>         | <b>Is the set of benefits a company promises to deliver its consumers to satisfy their need</b> | <b>27</b>          |
| <b>4.1.12</b>         | <b>What type of conversation gets higher attention from customers</b>                           | <b>28</b>          |
| <b>4.1.13</b>         | <b>Do you use sales networking sites through your mobiles phone</b>                             | <b>29</b>          |
| <b>4.1.14</b>         | <b>Why use technology in your marketing</b>                                                     | <b>30</b>          |
| <b>4.1.15</b>         | <b>Which of the following search origin you use most for marketing</b>                          | <b>31</b>          |
| <b>4.1.16</b>         | <b>What are the activities that you use marketing technology for</b>                            | <b>32</b>          |
| <b>4.1.17</b>         | <b>What kind of communities to do you subscribe to on social networking sites</b>               | <b>33</b>          |
| <b>4.1.18</b>         | <b>Which of following is currently the fastest growing from of marketing</b>                    | <b>34</b>          |

## **Abstract**

During different time era's different methods of communications has developed and changed the everyday life. Social media has become the way of communication in the 21st-century, enabling us to express our thoughts, ideas and feelings in a completely new way. This way of communication has also had a huge impact on corporations, where they have realized that without a proper plan and social media strategy, they have no chance to stand out in the rapidly changing digital space. To ensure a successful presence on social media the companies need to take different marketing theories into consideration so that they can boost their brand in diverse aspects. If this can be combined with innovative ways of consumer interaction the companies have a good chance to take the lead in social media marketing. To solve the problem with measuring the return on investment, companies such as HP Sweden, can implement tools like social media monitoring. With these tools they will be able to analyse and measure their brand or products on the social space enabling them to optimize their way of marketing. The criteria for a company to pick the right measuring-tool are based on different parameters. Where for a company like HP Sweden, that is relatively new to the social space, it is better to take small and wise steps to first learn and then invest in a praiseworthy tool that is able to cover their need .....

# Chapter:1

## Introduction

# **1. INTRODUCTION**

## **1.1 Study on Online Marketing Through Social Media**

social media can be a valuable addition to a department's communications strategy. Because many employees have expressed an interest in developing and maintaining a social media presence in personal and professional capacities, the Office of University Communications and Marketing has crafted the following introduction to social media. Please read this overview prior to developing your social media presence.

Social media is an internet-based form of communication. Social media platforms allow users to have conversations, share information and create web content. There are many forms of social media, including blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more.

Billions of people around the world use social media to share information and make connections. On a personal level, social media allows you to communicate with friends and family, learn new things, develop your interests, and be entertained. On a professional level, you can use social media to broaden your knowledge in a particular field and build your professional network by connecting with other professionals in your industry. At the company level, social media allows you to have a conversation with your audience, gain customer feedback, and elevate your brand. With so many new social media sites launching each year, deciding which one is right for your department can be overwhelming. It is important to be aware of emerging social media sites, and understand how they could fit into your communications strategy. However, not all social media sites will be conducive to your department's brand or marketing goals. The meteoric growth of social websites, such as Twitter, Facebook and LinkedIn, have ushered the world into a new era of social media. The social media phenomenon has a profound impact. "Communities of interest have gained clout never before considered possible.

## **1.2 INDUSTRY PROFILE: SALES AND MARKETING**

 Social media marketing (SMM) is the use of social media websites and social networks to market a company's products and

✚ Social media marketing provides companies with a way to reach new customers, engage with existing customers, and promote their desired culture, mission, or tone. Also known as "digital marketing" and "e-marketing," social media marketing has purpose-built data analytics tools that allow marketers to track how successful their efforts are.

### **1.3 NEED FOR THE STUDY**

Current marketing professionals People who love social media and want to career Small business owners

### **1.4 Scope of Study**

The Scope of social media in India is immense and increasing rapidly. It is the 10th biggest economy and also has the 2nd largest population in the world. A survey in 2019, which includes the top businesses admitted that 15-20% of their marketing budget is allocated for social media advertising

### **1.5 OBJECTIVES OF STUDY**

#### **PRIMARY OBJECTIVES**

To study on promoting sales through social media

#### **SECONDARY OBJECTIVES**

- ✚ Develop Brand Awareness
- ✚ Increase Size of Social Communities and Accurately Target audiences Strengthen Engagement Strategies to Increase Customer Loyalty
- ✚ Convert Social Followers into Qualified Leads and New Business

### **1.6 Top Three Social Media Marketing site**

#### **Facebook**

The leading figure in social media today is Facebook. Facebook is a social networking site that allows users to create online profiles and interact with other users. The main reason for the success of Facebook is its ability to address many different aspects of life in a very appealing way - corresponding to the requirements and demands that human beings have on communication. Facebook's multi-purpose service allows you to use it in a work-related context, as a political tool, or just to find people that share your interests. Many companies have understood the potential of Facebook with its 600 million active users, making it an ideal place for marketing.

## You tube

With YouTube being touted as the world's second largest search engine (behind Google), it is a valuable opportunity for marketers to get their brands and organizations discovered and to connect via video. Your YouTube Marketing Strategy should include: Audience Research. YouTube has always been a source of entertaining content, but it's also staking its claim as an essential tool for marketers. In fact, nearly half of all marketers (48%) plan to add YouTube to their marketing strategy over the next 12 months. One-third of total time online is spent watching videos, and YouTube has more than a billion active users. The platform is so extensive that it can be accessed in 76 different languages, accounting for 95% of the world's population

### 10 step YouTube marketing strategy

- Create a YouTube channel for business.
- Learn about your audience.
- Research your competition.
- Learn from your favourite channels.
- Optimize your videos to get views.
- Upload and schedule your videos.
- Optimize your channel to attract followers.
- Try YouTube advertising

## Instagram

Adding Instagram to your event marketing mix can help you reach more people, get more people to visit your booth and increase engagement with your audience. By following the hashtag of the conference, attendees are drawn to your Instagram shot and able to locate your booth quicker.

### 1.7 Developing a Social Media Strategy

Marketing strategy is defined as “a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage” (Business Link). Social media is seen by marketers today as a great opportunity to boost market share figures. In a recent survey, 91 % of marketers indicated that

they were using social media for marketing purposes, and small businesses are the most likely to employ it (Stelzner 2009). Are businesses successfully aligning social media with their marketing strategy? Marketers are only too happy to view the social web as a new set of channels through which to market their goods or services. Thus, promotion might be expanding, but it is not yet clear if companies are rethinking the rest of their marketing mix or their strategy in response to probably the most disruptive resource since the introduction of the Internet – social media. The current state of social media within many businesses is described in one of the blogs of Harvard Business Review as “duct tape and bubble gum hold together fragile tactics such as Twitter accounts run by the summer college intern or agency-generated Facebook fan pages that have few actual fans” (Armano 2009). This is not the correct path to a high ROI. Strategic thinking is the only way to achieve the sustainability required to build a real competitive advantage. A social media strategy, for public relations or marketing, should be an essential part of the business’ communications strategy and explicitly addressing the social media strategy should help to keep this strategy in line with the business strategy. Social technologies could help strengthen business strategy by building collaborative and open relationships across all the company’s stakeholders, hence generating increased trust among them. “This increased trust will result in greater knowledge creation, which the same social technologies have the ability to capture, organize and distribute at a yet to be seen level of efficiency. By building collaborative relationships with all company stakeholders using social technologies, businesses will be able to quickly create and capitalize more innovation” (Anderson 2010). Unfortunately, building a social media strategy is not an easy task. However, there are many available resources on the web for today’s marketers, such as recipes and tips, to ease their jobs in this new world of social media.

## **1.8 Brand equity**

The common mistake many companies end up doing is that to only focus on marketing that is associated with direct sales. Therefore social media, which is often related to customer support, service, and relations, tends to get low priority. This is based on ignorance of the importance of Brand Equity. Brand Equity is the value of the brand, where high Brand Equity means high brand awareness and a high brand image (Keller 2003). What this actually means is that if your brand has high Brand Equity, then customers associate their needs to your product. While discussing Brand equity Faircloth et al. present two types of strategies that can be taken into consideration to develop and boost Brand Equity (Faircloth et al. 2001): Financial and Customer based. 8 The first type of strategy is related to the actual value of the brand and

how to measure it. The second type of strategy describes what relationship customers have with the brand with regard to loyalty, willingness to buy, and the belief that the brand gives greater satisfaction (Kapferer 2004). If social media is used correctly it can be an effective tool for increasing Brand Equity. This can be exemplified with Dell's participation in social media in 2006. Dell realized that participating in such media was important, and this realization paid off shortly after its implementation of "Direct2Dell", their official corporate blog. The entire computer industry, but initially Dell, was hit with the "big battery recall." Dell was able to avoid a major public relations issue and huge corporate crisis by effectively communicating with their customer in a very open and transparent fashion through their blog. In fact, Dell was recognized by the Consumer Product Safety Commission for its efforts as a best practice for how to manage a product recall. (Dell 2006) The road to Dell's realization was, however, very rocky; evidence of this is in the so called 'Dell Hell' incident, an incident where a dissatisfied Dell customer and popular blogger wrote about his not poor customer service experience. This incident was widely publicized and even made it into the mainstream media. Dell learnt a valuable lesson from this incident, and the major effects the blogging community can have on a company, even on a company as large as Dell. In fact, Dell implemented a few of the suggestions mentioned by the blogger, as he suggested in one of his blog entries. "You know what: If Dell were really smart, they'd hire me (yes, me) to come to them and teach them about blogs, about how their customers now have a voice; about how their customers are a community -- a community often in revolt; about how they could find out what their customers really think; about how they could fix their customers' problems before they become revolts; about how they could become a better company with the help of their customers. If they'd only listen." (Farrelly 2009) The Dell case is an excellent example of the role and impact social media has on the company's Brand Equity. Today companies can no longer ignore this media, hence they should learn effective ways of adopting and adapting to the changing social media environment and how to use it to their advantage.

## **1.9 Brand Identity**

All companies struggle to make their product special in some way so that they can attract the customers. This can be done either by actually making the product physically different or by just presenting it in a different and more attractive way. Therefore, it is vital to make sure that your brand is associated not only with a positive image, but also with unique associations so that customers develop a special feeling about your brand. This is where Brand Identity comes in to the picture. Brand Identity can be seen from three different perspectives: (Aaker &

Joachimsthaler 2002): core identity, extended identity, and brand essence. In the core identity you should be able to find the company's values and strategies. There should be at least one association in the core that is unique for the brand and which makes it stand out. The extended identity is a complement to the core identity which covers areas that are not covered by the core identity, but which gives the brand a more holistic image. The extended identity is also flexible for changes in trend and market. The last aspect, which is the brand essence, should be seen as the soul of the brand, which is defined as that which is most important for the brand and where the focus should be. The essence does not necessarily have to be communicated outwards, although it can be used as an internal guideline. AJ Bombers, a small burger restaurant in Milwaukee, is another good example for how Brand Identity can be boosted. The owner, Joe Sorge, got the idea to combine social media with his restaurant business. He first started with a Twitter account to engage with his customers and to respond to their comments. Combined with his creativity in organizing different events related with social media, he succeeded to make record sales not only during the event days, but also days after the event. The use of social media to organize and promote these events created a word-of-mouth effect, which increased the sales in the longer term, as opposed to traditional single day marketing events. The overall return of investing a lot of time in social media marketing was 60-80% revenue growth, compared to the period before meeting his online community (Bodnar 2010). This clearly shows how social media can be used as an effective tool to form an identity with the right type of associations for your brand, enabling even a small burger restaurant to be successful in standing out and competing against its biggest competitors (e.g., Burger King and McDonalds).

## **1.10 Brand positioning**

To strengthen its Brand Identity a company has to choose where they want to position their brand in order to get the best result. Ideally companies are in search for an unrealized customer segment and market segment, but this can be difficult to find in practice. Brand Positioning can be divided into two central parts (Keller et al. 2002):

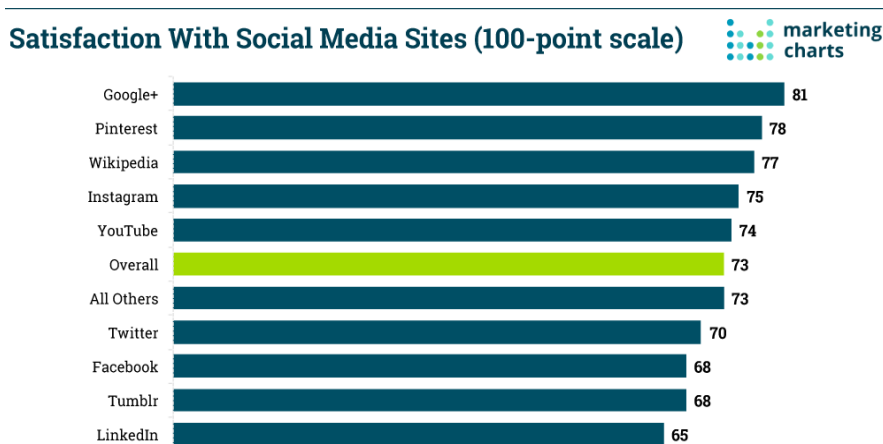
- Establishing a frame of reference
- Establishing differentiating and identifying characteristics

The first part is supposed to set out guidelines for identifying the main target group, the potential rivals, and how similar the brand's characteristics are to the competitors. The second part is interconnected with Brand Identity, that is to say that how can the brand stand out amongst its competitors so that it will be an attractive choice for the customer. With these two parts mapped and established the company can define a position for their brand.

## 1.11 Seven Steps to Strategy

Social media networks are tools and since tools change constantly, a plan is needed to guide the way. It is a common mistake to “fall in love” with specific tools leading to continuously changing direction. That is why marketers should not focus on the tools themselves, but on how to use these tools to develop a successful social media strategy. According to Jay Baer (Baer 2009) seven steps must be followed to develop a social media strategy: Martin Zwilling adds some steps to Baer’s framework in the development of a social media strategy: (1) “Measure respect and find influencers”, reaching people who are key influencers and understanding their impact to gain resonance with the target audience; (2) “Get buy-ins from colleagues” because some executives are slow to understand communication methods and results must be used to convince them about the importance of social media as part of the marketing mix; and (3) “Project the future”, forecast the future of social media rather than allowing changes to get the company by surprise. 5.5 Social Medi

## 1.12 customer satisfaction with social media site



# CHAPTER:2

## LITERATURE OF REVIEW AND THERITICAL FRAME WORK

## **2. LITERATURE OF REVIEW AND THERITICAL FRAME WORK**

### **2.1 Christine.A (2006)**

The study commenced by giving the background of the study and what motivated the researcher to conduct the study on the topic of social media. We saw how social media is slowly becoming an important marketing tool which offers an companies" opportunity to engage with their markets and to learn about customers" needs, important segments and profile unlike main stream media i.e. radio or print channels. However, the implications are that this is an uncontrolled environment that business do not have control over and therefore it requires a robust social media strategy that also manages the comments posted by consumers whether positive or n

### **2.2 Shamsudeen Ibrahim (2007)**

The study started with the aim to analyses the different issues related to digital marketing. Based on the discussion it has been found that in the case of digital marketing the most important aspect is to connect with the users. The ladder of engagement has shown the approaches to attach to the customers. The study has also revealed that to utilize digital marketing effectively, the companies are required to design an effective platform. With the example of Interest, the effectiveness of a social media platform has been discussed. The current trends in digital marketing have also been discussed in the study

### **2.3 Safder M.A (2008)**

Social media is working more as a search engine these days because people trust people rather trusting companies. Also, people think that I would be cheaper to buy from the people directly rather than going to the company website. Hence, an area of interest is searched on a social media and concerned people are found and communicated with. social media marketing creates a positive effect on many business markets such as financial institutions. Travel and tourism Business

### **2.4 Lamminen Vera (2009)**

The aim of this research was to determine the benefit of using SMM methods and techniques, and, moreover, explain the SMM's importance for small companies. This research of the company Blendtec tried to give an answer to the following questions:

## **2.5 Rashad Yazdanifard (2010)**

According to Gurau (2008), The online marketing environment raises a series of opportunities and also challenges for social media marketing practitioners. The audiences become more fragmented and proactive, but, on the other hand, the company has the possibility to combine various modes and categories of information in a complex message. Social media also permit the enterprises to collect, register, analyse and use customer data and feedback for better targeting online audiences and customizing its messages (Gurau, 2008). In fact, the specific characteristics of the Internet and social media applications are making the implementation of integrated online marketing both inevitable and efficient for an online approach

## **2.6 JARRAR JAFFERY (2011)**

The suggestion box is a simple tool that uses the social media's state of mind by interacting and sharing ideas with customers. It consists of inviting the company's customers or supporters, to make suggestions in order to improve the company's products, services, or image. The community members are encouraged to vote on the best ideas, which are then implemented by the company

## **2.7 Ammon Arave (2012)**

Social media has grown to a point that it cannot simply be ignored. People from all types of different demographics are using social media each day. And so, it makes sense to use the social media platform for marketing purposes. Businesses from small to large as well as higher education institutions have begun implementing social media into their marketing. Studies show that higher education institutions are using social media more and more each year; convinced that the social media marketing techniques are both less expensive and a more effective way of marketing to prospective students. However, those prospective students don't feel the same

## **2.8 HOLLY PAQUETTE (2013)**

Since social media sites can be exploited for the information it provides on consumer behaviour with regards to their purchasing intentions, research further suggests that businesses should incorporate social networking sites into their business model or promotional mix. A

business model is a system of co-dependent structures, activities, and processes that serve as a firm's organizing logic and create value for customers

## **2.9 ALGHARABAT.R (2017)**

It is important to distinguish between the term of social media and social networking. According to Wikipedia (2016b), social networking services could be identified as “an electronic service, application, platform, or site used by individuals who have a common interest, beliefs, attitudes, culture, activities and really life relationships

## **2.10 KUSHAL SINGH TOMAR (2018)**

This literature review has been studied until tells the social media marketing is a platform to reach our customer which the minimum constraints and made a direct link between marketers to customers .Social media marketing is a new concept from business point view, it is a chance for marketer to grab the oppournity of social media marketing for promoting their product and target their customers

# CHAPTER:3

## RESEARCH METHODOLOGY

### **3. Research Methodology**

#### **3.1 Source of data**

The study involved both primary and secondary data collected for making a meaningful influence on the topic study

#### **3.2 Primary Data**

If a community is established for research purposes, this should be considered primary data

#### **3.3 secondary data**

Websites and online journals published reports & review of literature from published articles

#### **3.4 Research Design**

Sampling Area: Chennai

Sampling Size: Questionnaire given to 150 respondents

Sampling Method: Gathering Quantitative and Qualitative data

The search design undertaken for the study is descriptive one. the methodology involved in this design is mostly qualitative .it include surveys through questionnaire

#### **3.5 structure and questionnaire**

Questionnaire are divided into two section. First part was designed to know the general information about customer and the second part contained the respondent's opinion about customer experience

#### **3.6 SAMPLING TECHNIQUE**

##### **convenience of Sampling Method**

A Convenience sampling method is one of the main types of non-probability sampling methods. A convenience sampling is made up people who are easy to reach

#### **3.7 Period of Study**

The duration of study is form December 2020 to march 2021which is four months of study

### 3.8 Analytical tools

-  Percentage of analysis
-  Bar chart
-  Pie chart

### 3.9 Limitation of study

 The study focuses just on more supermarkets and gives a comprehensive information and data regarding customer from supermarket in the mentioned area in Chennai

 This study has shown the various determinants of customer perception and experience

 It is assumed that the study would be very useful to researchers as it provides a clear insight into the various contributors to a superior customer experience which in turn may create a deeper bond towards the retail outlet and will directly impact the purchase behavior of the custom

# CHAPTER:4

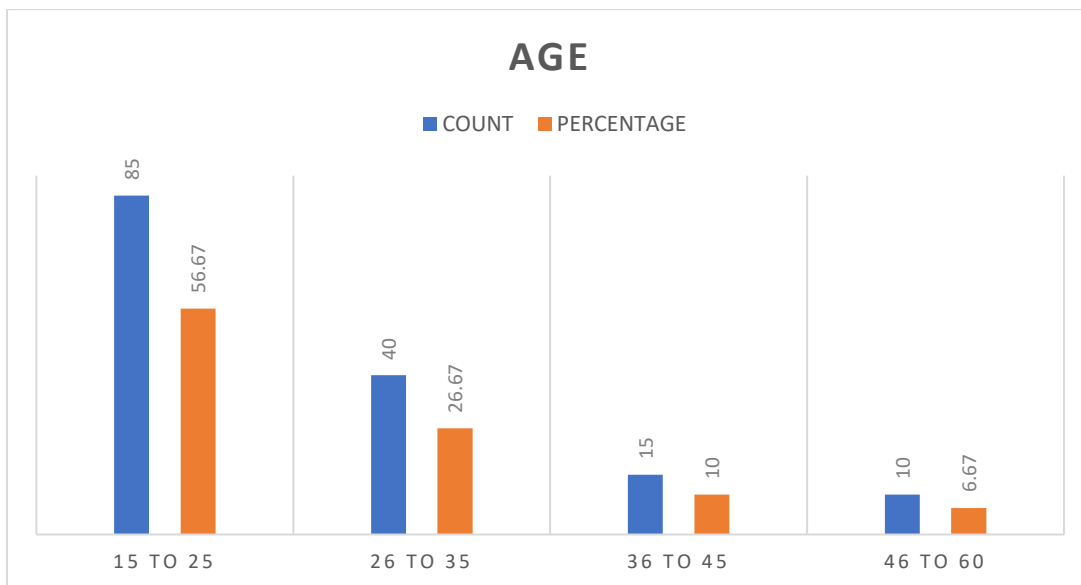
## DATA ANALYSIS AND RESULT

## 4. Data Analysis & Result

### 4.1.1 AGE OF RESPONDENTS

| AGE(YEARS)   | FREQUENCY  | PERCENTAGE     |
|--------------|------------|----------------|
| 15 TO 25     | 85         | 56.67%         |
| 26 TO 35     | 40         | 26.67%         |
| 36 TO 45     | 15         | 10.00%         |
| 46 TO 60     | 10         | 6.67%          |
| <b>TOTAL</b> | <b>150</b> | <b>100.00%</b> |

Source: primary data



### INTERPRETATION

From the above table it is interpreted that the number of responses is 15 to 25 is 56.67%, 26 to 35 are 26.67%, 36 to 45 are 10.00% and 46 to 60 are 6.67%.

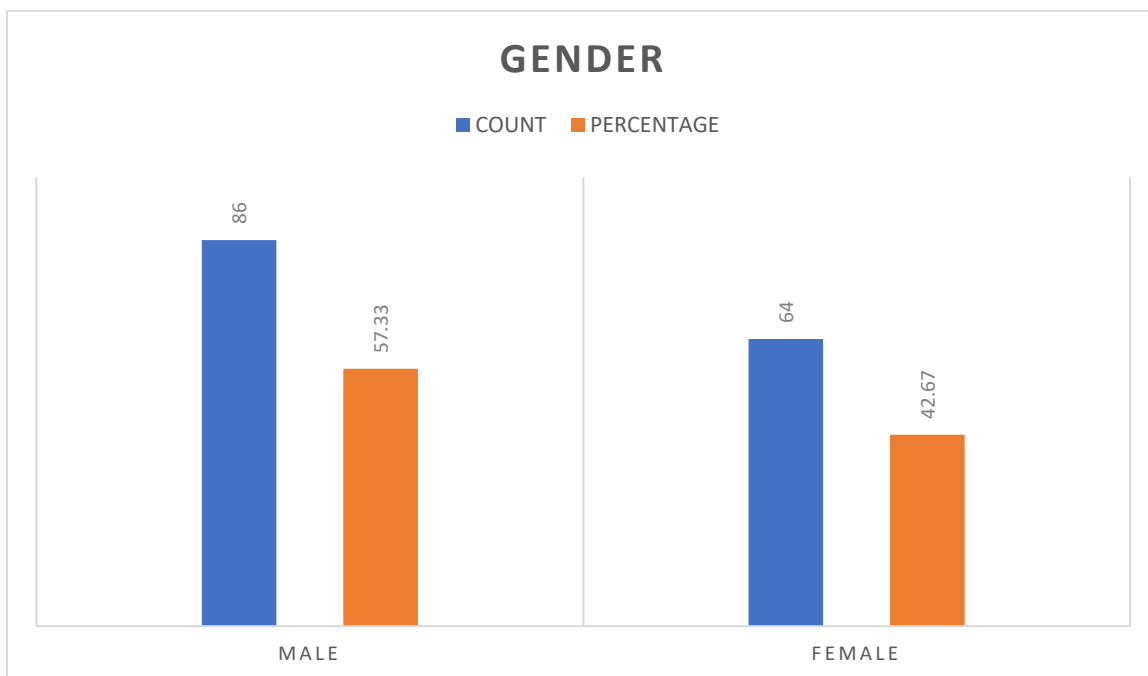
### INFERENCE

Majority (56.67%) of the responses are from age of 15 to 26.

#### 4.1.2 GENDER OF RESPONDENT

| GENDER       | COUNT      | PERCENTAGE     |
|--------------|------------|----------------|
| MALE         | 86         | 57.33%         |
| FEMALE       | 64         | 42.67%         |
| <b>TOTAL</b> | <b>150</b> | <b>100.00%</b> |

Source: primary data



#### INTERPRETATION

From the above table it is interpreted that the number of responses is male is 57.33%, and Female are 42.67%.

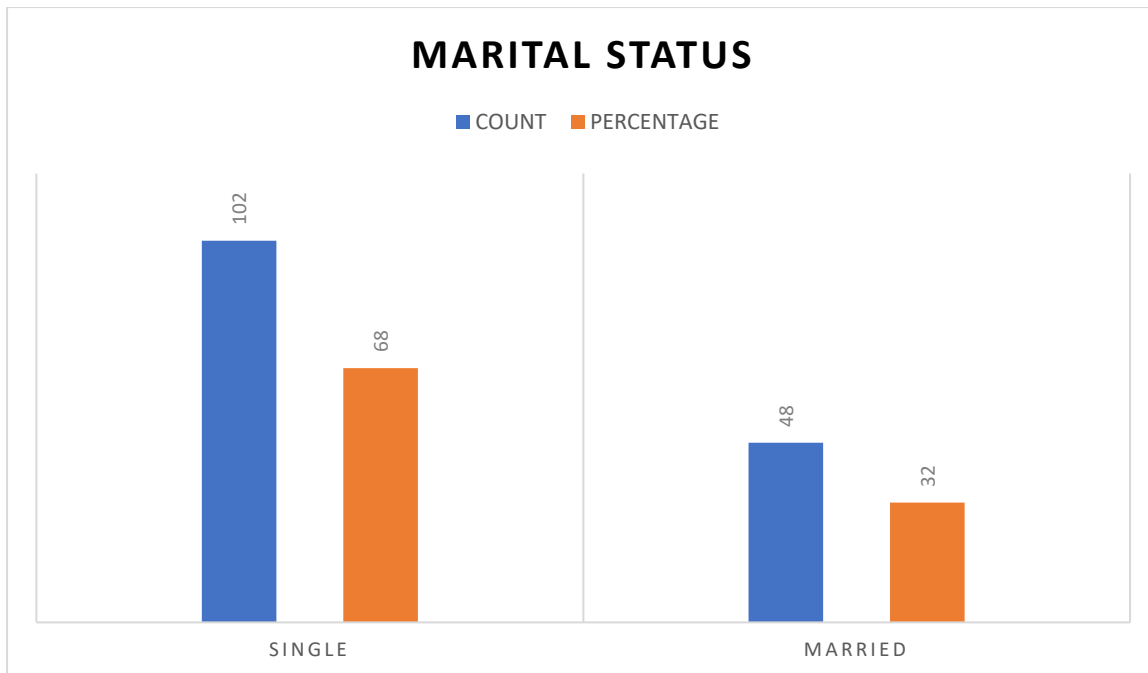
#### INFERENCE

Majority (57.33%) of the responses are from gender are Male

#### 4.1.3 MARTIAL STATUS Of RESPONDENT

| MARTIAL STATUS | COUNT      | PERCENTAGE     |
|----------------|------------|----------------|
| SINGLE         | 102        | 68.00%         |
| MARRIED        | 48         | 32.00%         |
| <b>TOTAL</b>   | <b>150</b> | <b>100.00%</b> |

Source: primary data



#### INTERPRETATION

From the above table it is interpreted that the number of responses is single is 68.00%, and Married are 32.00%.

#### INFERENCE

Majority (68.00%) of the responses are from gender are Single

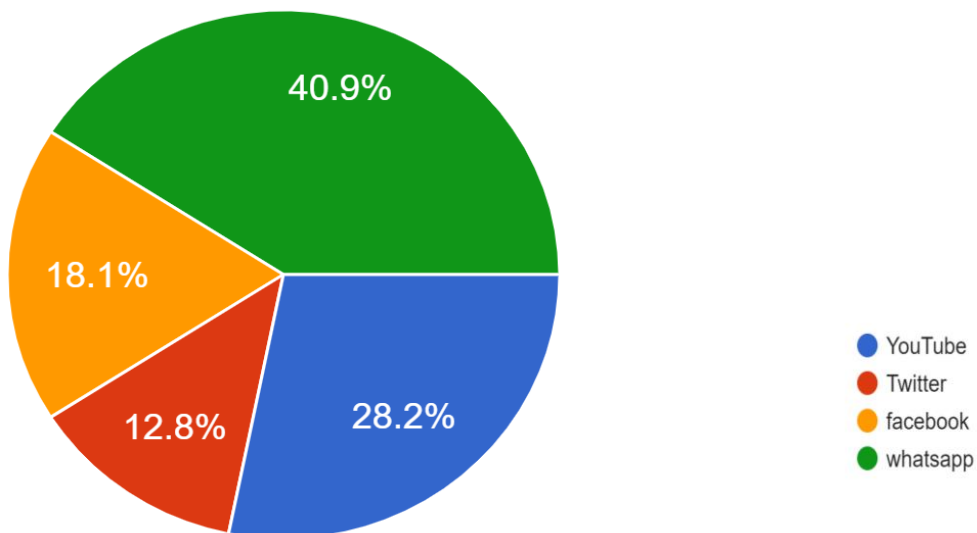
**Table:4.1.4**

**1.what social media sites do you use for sales?**

| OPTION   | COUNT | PERCENTAGE |
|----------|-------|------------|
| YOU TUBE | 42    | 28.00      |
| TWITTER  | 19    | 12.67      |
| FACEBOOK | 27    | 18.00      |
| WHATSAPP | 61    | 40.67      |

**Chart .4.1.4** what social media sites do you use for sales?

Source: primary data



**INTERPRETATION**

From the above table it is interpreted that the number of responses is You tube is 28.00%, Twitter are 12.67%, Facebook are 18.00% and WhatsApp are 40.67%

**INFERENCE**

Majority (40.67%) of the responses are from WhatsApp

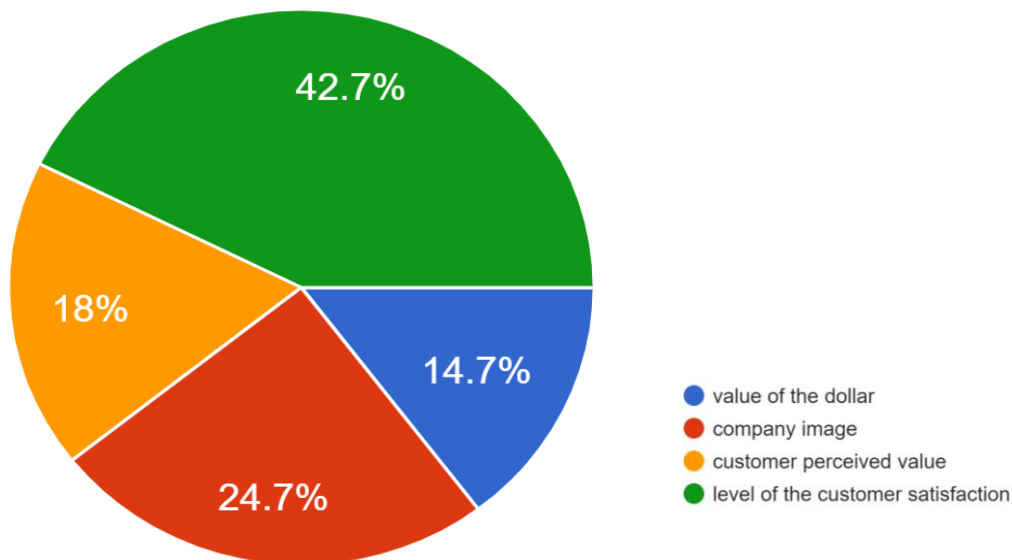
**Table:4.1.5**

**2.Customer buy from stores and firm that offer the highest?**

| OPTION                             | COUNT | PERCENTAGE |
|------------------------------------|-------|------------|
| VALUE OF THE DOLLAR                | 22    | 14.67      |
| COMPANY IMAGE                      | 37    | 24.67      |
| CUSTOMER PERCEIVED VALUE           | 27    | 18.00      |
| LEVEL OF THE CUSTOMER SATISFACTION | 64    | 42.67      |

**Chart :4.1.5 Customer buy from stores and firm that offer the highest**

Source: primary data



**INTERPRETATION**

From the above table it is interpreted that the number of responses is Value Of the dollar is 14.67%, Company image are 24.67%, Customer perceived value are 18.00% and Level of the customer Satisfaction are 42.67%

**INFERENCE**

Majority (42.67%) of the responses are from Level of the customer satisfaction

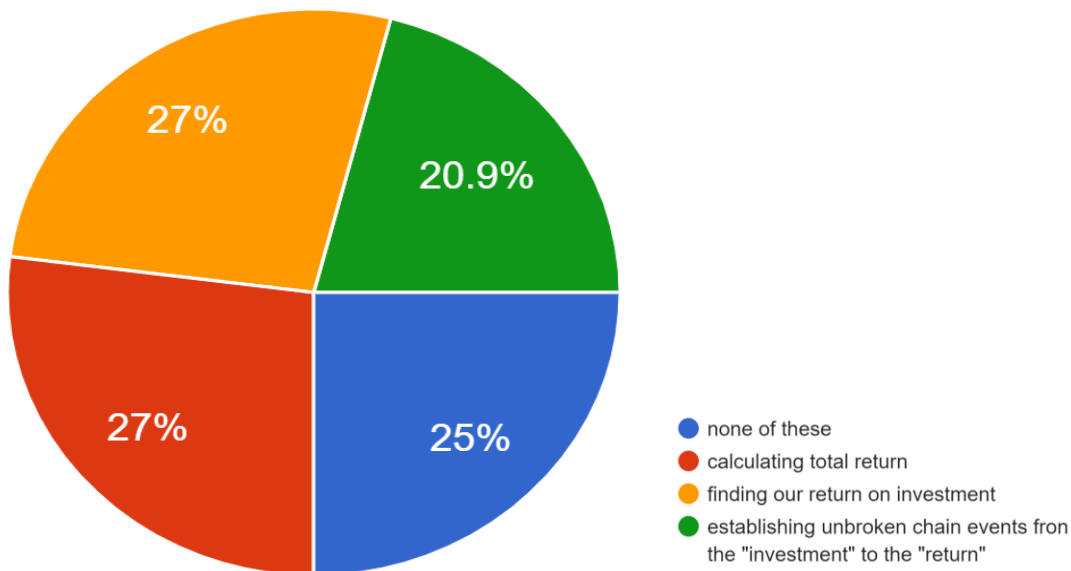
**Table:4.1.6**

**3.What do you mean by attributing returns?**

| OPTION                                                                   | COUNT | PERCENTAGE |
|--------------------------------------------------------------------------|-------|------------|
| NONE OF THESE                                                            | 37    | 24.67      |
| CALCULATING TOTAL RETURN                                                 | 40    | 26.67      |
| FINDING OUR RETURN ON INVESTMENT                                         | 40    | 26.67      |
| ESTABLISHING UNBROKEN CHAIN EVENTS FOR, THE "INVESTMENT "TO THE "RETURN" | 31    | 20.67      |

**Chart .4.1.6 What do you mean by attributing returns**

Source: primary data



**INTERPRETATION**

From the above table it is interpreted that the number of responses is None of these are 24.67%, Calculating total return are 26.67%, Finding our return on Investment are 26.67% and Establishing unbroken chain events for the "investment to the return" are 20.67%

**INFERENCE**

Majority (26.67%) of the responses are from Calculating total return, Finding our return on investment

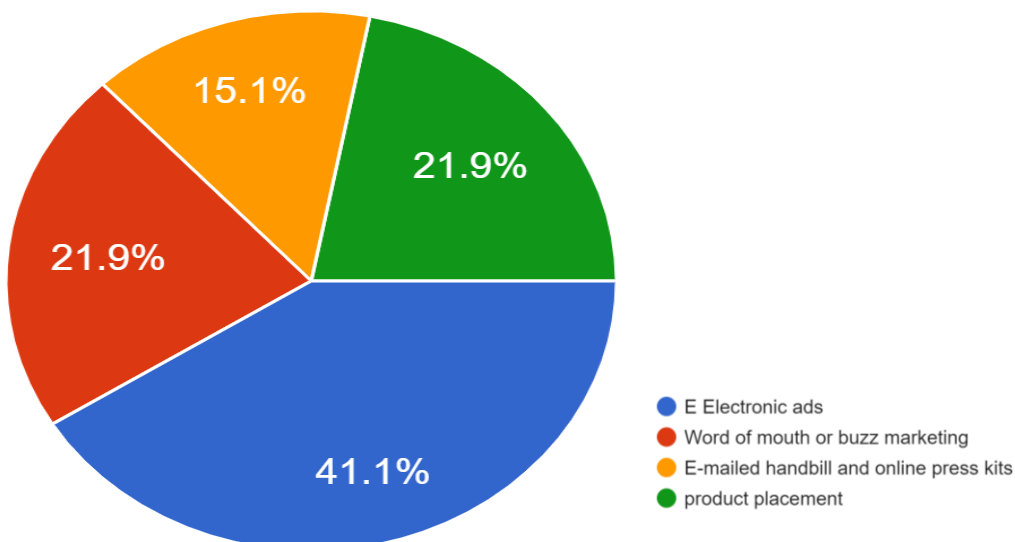
**Table:4.1.7**

**4.In social media, what type of marketing has become important for advertisers?**

| OPTION                                  | COUNT | PERCENTAGE |
|-----------------------------------------|-------|------------|
| E-ELECTRONICS ADS                       | 60    | 40.00      |
| WORD OF MOUTH OR BUZZ MARKETING         | 32    | 21.33      |
| E-MAILED HANDBILL AND ONLINE PRESS KITS | 22    | 14.67      |
| PRODUCT PLACEMENT                       | 32    | 21.33      |

**Chart .4.1.7** In social media, what type of marketing has become important for advertisers

**Source. Primary data**



#### **INTERPRETATION**

From the above table it is interpreted that the number of responses is E-electronics ads are 40.00%, word of mouth or buzz marketing are 21.33%, E-mailed handbill and online press kits are 14.67% and Product placement are 21.33%

#### **INFERENCE**

Majority (40.00%) of the responses are from E-electronics ads

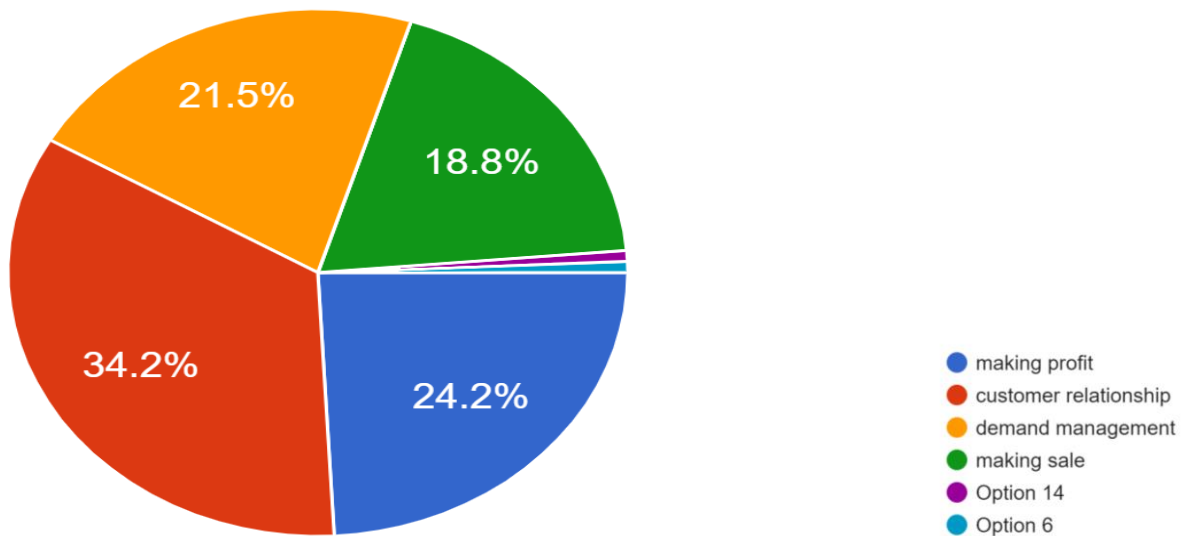
**Table:4.1.8**

**5.Which of the following is central to any definition of marketing?**

| OPTION                | COUNT | PERCENTAGE |
|-----------------------|-------|------------|
| MAKING PROFIT         | 36    | 24.00      |
| CUSTOMER RELATIONSHIP | 51    | 34.00      |
| DEMAND MANAGEMENT     | 32    | 21.33      |
| MAKING SALES          | 28    | 18.67      |

**Chart .4.1.8 Which of the following is central to any definition of marketing**

Source. Primary data



#### **INTERPRETATION**

From the above table it is interpreted that the number of responses is making profit are 24.00%, customer relationship are 34.00%, and Demand management are 21.33%and making sales are 18.67%

#### **INFERENCE**

Majority (34.00%) of the responses are from Customer relationship

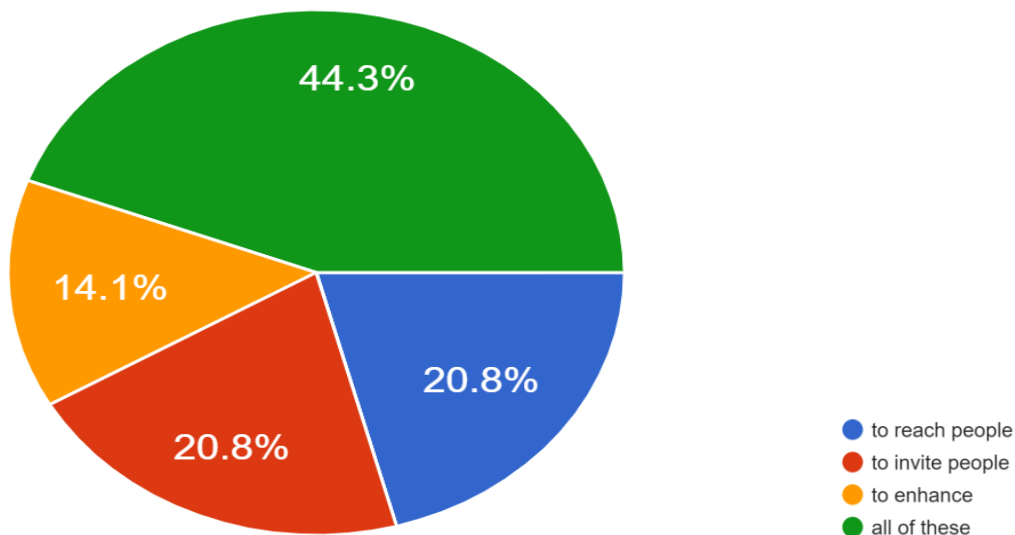
**Table:4.1.9**

**6. How are social networks used in workplace communication?**

| OPTION           | COUNT | PERCENTAGE |
|------------------|-------|------------|
| TO REACH PEOPLE  | 31    | 20.67      |
| TO INVITE PEOPLE | 31    | 20.67      |
| TO ENHANCE       | 21    | 14.00      |
| ALL OF THESE     | 66    | 44.00      |

**Chart. 4.1.9** How are social networks used in workplace communication?

Source: primary data



**INTERPRETATION**

From the above table it is interpreted that the number of responses is to reach people is 20.67%, To invite people are 20.67%, To enhance are 14.00% and All of these are 44.00%

**INFERENCE**

Majority (44.00%) of the responses are from All of these

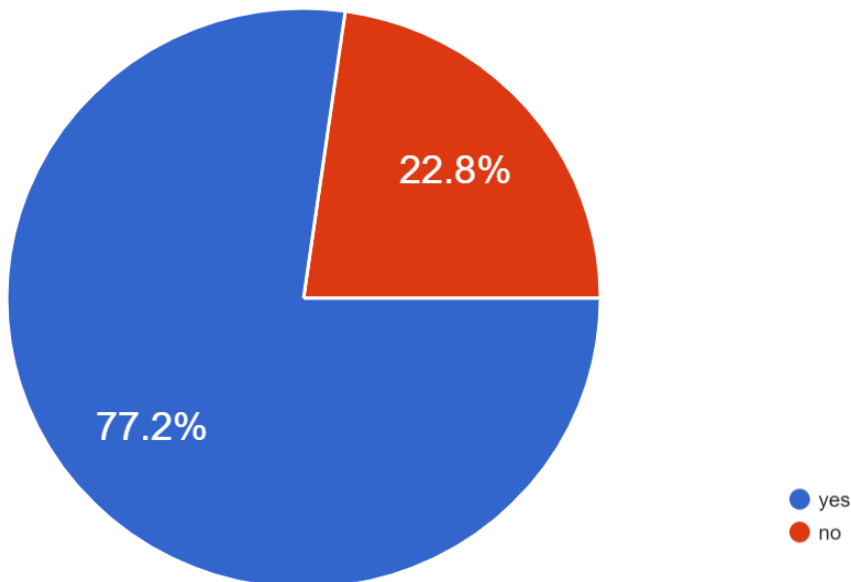
**Table:4.1.10**

**7. Most companies have a written social media policy?**

| OPTION | COUNT | PERCENTAGE |
|--------|-------|------------|
| YES    | 112   | 74.67      |
| NO     | 33    | 22.00      |

**Chart. 4.1.10** Most companies have a written social media policy

Source: primary data



**INTERPRETATION**

From the above table it is interpreted that the number of responses is Yes 74.67%, No 22.00%

**INFERENCE**

Majority (74.67%) of the responses are from Yes

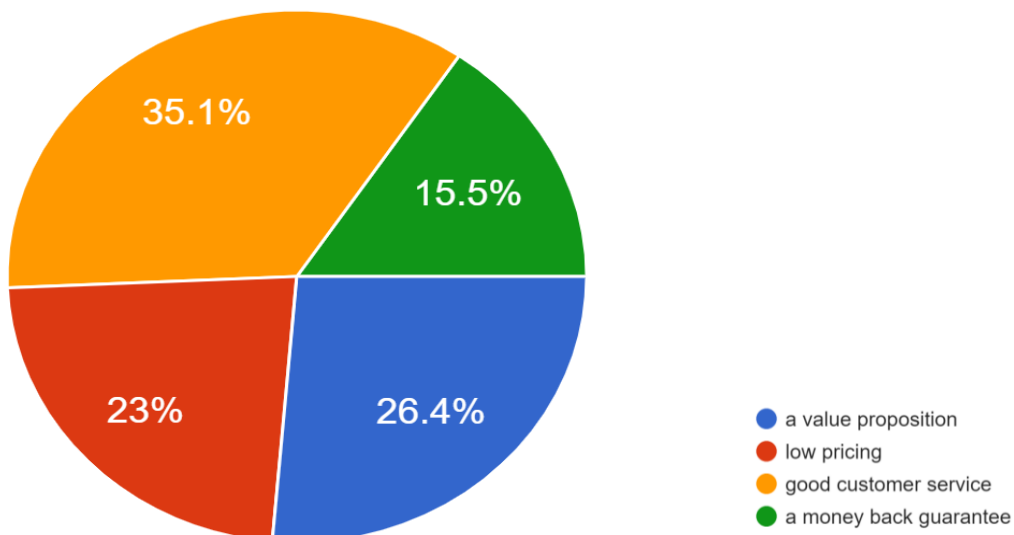
**Table:4.1.11**

**8. Is the set of benefits a company promises to deliver its consumers to satisfy their need?**

| OPTION                 | COUNT | PERCENTAGE |
|------------------------|-------|------------|
| A VALUE PROPOSITION    | 39    | 26.00      |
| LOW PRICING            | 34    | 22.67      |
| GOOD CUSTOMER SERVICE  | 52    | 34.67      |
| A MONEY BACK GUARANTEE | 23    | 15.33      |

**Chart. 4.1.11** Is the set of benefits a company promises to deliver its consumers to satisfy their need

Source. primary data



### INTERPRETATION

From the above table it is interpreted that the number of responses is A value proposition are 26.00%, low pricing are 22.67%, good customer service are 34.67%A money back guarantee are 15.33%

### INFERENCE

Majority (34.67%) of the responses are from Good customer service

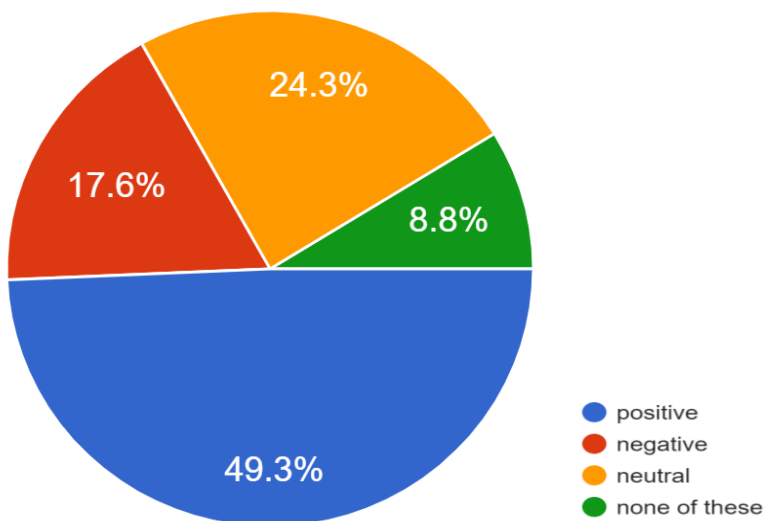
**Table:4.1.12**

**9. What type of conversation gets higher attention from customers?**

| OPTION        | COUNT | PERCENTAGE |
|---------------|-------|------------|
| POSITIVE      | 73    | 48.67      |
| NEGATIVE      | 26    | 17.33      |
| NEUTRAL       | 36    | 24.00      |
| NONE OF THESE | 13    | 8.67       |

**Chart: 4.1.12** What type of conversation gets higher attention from customers

Source. primary data



**INTERPRETATION**

From the above table it is interpreted that the number of responses is Positive are 48.67%, Negative are 17.33%, Neutral are 24.00% and None of these are 8.67%

**INFERENCE**

Majority (48.67%) of the responses are from Positive

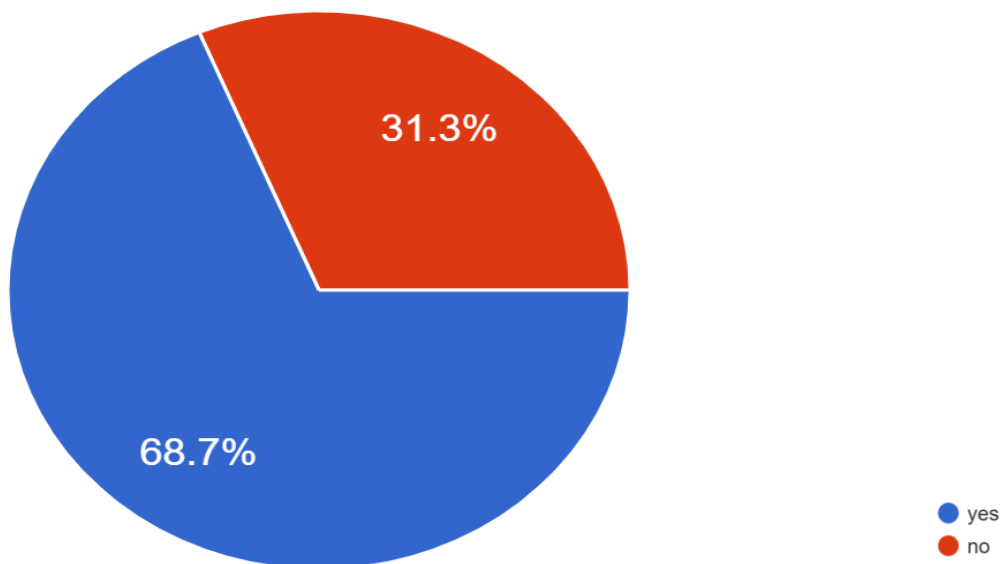
**Table:4.1.13**

**10.Do you use sales networking sites through your mobiles phone?**

| OPTION | COUNT | PERCENTAGE |
|--------|-------|------------|
| YES    | 101   | 67.33      |
| NO     | 46    | 30.67      |

**Chart: 4.1.13** Do you use sales networking sites through your mobiles phone

Source. primary data



#### **INTERPRETATION**

From the above table it is interpreted that the number of responses is yes are 67.33%, No are 3.67%

#### **INFERENCE**

Majority (67.33%) of the responses are from yes

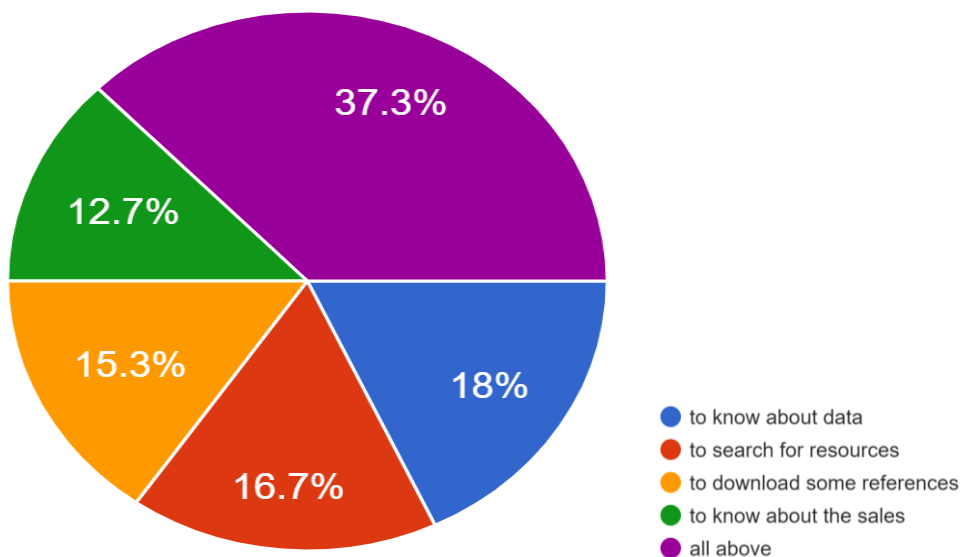
**Table:4.1.14**

**11. Why use technology in your marketing?**

| OPTION                      | COUNT | PERCENTAGE |
|-----------------------------|-------|------------|
| TO KNOW ABOUT DATA          | 27    | 18.00      |
| TO SEARCH FOR RESOURCES     | 25    | 16.67      |
| TO DOWNLOAD SOME REFERENCES | 23    | 15.33      |
| TO KNOW ABOUT THE SALES     | 19    | 12.67      |
| ALL OF THESE                | 56    | 37.33      |

**Chart :4.1.14 Why use technology in your marketing**

Source. primary data



**INTERPRETATION**

From the above table it is interpreted that the number of responses is To know about data 18.00%, To search for resources are 16.67%, to download some references are 15.33%, to know about the sales are 12.67% and All of these are 37.33%

**INFERENCE**

Majority (37.33%) of the responses are from All of these

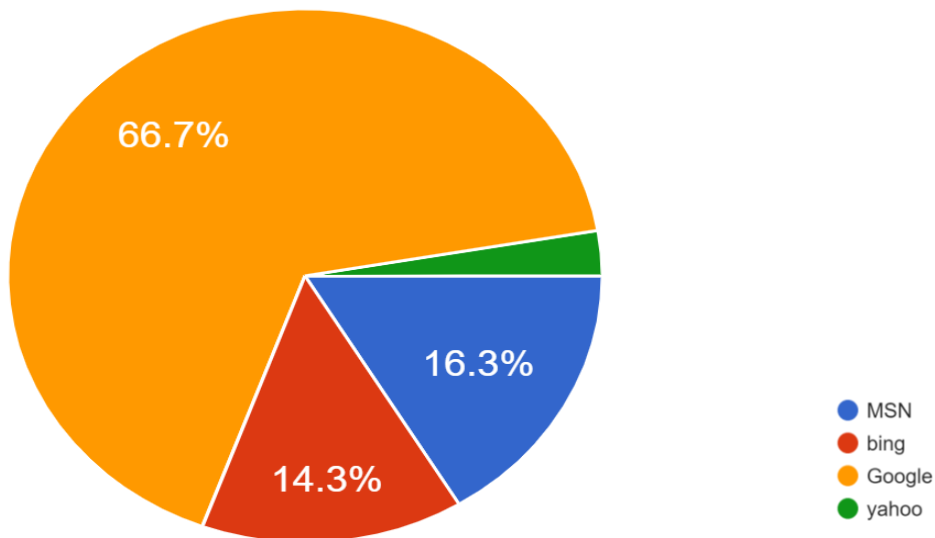
**Table:4.1.15**

**12.which of the following search origin you use most for marketing?**

| OPTION | COUNT | PERCENTAGE |
|--------|-------|------------|
| MSN    | 24    | 16.00      |
| BING   | 21    | 14.00      |
| GOOGLE | 98    | 65.33      |
| YAHOO  | 4     | 2.67       |

**Chart: 4.1.15** which of the following search origin you use most for marketing

Source. primary data



#### **INTERPRETATION**

From the above table it is interpreted that the number of responses is MSN are 16.00%, BING are 14.00%, GOOGLE are 65.33% and YAHOO are 2.67%

#### **INFERENCE**

Majority (65.33%) of the responses are from GOOGLE

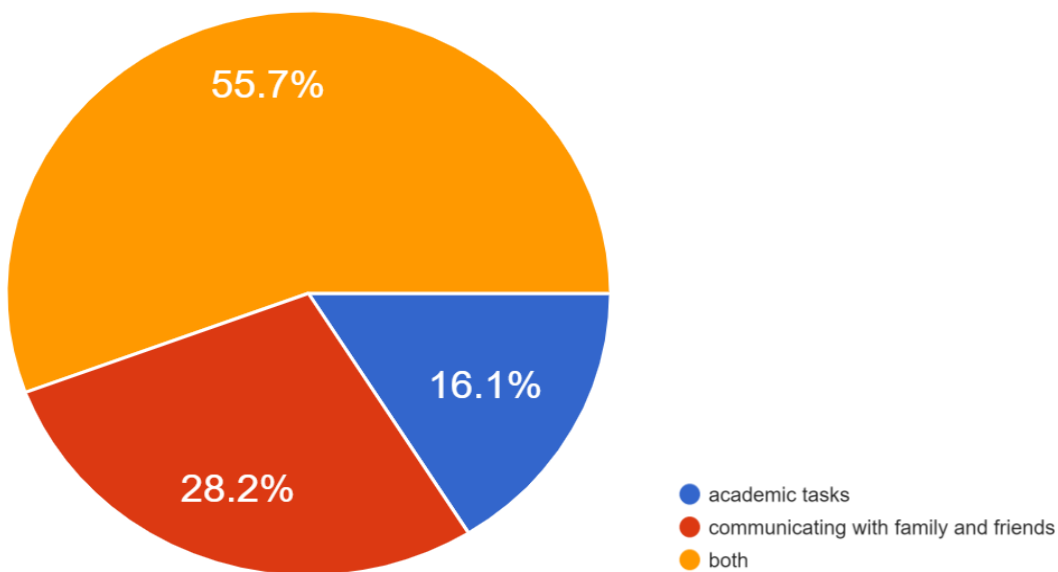
**Table:4.1.16**

**13. What are the activities that you use marketing technology for?**

| OPTION                                | COUNT | PERCENTAGE |
|---------------------------------------|-------|------------|
| ACADEMIC TASKS                        | 24    | 16.00      |
| COMMUNICATING WITH FAMILY AND FRIENDS | 42    | 28.00      |
| BOTH                                  | 83    | 55.33      |

**Chart :4.1.16** What are the activities that you use marketing technology for

Source. primary data



**INTERPRETATION**

From the above table it is interpreted that the number of responses is Academic tasks are 16.00%, communicating with family and friends are 28.00 and both are 55.33%

**INFERENCE**

Majority (55.33%) of the responses are from both

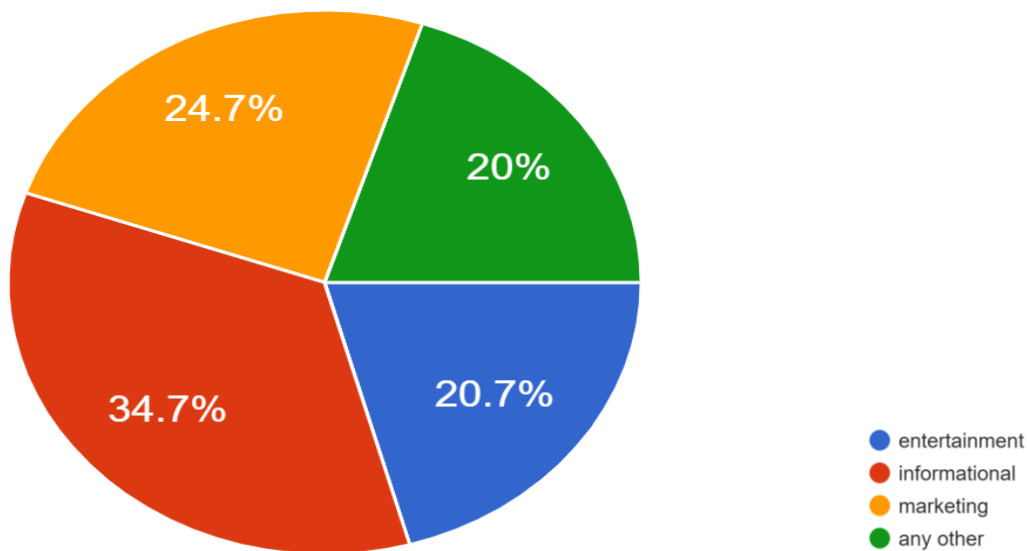
**Table:4.1.17**

**14. What kind of communities to do you subscribe to on social networking sites?**

| OPTION        | COUNT | PERCENTAGE |
|---------------|-------|------------|
| ENTERTAINMENT | 31    | 20.67      |
| INFORMATIONAL | 52    | 34.67      |
| MARKETING     | 37    | 24.67      |
| ANY OTHER     | 30    | 20.00      |

**Chart :4.1.17** What kind of communities to do you subscribe to on social networking sites

Source. primary data



#### **INTERPRETATION**

From the above table it is interpreted that the number of responses is Entertainment are 20.67%, Informational are 34.67%, marketing are 24.67%and any other 20.00%

#### **INFERENCE**

Majority (34.67%) of the responses are from Informational

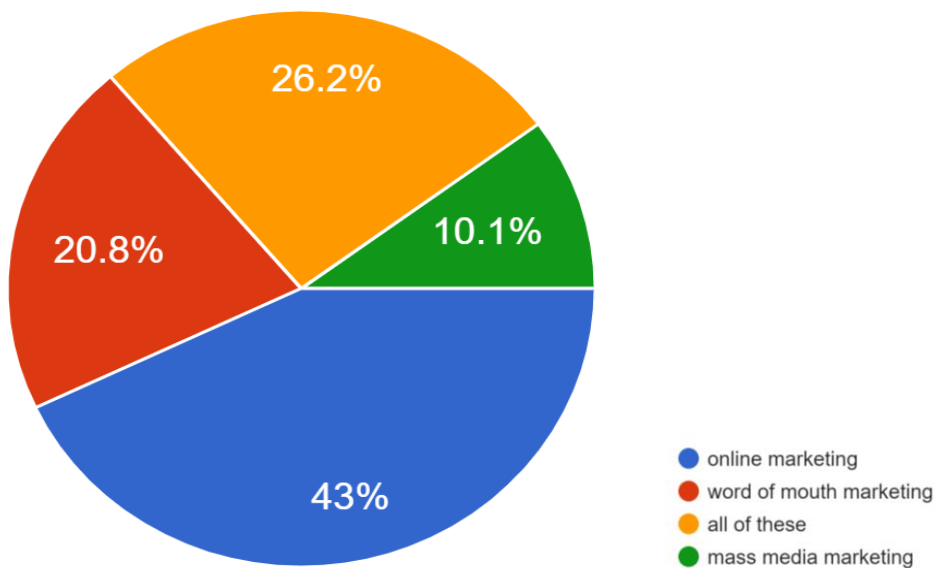
**Table:4.1.18**

**15. Which of the following is currently the fastest growing from of marketing?**

| OPTION                  | COUNT | PERCENTAGE |
|-------------------------|-------|------------|
| ONLINE MARKETING        | 64    | 42.67      |
| WORD OF MOUTH MARKETING | 31    | 20.67      |
| ALL OF THESE            | 39    | 26.00      |
| MASS MEDIA MARKETING    | 15    | 10.00      |

**Chart :4.1.18** Which of the following is currently the fastest growing from of marketing?

Source. primary data



#### **INTERPRETATION**

From the above table it is interpreted that the number of responses is Online marketing are 42.67%, Word of mouth marketing are 20.67%, All of these are 26.00% and Mass media marketing 10.00%

#### **INFERENCE**

Majority (42.67%) of the responses are from Online marketing

A total of 127 students completed the survey. All of the students were in their last month of high school or had finished in previous years. 23 parents finished the survey. Similar to other studies from the literature review that asked students directly if and how they used social media tools for communicating or seeking information about colleges, students did not acknowledge social media as a tool they used. Questions on seeking information about colleges referred to the three largest social media sites as cited from various sources in the literature review: Facebook, WhatsApp, YouTube and Twitter. Other online tools 31 ranked above Facebook, WhatsApp, YouTube and Twitter. However, in a follow up question the survey asked students and parents to site other online tools used in seeking information about colleges. With the exception of a few scholarship sites, such as fast web, students and parents mentioned sites like google.com, school websites and advice from friends and family among many other responses that wouldn't qualify as online tools for seeking information about college etc.....

#### **4.5 BUILDING A LOYAL COMMUNITY**

Ability to create a community of people who are loyal to your brand and to foster this relationship is what makes social networks such a perfect place for modern businesses. You are now able to gather those who are interested in your business or your area of expertise by building your online community. In addition, you are able to broadcast your message, to promote your company by introducing it to the community of loyal followers. Working on engagement and creating an authentic and valuable environment, you will be able to make the most out of that community, which will result in multiple benefits for your business.

#### **4.6 WORK ON PRODUCT DEVELOPMENT**

Having learnt from the community, you can now integrate the knowledge into improving your products, improving packaging or perhaps your relationship with the clients. You will learn the things buyers like and do not like, so that you can work on developing your products even further, in order to adapt to the demanding market.

#### **4.7 LEARN FROM THE COMMUNITY**

The feeling of community will allow you to create an atmosphere from which you can learn about your customers and about your products as well. Interaction with buyers will help you explore their motives and needs when buying from you, as well as what inspires them to buy. Interaction

with potential buyers will help you discover dilemmas they might have, as well as what drives them to make a decision to buy or not to buy.

## **4.8 IMPROVE SALES**

Another major benefit of social media marketing, which results in increasing profit of your company, is improving sales, regardless if you own an online shop or you want to encourage people to visit your business on a specific location.

When it comes to online shopping, social media can help you drive traffic to your online store, where you can convert the social followers into buyers. Your goal is to maximize the click-through rate, which will ensure that the visitors are actually visiting your online store. As a result, they are more likely to buy from you.

Local businesses can also benefit from social media, as you can ask users to share images, to check in to the location, which will increase visibility of your business on social networks.

In both of these cases, social media is good for working on branding and establishing loyal relationship with the customers, which is something that will help you improve sales in the future

# CHAPTER:5

## FINDING & CONCLUSION

## **5.Finding**

The findings published by business professional and marketers support the fact that businesses can have a lot of benefits from using social networks, which is why implementation of those has become a part of business practice. This is why social media marketing is no longer considered to be on probation, but instead it has become an important part of the business world. The best way to evaluate the importance of applying social media in marketing is to realize the importance of social media in everyday life of people who are likely to become your customers. Social media marketing has become a necessity, one that is imposed to the business by the overall presence and impact social networks have on the users.

In spite of the fact that social media presence has become a necessity, there are numerous ways to leverage social media presence into improving your business, and here are some of the major benefits.

### **5.1 Discussion & conclusion**

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

In such world, we have to admit that social networks are a new dimension of reality that has become a part of the business world as well. Over 90% marketers report they are or will be using social networks for business, while over 60% of them claim to have acquired new customers over social networks. Social media marketing is a hot topic for companies. It allows companies to establish a communication channel with its customers, market their products, build brand equity, and increase customers' loyalty. However, as it is a two-way channel, it requires effort and care to manage this communication. Dissatisfied customers can complain out loud, reaching many other customers easily and damaging the brand's image. In order to avoid the risk of damaging the brand's image rather than improving it, the company should align their social media marketing with the global marketing strategy of the company. In order to do this, the company must select the profile of people that matches its target segment and communicate with them accordingly. The company should also select the best communication tool, such as suggestion boxes, widgets, and deal-of-the-day, according to what

the marketing objectives are and to whom they wish to communicate. As presented in the report, if the social media marketing is managed effectively, it can be an efficient marketing tool, allowing the company to better understand its customers and strengthen the positioning of its brand, as well as generating new sales. To have a successful presence on the social web, as well as making sure that the brand identity is positive, one has to closely monitor and analyze this brand. When it comes to marketing on social media, SMM tools are definitely the best way to measure ROI. To give a general answer of which tool is the most appropriate for all corporations is a very difficult task. This is because different companies have different requirements. Some companies may need a specific feature that is only available in specific tools, while other companies need the most functions and are willing to pay the price associated with a tool that meets their requirements

## **5.2 Future Work**

Since this field is relatively new, there are lots of things remaining to be done. One approach that could extend this report would be to gather different social media strategies, implement each one of them separately and then measuring their results and impact with a SMM tool. The results could then be analysed and compared. This might make it possible to draw some kind of conclusion about which strategy is best. The result of this testing would be very interesting for many companies in search of the most effective strategy. Of course, this raises the question of if everyone does the same thing in social space, will it continue to be effective? As we have seen there are lots of different SMM tools at different prices, some specializing in certain social media while others are all-around tools. Another approach to extend this work would be to set up a website to guide a company in choosing the right SMM tool. The company could enter what it requires from a SMM tool, as well as how much they are ready to pay for it. The website should match these requirements with the appropriate SMM tools, and then present the matches in such a way that the user can easily comp

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## APPENDIX

# QUESTIONNAIRE OF SOCIAL MEDIA MARKETING

BY

NAME = B. HEMALATHA

 **NAME OF THE PARTICIPANT**

ANS=\_\_\_\_\_

 **AGE**

- ☐ 15 to 20
- ☐ 26 to 35
- ☐ 36 to 45
- ☐ 46 to 55

 **Gender**

- ☐ Male
- ☐ Female

 **Marital status**

- ☐ Married
- ☐ Unmarried

 **What social media sites do you use for sales?**

- ☐ YouTube
- ☐ Twitter
- ☐ Facebook
- ☐ What's app

 **Customers buy from stores and firms that offer the highest?**

- ☐ Value of the dollar
- ☐ Company image

- Customer pre-received value
- Level of the customer satisfaction

 **What do you mean by attributing returns?**

- None of these
- Calculating total return
- Finding our return on investment
- Establishment unbroken chain events from the “investment” to the return

 **In social media, what type of marketing has become important for advertisers?**

- Electronic ads
- Word of mouth or buzz marketing
- E-mailed handbill and online press kits
- Product placement

 **which of the following is central to any definition of marketing?**

- Making profit
- Customer relationship
- Demand management
- Making sale

 **How are social networks used in workplace communication?**

- To reach people
- To invite people
- To enhance
- All of these

 **Most companies have a written social media policy?**

- Yes
- No

 **Is the set of benefits a company promises to deliver its consumers to satisfy their need?**

- ☐ A value propositions
- ☐ Low pricing
- ☐ Good customer service
- ☐ A money back guarantee

 **What type of conversation gets higher attention from customers?**

- ☐ Positive
- ☐ Negative
- ☐ Neutral
- ☐ None of these

 **Do you use sales networking sites through your mobile phone?**

- ☐ Yes
- ☐ No

 **Why use technology in your marketing?**

- ☐ To know about data
- ☐ To search for resources
- ☐ To download some references
- ☐ To know about the sales
- ☐ All the above

 **Which of the following search origin you use most for marketing?**

- ☐ MSN
- ☐ BING
- ☐ GOOGLE
- ☐ YAHOO

 **What are the activities that you use marketing technology for?**

- ☐ Academic takes
- ☐ Communicating with family and friends
- ☐ Both

 **What kind of communities to do you subscribe to on social networking sites?**

- ☐ Entertainment
- ☐ Information
- ☐ Marketing
- ☐ Ant other

 **Which of the following is currently the fastest growing form of marketing?**

- ☐ Online marketing
- ☐ Word of mouth marketing
- ☐ Mass media marketing
- ☐ All of these

