

Social Media Marketing Tricks and Measuring Impact

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ABSTRACT

Increasing media clutter and changing media habits makes it important to continuously study the advertising effectiveness of each medium. The objective of this study is to analyse and compare the impact of various media ie Television (TV), Radio, Print and Internet on Advertising Effectiveness in terms of its objectives like cognition, affection and conation and also to understand if media context (editorial environment or program context) has any impact on advertising effectiveness. The use of the Return on Marketing Investment (ROMI), is now widespread, and usually considered while evaluating media impact on Advertising Effectiveness.

Two types of responses are gathered for this study, namely responses from general respondents and those from the corporate respondents. The corporate responses are mainly gathered from respondents working as senior managers in companies of FMCG products, Durable products and financial services.

A simple random sampling technique was used in this study. Sample size was 1000 respondents. Also 50 Senior Managers were surveyed from various companies

Standard deviation for every variable is calculated in pilot study data of 115 respondents.

Percentages are used for comparison. Further Arithmetic mean is used to consolidate the numeric information in to a single number. Mean scores of variables are obtained using responses given to sub questions of corresponding variables. Standard deviation is used to understand variation in responses given by respondents. Friedman Test is used for non-parametric data as well. Paired t-tests is applied to compare same variable

Under two groups. The study revealed that significant difference in effectiveness according to media types whilst there is no significant difference in Media context. Also, there is difference in effectiveness media type and also in Cognitive, Affective and Conative responses according product category (FMCG, Durable, and Financial services). For purchase decision, social media found to be effective. Impact of advertising on revenue of company and significant difference in revenue according to media type was confirmed.

This study addresses some of the key concerns of advertisers, advertising agencies, media planners and media. The findings will provide insight to advertisers and media planners for developing effective media mix,

Keywords: Media Type, Media Context. Advertising Effectiveness, ROMI.

CHAPTER 1

INTRODUCTION

Social media has revolutionised the lifestyle worldwide. In the past, civilisations would not have thought that the day would come when one sitting in the corner of the house would experience and visualise happening worldwide. This has only been possible due to the evolution of technological advancements and the emergence of social media. Kaplan and Haenlein (2010) categorically defined social media as technically having its foundation in web 2.0 and like a bunch of internet-based applications facilitating its users to exchange their views. Social media based on web 2.0 serves as its platform for all user-generated content activities (Carlson, 2010).

Social media has not emerged as a volcanic burst, but it has its humble and modest beginning during the 6 and 7th decade of the 20 century with the creation of ARPANET by the Defence Department of the United States.

It has taken a long journey to cover what is seen today and would continue constantly ushering new hopes and ideas in people's minds to look for more innovations for posterity, which has exhaustively been covered in the research. The purpose behind the development of ARPANET was to provide facilities to users by allowing access to multiple computers without wasting time and labour. Robert Kahn demonstrated ARPANET first time publicly at International Computer Communication Conference. Electronic mail was used publicly first time, thereby increasing the internet in technological development, the first email program called SNDMSG and Read Mail was written by Ray Tomlinson, thus making genesis a widely used application today. Berners-Lee, Robert Calliau and fellow scientists created the initial incarnation in 1990 of the world wide web and evolved a setup for Hypertext documents called HTML (Hypertext Mark by Language). Besides HTML, Bemers-Lee designed a URL Uniform Resource Locator), a standard address setup specifying the computer and the kind of information required.

The worldwide web is the initial execution of the internet and remained from 1989 to 2005 and is described as a source of connected information. Tim Berners-Lee considered the web a Read-Only Web; the web was referred to as wels 1.0 as the web of generation one. The web has accessibility to search and the capability to read information. Specifically, the designer DiNucci mentioned web 2.0 in 1999 which appeared in an article published in a print magazine, however, it has been accepted in a larger context that web 2.0 was conceived by Tim O'Reilly in 2003. Berner-Lee believes that interactivity and interaction among the users are the essence of the web. Internet with a focus on the world wide web initially meant for providing information but gradually oriented towards communication, sharing data, and user-generated content. As a result, web platforms such as Wikipedia, Myspace, Facebook, YouTube, Blogs, Twitter. LinkedIn etc., have emerged for the transformation of the internet (Castell, 2009; O'Reilly, 2005, Tapscott & Williams, 2006).

Rationale

The theme of the research is the impact of social media on brand awareness: the mediating role of social media dynamics and consumers' need for cognition". Safko has. Described in his book by bifurcating the term social

media into two parts social and media. The word social refers to human beings instinctual needs, which they have shared and fulfil these needs since time immemorial. Human beings prefer to be in groups of like-minded people where they can interact without hesitation and restriction. The second word, media, refers to a technology that plays a key role in establishing these relations and building connectivity. These relations can be built on radio, tv, e-mail, websites, mobiles and so on. They help establish a relationship, build trust, and source enjoyment besides accomplishing their daily needs essential for survival (Safko, 2012).

With the rapid growth of communication and interactive facilities, online networking sites have created new approaches for shopping and flourishing business activities (Sigala, 2012; Yoon et al., 2008). Various organisations are taking advantage of online social networks for engaging and collaborating with customers as online social networks (OSNs) help enhance brand awareness (Barwise & Mehan, 2010).

A significant increase is noticed in the part played by social media during the year 2020. The COVID-19 pandemic has changed the total environment by accelerating the use of social media among citizens (Sameti, 2020). Considering public health concerns and government policies in the midst of the COVID-19 pandemic, the role and its impact on social media have immensely increased when social distancing a common practice; thus, social media has opened many avenues of interaction among consumers without physical contact, thereby influencing physical pattern. Social media has brought total transformation in the marketplace by integrating the market, creating an effective influence on consumers' perception of brands and products (Kumar et al., 2020). It has extensively enlarged contact between end users and businesses (Knowles et al., 2020).

Social media marketing has a pivotal role in affecting consumers' perceptions relating to brands (Keller, 2009, Langaro et al., 2018). It occupies a special place in business activities compared to the traditional method of communication because of the curiosity of consumers looking for information about brands and products. It is ascertained that 74% of consumers are familiar with social media platforms and 50% and more looking for information concerning brands and their pages (Ismail, 2017). Therefore, trading reports have confirmed its impact on social media on more than 90% of purchases that are transacted through social media marketing (Stelzner, 2014), Notably, marketers have made social media part of their strategy using social media platforms like Twitter, Facebook, YouTube and Instagram to gather details regarding brands (Khan, 2017).

History Of social media

Early methods of long-distance communication used handwritten correspondence that wax passed from one person to another. The 19th century, two crucial discoveries came the cell phone in 1890 and the radio in 1891. These discovery are still in use today; Telephone strains and radio indicators permit humans to talk right away with every different over lengthy distances in a manner that humanity has never skilled before. Innovation started out to extrude hastily in the twentieth century. After the first super-computers have been manufactured in the 1940s, researchers and engineers started out to increase strategies for developing networks among those PCs, main to the delivery of the Internet. In the 1980s, domestic PCs have become extra recognizable and networked media extra sophisticated, Web chat changed into first utilized in 1988 and is still very famous. The first famous social community Six Degrees changed into created in 1997 and allowed customers to add profiles and make pals with specific humans. In 1999, the primary advertising internet site has become recognized and has created recognition on social media today.

Social media and its numerous types are described exhaustively in the given literature. Some of its kinds like blogs, social networking sites, microblogging, content communities, location- based social media, wikis, consumers' review web site and internet forums are explained in a nutshell:

- (a) **Blogs:** A blog is a personal website that continuously updates entries, predominantly consisting of text, images, and relevant connections to different websites. The entries are exposed in an informal manner exhibiting stories,

personal experiences, thoughts and ideas arranged in reverse chronological order (Nardi et al., 2004; Walker, 2005). A blog is an oldest and most preferred form.

- (b) **Social networking sites:** Social networking sites are services that are web-based, allowing the users to make their public or semi-public profiles by articulating a user's list intending to share their views and have connections within the existing system (Boyd & Ellison, 2008). SNSs serves as a medium to generate cohesive relationship among the users but gradually have captured the marketing penetrating the business domain. SNSs include Facebook, LinkedIn, Twitter etc.
- (c) **Microblogs:** Microblogs are internet-based applications allowing their users to interchange small content, sentences with minimum words, personal messages or video connections (Kaplan & Haenlein, 2011). It has a wide range of applications that include Twitter, Jaiku, Plurk, Weibo so on. For example, the messages posted on Twitter are called tweets.
- (d) **Content Communities:** Content communities and social networking sites resemble each other because of their certain features. Both the sites offer. Opportunities to their users to create files and connections to others viz friends, followers and establishing relationships besides comments on respective contributions to the website. Sites began their journey earlier as content-sharing sites, and slowly, over the period, they added social aspects and looked like social networking sites (Boyd & Ellison, 2008).
- (e) **Location-based social media:** The location-based social media are web applications giving liberty to their users to dispense their location at a given point of time, referred to as Check-In, connected with a particular venue. This may include the contents and recommendations of the place. Location-based services. Are also referred to as mobile location services. Being a computer application, the information is disseminated by the users' device location (Raper et al., 2007). It has provided the facility to find a person's location, or a friend using a smartphone, desktop or other devices any time anywhere. The availability of mobile devices at a modest price with geo-position capabilities has made them popular, attracting young users.
- (1) **Wikis:** The use of a wiki is asynchronous and straightforward (Desipets et al., 2005). The users have the liberty to create and modify each page freely. In conformity to their name, wikis are quick; therefore, users can edit and read simultaneously. Furthermore, the various users assist in developing each page, and the gaps left by the predecessors are filled (Lamb, 2004).
- (f) **Consumers' Review websites:** Consumers' review websites are social networking websites facilitating the users in exchanging reviews and ratings of the products and brands. CRWs are embedded with enormous features, from uploading comments, recommendations, quality of the product, price, price comparisons, price liberty, price alert, merchants and retailers evaluations, including individuals shopping, etc. Online consumers review cannot be overlooked as they play an important role in justifying consumers' purchase decisions.

SOCIAL MEDIA

Social media is phenomenon that has transformed the interaction and communication of individuals throughout the world. In recent times, social media has impacted many aspects of human communication, thereby impacting business.

The Merriam-Webster dictionary defines social media as "forms of electronic communication (such as social networking sites and blogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos). The same source defines network. as "information or services for exchange between individuals, groups or institutions, in particular: creating work or business

relationships and the technological foundations of Web 2.0 and allowing users to create and exchange created content" ..

Evolution of Social media

Many authors have tried to explore how social networks and social media have evolved over the years. Ritholz (2010) said that the earliest development of social media dates back to 1792, when the telegraph was invented, which facilitated long-distance communication. In the 1950s, the term phone hacking came into use. This process was carried out using homemade electronic devices that allowed unauthorized access to the telephone system to make free calls. Phreaks managed to find the phone company's test lines and conference circuits to complete their mission.

In the 1960s, the public saw the arrival of email. However, the Internet was not available to the public until 1991. Email was originally a way to exchange messages from one computer to another, but both computers had to be online (Borders 2009), but social media in its current form owes its origin to MUD, which was originally known as the Multi-User Dungeon, Multi-User Dimension or Multi-User Domain, which was a real-time virtual world with role-playing games, interactive fiction, and online chat. MUD is primarily text-based, forcing users to type commands in natural language. BBS was founded in 1978, the same year as MUD. BBS stands for bulletin board system. Users log into the system to download and upload software, read news or exchange messages with others. In the early years, one person at a time accessed the bulletin boards via a modem over a phone line. In the beginning, bulletin boards had no colors or graphics, bulletin boards were the forerunners of the World Wide Web. Created in 1979 and founded in 1980, Usenet is similar to a BBS. Usenet is a system for posting articles or news. The difference from BBS is that Usenet does not have a central server, or special administrative messages are sent via news feeds to different servers. The 1980s saw the introduction of The WELL, Genie, Listserv, and IRC. WELL, which originally started as BBS, stands for Whole Earth Electronic Link. Founded by Stewart Brand and Larry Brilliant in Sausalito, California, it is one of the oldest continuously operating virtual communities. Genie is short for General Electric Network for Information Exchange. It was an online service that used the ASCII language and was considered a competitor to CompuServe. Genie was operated by General Electric Information Services (GEIS) on off-peak time-shared mainframes. GEIS initially refused to expand the network to allow Genie to grow. Launched in 1986, Listserv was the first email list software. Before it was created, email lists had to be managed manually. The software allows the sender to send a single email to reach many people. Listserv was originally free, but is now sold commercially (Ritholz, 2010). Many social networks were created in the 1990s. Some examples are Six Degrees, Black Planet, Asian Avenue and Move On (Ritholz, 2010) (Boyd and Ellison, 2007). These are or were online social networks where people can interact, including public policy advocacy sites and a social network based on the contact network model. In addition, blogging services such as Blogger and Epinions were created. Epinions is a website where consumers can read or create product reviews. Third Voice and Napster were two programs created in the 90s that later were removed from the market. Third Voice was a free plugin that allowed users to post comments on websites. Opponents of the software argued that the comments were often vulgar or defamatory. Napster was software that allowed file sharing between peer-to-peer networks. Users were allowed to share music files bypassing normal distribution methods, which were later found to be in violation of copyright laws. Launched in 1999, Live Journal offered people the ability to tag others as friends to follow their journals and control privacy settings (Boyd and Ellison, 2007, para. 18). K Morrison (2015) points out that the period starting in 2001 can be called the golden age of social media. Ryze.com was founded in 2001 to help people use their business networks, but it never gained much popularity. However, new users can only join Friendster if invited by another Friendster user. Since the founding of Classmates.com, many social networks have emerged. It has greatly increased and changed the communication between people and organizations who share a common interest in music, education, movies and friendship based on social networks. Among those launched were Moonstorm, six degrees, cyworld, ryze and Wikipedia.

Social Media in the 20th Century

In the modern world of the 20th century, technology has undergone rapid changes. The social network first became popular in 1999 and is still widely known today. Websites such as MySpace and LinkedIn emerged around the 2000s. YouTube appeared in 2005, Facebook and Twitter appeared in 2006, available to users all over the world. Now, various websites like OLX, LinkedIn, WhatsApp, and Instagram are widely known and loved in today's social media world, and there is another set of social system management websites, many of which can be linked for cross-communication, thus creating consumers' The situation of interaction is the most intimate communication between people, not a waste of time and expense. Today with the help of these sites the customer can access the products and purchases them according to their needs.

Popularity of Social Media

There is a signified growth in the utilization of social advertising amongst internet users. 56 percent of online users utilized social sites in 2007, which developed in the year 2008 to practically 75 percent. The purchaser-driven multimedia proposal, for example, video share additionally expanded from 32 percent to 83 percent respectively 2006 to 2008, SMM the fastest developing stage in history. The number of users perusing websites expanded from 54 percent to 77 percent globally in simply past few years. The number of utilizing social media sites that had composed and made online journals expanded from 28 percent to 45 percent. Asian web consumers are the most dynamic consumers of sites, especially in China and South Korea, wherever web journals are acknowledged as a type of social network. The research of the Universal McCann found which was conducted in 2008, estimated the use of the main social stages over the world among 17,000 active web users.

Social Media and Business

The position of social media in the economy cannot be undermined in India. It is the changing customer perception that is changing the meaning of SM in India, With the use of SM, we have seen an extreme shift from pure entertainment to fun and information and advertising. For business purposes, YouTube and Facebook are the top social media marketing sites as they advocate for consumers, followed by Twitter and WhatsApp. Brands are using social media to partner with businesses and news broadcasts.

Social Media and Purchase Decision

Internet social media enables consumers to comment on products, and publish product, including tweets and various product preferences. At this stage, as long as the buyer is satisfied with the product, he can post comments on various social networking sites and subscribe to various consumer brands from online networks. Previously, only user reviews were used to verify products, but today SMM is gradually taking over this situation. Today the consumer can post product polls. Positioning, and suggestions. 15 years ago, you had to rely on a small professional distributor's valuation of new products; however, today, users rely on people's assumptions and evaluations of social media. The company is cutting paid advertising spending and focusing on social media advertising. A researcher surveyed 48 companies with good social life and found that 84% of companies are social networks, and among 42% of companies that use online networks for product marketing. 24 have published online content about their products.

Importance of Social Media Marketing

SMM helps to make a relation among the users while using the product on the internet with a similar objective.

- SMM helps businesses “genuine or authentic” for buyers. If businesses wish the public to pick them than business provide the information regarding the products and share the image also.
- SMM is precious to provide the image about the global business and the goods recommend by the Companies for the buyers.
- SMM encourages the users to make relations with organizations that probably won’t think about the products and enterprises that give by the organizations.
- SMM could be utilized to impart with provide the selling as indicated by the users wanted.

Social Media Marketing Sites

There are many devices and web-sites in the market and a lot of reputation in recent years. The investigation has concerning the diverse online networking instruments like Facebook, Twitter, LinkedIn, YouTube, Instagram, OLX, WhatsApp and other which are the main devices considered with the huge number of existing SMM sites, The rise of social media has helped companies in taking part in an immediate, proficient, cost-effective, and convenient end-purchaser contact when contrasted with the conventional media devices. In that manner, social site advertising is progressively useful not exclusively to huge worldwide businesses, rather than medium-size organizations as well as small size business. Verity and Hof (1994) said that “Advertising over ordinary channels is more costly than promoting over the internet”. But now more users are moving from the traditional media (paper, Magazines, radio, TV) to social media, and all are more habitually to kook and accumulate more data about products and take decisions for buying their items as per their requirement. Present day SMM tools/sites are:

Facebook: Facebook is a long-established social network where people can create their own profiles, chat with colleagues and friends, comment, etc. Other status, pictures, and videos (Wikipedia, 2013 A). In 2011, these 25 million came from India only and among the 800 million dynamic Facebook users with 106 million users worldwide, India became the second-largest hour after the United States. According to “Internet World Stats 2017”, considering the number of people who can access the Internet, 49% of the total population has 1.86 billion active users who can use social media instrument, especially Facebook and 32 million active users of Facebook For those visiting Facebook in Egypt, Facebook can be used as a reliable broadcast channel for brands that want to interact with users to update their image. Today, Facebook has become a more powerful advertising website.

Twitter: Twitter is an informal micro blog communication platform that allows users to post tweets and messages up to 140 characters, as well as repost messages. Twitter turned into based with the aid of using Jack Dorsey in the month of March 2006 and released in July 2006. Facebook can share many things, but on Twitter, a person can connect to the latest data that may be of interest to them. Every tweeter has something special to say. If a tweet does not tweet at all, Twitter can follow up to 40 characters. Twitter users can send multiple messages a day, and there is no limit to sending tweets. (<http://twitter.com/around>, 2011) The company is currently sending its information or data to public observers via Twitter. It helps business organizations find customers, provide all product information, and establish relationships with the company.

YouTube: YouTube is the much famous video site in the world. In 2005, there were many ways to share photos, but no website could publish the posts. When Chad Hurley founded Youtube, Steve Chen, and Javed Karim, Chad Hurley was studying the program at Indiana University in Pennsylvania, and Steve Chen was a software

engineering student at the University of Illinois at Urbana Champaign. After completed graduate degree, they moved to Paypal in San Jose, California. In February 2005, Hurley stopped using the YouTube logo and website. Three months later, in May 2005, the beta launched website www.YouTube.com. YouTube got funding from Sequoia Capital in November 2005 and YouTube in November 2005 and December 2005, respectively. Formally became a company with offices in California. The main video on the website is "I'm at the Zoo-a 19. Second video.

LinkedIn: LinkedIn was founded in 2002, but officially launched on May 5, 2003. In the past year, various people have joined LinkedIn, sharing information and ideas with more than one million on LinkedIn groups. In 2019, LinkedIn had 610 million registered users in 200 countries. This tool also permits the government and employees both to create their profile and connect with others. If the person wishes to connect with others they can connect with others whether they are currently part of LinkedIn or not. There are 14 languages presently accessible English, Russian, Romanian, Japanese, Italian, French, Germany. Turkish, Swedish, Spanish, Portugues, Korean, and Romanian. (linkedin.com, 2011) In LinkedIn businesses provide the information which is generally users given via their profile data for example name of the business, size of the business, work utle, and LinkedIn uses this information for promoting an emphasis on LinkedIn persons. With the help of this tool the business has able to raise its reflection information amongst intent advertising area.

OLX: OLX was set up in 2006, OLX shopping centre is a stage for managing the purchase and sale of goods like hardware, construction, furniture, motor, bicycles, etc. Youtube the platform had 11 billion visitors, 200 million monthly active customers, 25 million publications and 8.5 million monthly subscribers in 2014.

Instagram: Instagram is interpersonal photo-sharing organizations that permit users to take photos, filter, and share on Instagram and other informal communities (Wikipedia, 2013 C). The iOS version of the Instagram tool was officially launched on October 6, 2010. After 2010, Instagram quickly became popular in the next two months with I million customers, 10 million per year, and 800 million by September 2017. In February of the same year. Instagram provided a feature that allowed customers to share a post at the same time.

WhatsApp: WhatsApp Messenger is American free software, IP control (VoIP), and voice control under Facebook. The client application is created by WhatsApp Inc. In February 2014, Facebook acquired Mountain View, California for \$19.3 billion. In 2015, it became the world's most famous information application, and as of February 2020, it has more than 2 billion customers worldwide.

Functions of Social Media Marketing

SMM assists individuals to keep up their current relations with their accessible links like family members, friends, and others.

1. **Classifying Social Networks:** Person to person communication media could be arranged in an extremely group of the way with explicit capacity. An organization orders the informal community in view of different capability.
2. **Profile Informal Community:** This depends on the user's profile pages. www.myspace.com and www.facebook.com are model for profile informal community. The site page created by the consumer to remember a group of ways for that they normally add to each other's zones, generally message, installed content, connections to a different matters. A few sites allow the consumer to send videos from different internet sites by the profile.

3. **Content Based Informal Organizations:** Consumer profile presumes an important role in establishing relations with others. Consumers have almost no role while contrasted with the sending of material. The material is mostly part of photos, and these photos are commenced by different consumers in the informal business.
4. **White Mark Informal Communities:** They offer their clients a chance to make and be a bit of systems that assume that clients can develop their own modified little site stressed to the causal association with criticalness to their environment of the subject of hugeness. Wet paint is a site that builds up a gathering, where peoples contact peoples from this site and they permitted to make a substance in regards to their issue intrigue and talk with others whose subject is exactly the same. (a) Mobile informal organizations: When people are related through the casual network using phones. Which is named as adaptable relational association. Starting at now Facebook and YouTube are offering help and various diverse sites are also going after this condition. (b) Multi-client virtual situations: Multi-client gaming sites like Run escape and second life award clients to make virtual clients like diverse authentic images in the game to make them fascinating. (c) Micro-blogging revives: this kind of framework gives the client to post short messages about the current mentalities and contemplations. It makes the people grasp what the client of the gathering is thinking and talking about. Twitter is a certifiable of the imprint casual networks.
5. **Social Search:** These kinds of relational associations recommend the people to bok through various casual correspondence sites and profile pages of people and award the client to find a person by name, territory, or subject intrigue.
6. **Neighborhood Forums:** This kind of class is not so much going under the survey of long-run relational correspondence, but it expects the job of the individual to individual correspondence by strategy for confined discussion through on the web and separated.

Types of Users/Consumers on Social Media Sites

To be a person from a web based systems administration site, the users needs to select with their own information. The users of person to person communication conditions can be different, some of the examples are:

1. **Friends** are named customer of the long-run relational correspondence destinations whom the customers think about the individual and trust them as friends, and could be shared anything like photographs, web journals, data, and some more.
2. **Friendster** is customers who may be named as companions by others notwithstanding the way that friend not far-acclaimed and reliable. It appears Friendster's are showing up as sidekicks anyway Friendster, not a class where everything could be share.
3. **Fakers-Fakers** never disclose unique personalities to third persons in the system. Fakers are totally not the same as friends and also they hide, nobody can recognize what their identity and what they are required.
4. **Fraudsters** are customers of online networking and they shall imagine them to be people and shall participate in fraudulent fiscal or causing harm to different customers in the web-based life. There may be numerous individuals that mishandling the data that transferred on sites for example data on Facebook and a lot increasingly person to person communication websites, that is the reason they are under the category of Fraudsters.

Advantages of Social Media Advertising

The SMM is like a digital media, does not just give an amazing relationship between organization to-user but in addition has more benefits that are for an association; few of the advantages are:

1. **Better Customer Service** Digital media empowers users to be in charge. Through the live feeds, versatile applications, and other ongoing data giving applications. Users have the decision to enjoy the communications individually. Which is a piece of user care. Organization has an advantage on the off chance that they can give user administrations at a quicker and powerful way.
2. **Diminished Cost-** Digital media campaigns lessen the measure of capital it would have required, to engage the user as it removes the moderate procedures of commitment and replaces them with ongoing criticism from the user. Because of the high customizability of the digital campaigns one can have a higher effect.
3. **Increased Reach** With the appearance of innovation, both in IT and Telecommunication, the user has the alternate to utilize the internet on devices and is associated and educated. Extending the advanced campaigns over these stages builds up a superior unavoidable brand nearness which guarantees that the right users are tapped in at the same time.
4. **Understanding Customer Elements-** Blogs, messages, and web-based life reactions make lots of information that gives a more profound knowledge to the user's persuasive decision and their purchasing elements. Information expository tools can help in distinguishing the qualities of increasingly centered networks of users based around the group elements and help in arranging a superior computerized campaign.
5. **Better Product Service-** By utilizing the input from the online networking just as the user criticism entryways associations can improve their item/support and furthermore build up a picture where the user feels that the association is eager to hear them out and consolidate them during the time spent the tum of events.
6. **Improved user commitment-** Having a digital front, which is intuitive and gives more data about the association and its sailings, makes the relations increasingly human. Users are attracting to the way that an association is willing to engage with the users and set up a connection that is increasingly open and profitable for both. This makes the users certain and they have trust in the contribution of the association.
7. **Expanded Brand Image-** Social media marketing help the company to get new purchasers and also have quick access to customers. A point when a precise product is usual and reachable in numerous online life tools, It upgrade the brand acknowledgment to the consumers and furthermore attract fresh buyers. At the point when the product is tweet as often as possible in social media networking. At that point the organizations brand picture will get expanded, thereby expanding the development of the organization business,
8. **Improved brand loyalty** An research in the US, explains that when it is the main stage of connection regarding a product in social media marketing organize, at this position there be a most elevated level of feeling regarding the products amongst purchasers. It additionally proposes that businesses can take advantage of utilizing online life devices to communicate with its purchasers. The research additionally recommends there should be some strategic arrangement for the utilization of web-based life to control the purchasers.

9. **Opportunities to increase the sales** There are chance that every single preference, remarks, sharing, post in social media marketing will turn into a sale and attract purchaser. Each site joins, tweets, posts, remarks, video, shall allow the watchers to open the site and search the item and in this way there is an opportunity to create the sales. In spite of the fact that all the remarks may not get an opportunity for transformation into the sale but every best remark and likes about the item will show signs of improvement chance for change into a sale.
10. **Product Trust-** Continuous communication with purchasers shall achieve trust in the products amongst the buyers. Peoples are examining and seeing the perceptions in the internet advertisement regarding products, at that position they intending to buy a product. Attract in numerous users in the social media marketing by each new post about an item. When there is more discussion about an item in online, it turns out to be a progressively attractive brand.
11. **Decrease in Selling Cost-** Because of the presence of social media marketing, the promotion cost is getting diminished by method for promoting through LinkedIn, Twitter, Facebook, and so on. One more thesis concludes that six hours is spent on the internet in seven days by a vendor for internet based life shall carry increasingly the crowd for products in web-based networking. So as to get more purchasers and reduce the expense of promotion that vendor shall decrease the cost of products.
12. **Create Loyal Consumers** Brand loyalty is the main favorable factor of informal interpersonal sites. For example if any purchaser is satisfied with products that consumers will never visit to other social sites for buying the products. These create the brand loyalty.
13. **Provide Marketplace Approaching-** Social interaction sites give information about things and are available easily. That infers its characteristics role, cost, etc. Buyers will get full information about things just on-site and consumers don't have to go to wherever. The literature result shows that 72 percent of clients agree that social communication destinations provide the promoting approach.
14. **Improved Searching Ranks-** The maximum time is spent by watching the television. What the interest has got by the advertiser through the customer who spends the time watching the Television. It can be revealed the ranks. How much the time has spent by the people on TV and giving the input by the user on social media will decide the rank also.
15. **Decreased Advertising Expenses-**Exchange strategy for sales of the products is too costly. As business require more promotion as a sales reputation, place of work, and a lot greater prerequisite. Presently interpersonal interaction sites are effortless to use and everyone could visit the social media sites and even mediator could do the commercial via internet website economically.

Limitations of Social Media Sites/Channels

1. **Not Enthusiastic-** The condition where users do not come into view to be absolutely depending upon internet purchasing Inappropriate pressing, delayed delivery, convoluted undoing procedure these are the significant limitation those reflected by the user and they are not accepting passion.
2. **Problem Related to Safety** On the internet a great sale of issues is connected with safety and security. Security-related have disadvantaged the considering customers via buying of online items. Users are stressed over transaction fraud.

3. **Still Traditional Better-** Still there are some users who believe that as compared to internet based buying, the better choice is traditional as no issue of finding of cash, extortion, changing, without an effective transaction.
4. **Financial Risk-** There is a big danger of money related risks associated with internet buying that is opinion by users. The stage of insecurity surrounding is additionally influencing web-based purchasing by the users.
5. **Absence of Physical Rethodology-** This is the big restriction of online life is the nonattendance of physical philosophy. As customers are buying the things just on the internet and customer do not understand the situation to see the things truly and customer would not set up to purchase the things on the internet. We see the different ideal conditions and constraints of electronic long range interpersonal communication but truth be told these are not completely fledged impediments. Than we assume them as incomplete adverse limits.

CHAPTER 2

LITERATURE REVIEW

SOCIAL MEDIA: CONCEPTS, TYPES AND DYNAMICS

“The Internet is becoming the town square for the global village of tomorrow”-Bill Gates

The central theme of this thesis is to explore the impact of social media on brand awareness as well as the mediating role of social media dynamics and consumers need for cognition. This chapter begins with the inception of the internet gradually emerging as a worldwide web. This chapter contains a chronological view of the internet and social media. Next, the origin of Web 2.0 in the form of the configuration of various platforms made social media indispensable to date. An elaborated detail of each kind of social media follows. Finally, the chapter culminates by highlighting the mediating role of social media dynamics on brand awareness,

From Internet to World Wide Web

Marshall McLuhan has rightly described the concept of the Global Village, which he has broadly highlighted in his book War and Peace in the global village, published in 1968 (McLuhan et al., 1968).

Indian philosophy professes the concept of the world as a big family known as Vasudhaiva Kutumbakam. Further, McLuhan et al. (1968) have elaborated that the tremendous growth and use of technology and culture worldwide has mixed up by dismantling all boundaries where it appears as a big family. Because of the communication connectivity ushered by the internet and the uninterrupted flow of information where people or members of the big family share their views, ideas, joys, and sufferings, thus creating a sense of global brotherhood.

Leiner et al. (1997) have mentioned that the internet has initiated magical changes in the day-to-day life of human beings, helping them complete their jobs or events in the shortest possible time. Irrespective of their locations, television through the internet helped coordinate data and associated with each other as their PCs (Personal Computers). The internet has become a tuol for managing various events and serves as a base for all activities. Apart from administration and businesses, educated people have achieved their goals by fulfilling their desires.

Using the internet, transmission control protocol/internet protocol, the internet has emerged as a system to interconnect computer networks globally, thereby helping to link devices worldwide. Moreover, the internet offers numerous services and tools to communicate and share data by interlinking documents and world wide web applications such as sharing files, electronic mail, etc. A bunch of networks consisted of personal, public, business,

academic & national networks beyond the scope of the local area, which are clubbed with wireless, electronic & optical networking technologies (Leiner et al., 1997)

The internet has an astounding data framework known as National (or Galactic or Global) as the origin of Information Infrastructure is unpredictable, including various authoritative groups. Furthermore, its scope is not limited to specialised fields of PC only. Still, in society, we have gone ahead in using off (online) devices to achieve our electronic trade and operating various groups (Leiner et al., 1997).

World Wide Web: Its origin and evolution

The web is a beautiful creation that establishes worldwide web connectivity with our friends and our relations apart from serving our economic and social needs. Such charisma has never been seen today, which is the result of growth over more than 30 years. Web technologies are defined and explained by the users in many ways, but it is essential to know how the world wide web has commenced its journey from 1989 to today. (Getting, 2007; Kamel Boulos & Wheeler, 2007). Tim Berners Lee launched the web in 1989 with three innovations categorically known as the web of documents, called Web 1.0, web of people, called Web 2.0, and web of data and information called Web 3.0 (Anderson, 2007a). The web has considerably moved as a part of constant evolution. Web 4.0 (symbiotic web) is a machine that can read the content and understand it, thus helping it to prioritise the execution part with great accuracy and speed (Website-quality.blogspot.com, 2010). The worldwide web is interlinked with the hypertext documents accessed by the internet. Web pages can be viewed with the web browser. Berners Lee and Belgian scientist Robert Calliau proposed hypertext. It is how the web service is designed and tested (Berners-Lee & Cailliau, 1990).

Tim Berners-Lee proposed and financed a universal linked information system in 1990 at European Centre for Nuclear Research, popularly known as CERN in Geneva, to manage various computer programs. He wanted to solve the related management which may surface in the times to come. Berners-Lee advocated notes related to the web with links among themselves are more purposeful (Berners-Lee, 1989). The concept of hypertext and hypermedia was the handiwork of Ted Nelson (Nelson, 2010).

World Wide Web established information connections from 1989-2005. Tim Berners Lee took it as a read-only web. It was of little use to the consumer because of its inadequacy in interaction with the website. The web was taken as the first generation of the web, which was not much active. It was identified by a global identifier called URI (Uniform Resource Identifiers). The web was meant for search and reading and was of little use to the users for interactions, World Wide Web appeared in the magazine Redesign the web, a Poster Contest launched by Zachary Van De Hey. Zachary Van De Hey described the journey undertaken by the worldwide web from its humble beginning to becoming the powerhouse over more than three decades (Lumsden, 2012),

Most people do not differentiate between the World Wide Web and the Internet, thereby considering one or the same, but they differ in a real sense. It is because of the common kleology of the users and the opinions they form about the Web and Internet (Lumsden, 2012).

Lumsden (2012) described the internet as connectivity for communications amongst many computers worldwide where information travels through languages between the computers, forming protocols like IMAP, POP3 and SMTP. For instance, it looks like a wizard stick. Email is the product of the internet, and the worldwide web uses different modes. The worldwide web has three modes of communication:

Hypertext Mark-up Language: This language is used for web pages, known as HTML.

Hypertext Transfer Protocol: Other modes such as FTP can be used, but the common mode was specially developed and designed for World Wide Web. The server sends the HTML documents on request, and the server then passes them on to the browser. Known as HTTP

Uniform Resource Locators: This is meant to find the location of documents on the web, known as URLs.

World Wide Web or Web 1.0 technologies incorporate certain characteristics and limitations like they have read-only content. They build and construct an online presence and make the data accessible to anybody whenever it incorporates static pages and utilises fundamental Hypertext Mark-up Language. Impediments mainly of Web 1.0 are that the pages of Web 1.0 must be perceived by people (web readers) who don't have device-viable substance. The website administration is predominantly liable for educating new clients and dealing with the core matters of the website. Lack of dynamic portrayal, i.e., gain static data, there are no web comforts it was challenging to perform in changing scenarios (Berners-Lee, 1998).

How the World Wide Web got its name

Murray Leinster elaborately mentioned in his short story that the computer had become part and parcel of every household by the year 1946 where people had access to the information they wanted to obtain. The story had different descriptions of logics as available today as people can capture information through networks available to everyone (Lumsden, 2012).

It took a long journey of more than 30 years to emerge as World Wide Web a reality when Tim Berners Lee started a project called Enquire in 1980, a simple database where Berner Lee was working. He used hypertext in the project utilising hyperlinks. Lee's Enquire concept utilised hyperlinks referring to different pages within the framework (Lumsden, 2012).

Being a physics scholar, Berners Lee wanted to share information amongst his fraternity worldwide, but it was not simple and easy. Motivated by this idea, he proposed to have one centralised database available with other links. The proposal has a dim response and hence could not succeed. He decided to experiment with other projects. The new project that was launched with its name TIM (The Information Mine) was not accepted due to personal identity.

After some deliberations, a new name was suggested: World Wide Web (Lumsden, 2012).

Chronological view of the Internet and the Social Media

Right from its beginning, the internet is constantly being in the minds of brilliant people new concept of technology. It was viewed as a developing chronology over the period highlighting development in cyberspace and the internet. In the initial stages, it was reading material for interested people. Still, it presented a narrative that established the innovations taking place in the consumers and cultural developments over a period. Internet and society are dynamic by nature (Comentum, 1995; Jefferson Online, 2016; Leiner et al., 1997; Zimmermann & Emspak, 2017).

CHAPTER 3

RESEARCH METHODOLOGY

The chapter explains the development of research methods necessary for the implementation of the experimental part of this study. This chapter includes several methodological steps as part of the research. The chapter sheds light on the data collection strategy, including research and sampling procedures. The chapter draws the curtain from the discussion on the analysis of the collected data and the obtained results.

3.1. Defining Research

Research can be defined as something undertaken by people to find new things to enhance their knowledge systematically (Saunders et al., 2007),

Research methodology has been defined as a systematic approach leading the way in solving the research problem. It is noteworthy to see how the research is carried out in the spectrum of the social sciences scientifically (Kothari, 2004). A systematic approach is of paramount importance in carrying out the research. This chapter offers an elaborated framework of the research methodology pursued to study the research problems. The chapter incorporates the subject of research or a statement of problem where the research revolves. around it describing the objectives, conceptual model and hypothesis. The sampling plan used, the method of data collection and specific constructs used and statistical tools employed in analysing the data in obtaining the results or findings.

3.2. Scope of the Study

With the augment of technology, social media has emerged as an indispensable tool in the business domain besides becoming an integral part of a common person. Companies and

big organisations have understood the role of social media and made it a part of their business strategies. Since the scope of the study stretches to brand awareness and its parameters. This study will encourage firms and marketers to utilize social media in promoting and generating brand awareness among consumers to encash the market. As the consumer is well acquainted and groomed in the present marketing scenario, a need is there to impact the consumers' mindset by generating brand awareness, ultimately influencing purchase decisions.

Nowadays, advertising companies use social media platforms to generate brand awareness for products or brands for other companies. The reach of social media has only been limited to urban areas. Still, there is a need to capture the attention of the rural regions as well, where the middle-class segment of consumers is curious to know the unknowns.

Regarding the territorial scope, the study has only been limited to the geographical limits of the state of Punjab, Uttar Pradesh (UP) and Uttarakhand, where a considerable chunk of the population lives.

Further, research is needed involving such a framework of study to explore more facts.

3.3 Research Aims and Objectives

This study's primary purpose is to ascertain the impact of social media on brand. Awareness: the mediating role of social media dynamics and consumers' need for cognition, The study revolves around social media and web 2.0, a procreator of social media. It ascertains how social media helps create brand awareness through user-

generated content, viral marketing, and virtual brand communities, which are the backbone of the entire social media paradigm and reflect the need for consumers' cognition. Apart from these dynamics, social media constitutes an array of platforms like blogs, microblogs, social networking sites, wikis, etc. Also, go along with creating and influencing brand awareness in one way or another.

In concurrence with the overall purview of the aims and objectives of the research, the objectives as given below formulated:

- 1) To examine how social media can be used for branding purposes.
- (2) To examine the impact of social media on brand awareness
- (3) To determine which element of social media marketing out of virtual brand communities, user-generated content, and viral marketing has maximum impact on brand awareness.
- (4) To measure the need for cognition for highly aware consumers on social media.

Nature of the Variables

The researcher is making an attempt to measure variables in one way or the other that refer to the person, place, thing, or phenomenon that a researcher is. In algebra, a variable means just one thing- an unknown value. But, in statistics, there are numerous kinds of variables like dependent, independent, mediating etc. In several cases, the word variable means that the researcher is exploring which is unknown, but- in algebra-that unknown is not always a number. Table 4.1 facilitates understanding the part of this study by illustrating the dependent, independent, moderating and mediating variables that evolved in this ongoing study.

Table 3.1

Independent. Dependent, Mediating and Moderating Variables used in the ongoing study.

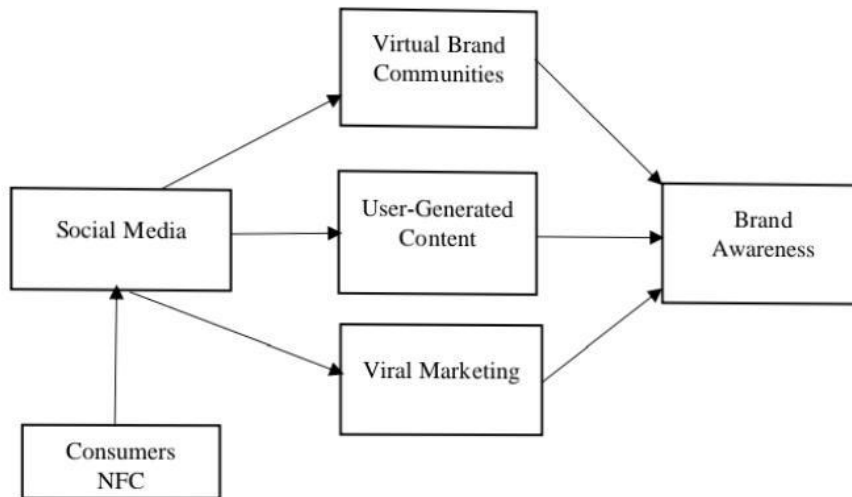
Independent Variables	Dependent Variables	Mediating Variables	Moderating Variables
Social Media	Brand Awareness	User-Generated Content, Virtual Brand Community and Viral Marketing	Consumers Need for Cognition

3.4. Conceptual Model

The researcher has formulated a conceptual model as depicted above to explore the relationship among social media and its three dynamics: virtual brand communities, user- generated content, and viral marketing. The researcher moves ahead in line with the research objectives to ascertain the impact of these dynamics on brand awareness besides exploring the

Possibilities of the need for cognition of consumers to derive the benefits of their awareness about brands on social media. The relationship was examined, taking into consideration the mediating role of these dynamics on brand awareness. It emerges from the scrutiny of extant literature that these dynamics do impact brand awareness in one way or another.

In a broader perspective organisations have adopted social media in their marketing strategies to augment their businesses by creating brand awareness which has yielded. Imagining results. Particularly, social media users are frequent visitors creating content, thus creating brand awareness among their friends, family members, or otherwise. However, the role of social media and its dynamics are influential in creating brand awareness.

Figure 3.1.

3.5. Research Approach

Research approaches are plans and procedures which assist the researcher to make broad assumptions in collecting the data, analysing and interpreting. It involves several decisions in selecting a particular approach for a specific problem or an area of research, maybe using philosophical assumptions. This includes procedures for an enquiry or research design and a specific methods for collecting data, its analysis and finally, its interpretation (Creswell, 2013).

The research approach is a constituent of two approaches, one is called deductive, and another is inductive. The inductive approach refers to where theory is the abstract of observation. Therefore, research is undertaken by involving observations and related measures (Bryman & Bell, 2011).

Bryman and Bell (2011) argue that researcher using an inductive method often adopts numerous ways by taking qualitative data and applying many methods. Contrarily, it is perceived that the deductive method of research is associated with quantitative means. The deductive approach is used in instant research as often adopted in exploring relations among theory and research.

Van der Merwe (1996) has advocated that quantitative research is a research technique to examine the concept, determine realities, exhibit relations among variables, and predict results. The quantitative method of research adopts the natural sciences technique that is meant for ensuring objectivity, reliability and generalizability (Weinreich, 1996),

3.6. Research Strategy

Research strategy refers to the researchers plan to carry out proper research resolving all research-related issues or problems (Bryman & Bell, 2011; Saunders et al., 2007). Numerous research strategies exist like experimental, surveying, action research, case study. Grounded theory etc. Still, some can be principally linked to quantitative research design as experiments and surveys (Saunders et al., 2007).

Collis and Hussey (2009) have suggested selecting a research strategy by adhering to the philosophy of research and its impact simultaneously. Thus, the researcher has chosen the quantitative research technique, and the survey strategy appeared to be a possible alternative in the current study.

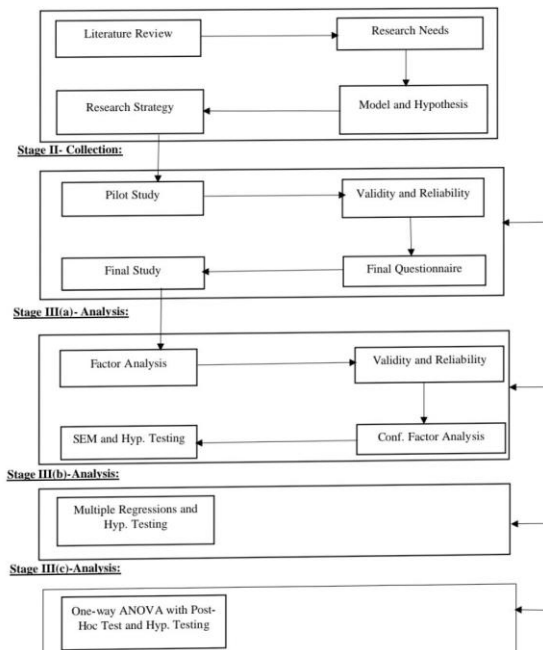
Survey techniques involve collecting data from a given population to statistically analyse and generalise the results (Collis & Hussey, 2009). This technique has allowed the researcher to collect considerable data among a big chunk of the population economically (Saunders et al., 2007). Surveys are considered to be the best technique, to begin with a deductive method by hypothesis framing to test their acceptability or rejection (Bryman & Bell, 2011). Overall, surveys are the most suitable efforts to ascertain the improvements in understanding social phenomena (Collis & Hussey, 2009). Fowler (2014) emphasises three essential factors for carrying out a survey, collecting the data, developing the instruments and involving sampling. The features mentioned above enable the researcher to choose the survey methods as they are the most appropriate for this study.

3.7. Research Design

Leedy (1997) has defined the design of research as a scheme of study with a structure to collect data. Research design is a strategic structure that works like a bridge among research problems and solutions to executing or implementing research strategy (Durrheim, 2004). This part of the ongoing study elaborates on the research design and techniques involving collecting data, sampling, and analysing data in a quantitative method. Before undertaking data collection and its analysis, a number of hypotheses were formed.

Figure 3.2

Research Design for this ongoing Study



3.6.1 Hypothesis Development

The researcher has adopted a quantitative research technique in this ongoing research, where it is necessary to have a hypothesis as a test standard for a mono-technique for this design of research. On scrutiny of the literature review, the hypothesis as illustrated below formed:

H1: The multi-attribute model of social media has a differential impact on total brand awareness.

H2: Social media has a significant influence on total brand awareness

H3: Elements of social media marketing have an equal impact on total brand awareness.

H4: Social media has a significant influence on consumers intentions to try/buy a product.

3.7. Data Collection

The collection of data is one way of gathering information from appropriate resources to execute research issues and problems like testing hypotheses and evaluating the results. Data collection is of two forms primary and secondary data collecting techniques. Primary data refers to gathering raw information directly from the source. On the other hand, secondary data is collected through secondary means like surveys, books, journals, archives, online portals etc.

3.7.1 Survey Method

There are numerous ways of administering a survey which can be administered by various forms like telephone, mail, online surveys, self-administered questionnaires, personal in-home surveys etc. Survey methods are helpful in studying the population. Selecting the preferred form of conducting a survey depends upon the advantages and disadvantages of the aims and objectives of that study. This ongoing study has used the self-administered questionnaire to achieve the research aims and fulfil the requirements of the extensive pragmatic analysis, which can authenticate the theoretical model and the hypotheses of the ongoing study.

In the instant study, the researcher obtained primary data directly from questionnaires from respondents' responses. Questionnaires are recognised as the most suitable instruments for collecting data in considerable amounts in larger samples (Saunders et al, 2012). This procedure so exactly matches the requirement of the research. This technique is convenient and time-saving for respondents as well as for the researcher both.

Usually, the use of questionnaires for the purpose of data collection is much prevalent and popular among business researchers. There is a need to have a cautious approach in designing the questionnaire to expect a good response rate from respondents, and utmost care is needed to ensure its reliability and validity (Collis & Hussey, 2009; Saunders et al., 2012).

In consonance with Bryman and Bell (2011), a) respondents must be provided with clear and simple, instructions without any ambiguity; b) the questionnaire must be short and clear, avoiding complex and complicated language; and c) the language used in the questionnaire must be straight and simple to be understood by respondents and need to be appealing. The ongoing study has adhered to the above recommendations while designing and finalising the questionnaire by paying due weightage to develop instrument measurements. This part illustrates and examines the measures of the ongoing research as enumerated below.

The steps as follows have emerged in the development of a questionnaire:

- a. Identifying variables and developing the initial draft.
- b. Carrying out a pilot study.
- c. Finalising the questionnaire.
- d. Field survey.

- a) **Identifying variables and developing the initial draft:** After carrying out an extensive literature review, the researcher designed a questionnaire comprising two concepts: social media and brand awareness. A total number of statements, namely 108, were formulated, out of which 43 statements were attributed to social media, and 65 statements were covered under total brand awareness. The 43 statements were formulated attributing to 13 variables associated with social media: connectivity, content, community, consumer control, channel, space, social role and interaction, engagement, brand acknowledgement, eWOM, visibility, commitment, and reach. The 65 statements were formulated attributing to 24 variables associated with total brand awareness: branding, authenticity, brand recall, brand recognition, top-of-mind awareness (TOMA), connections (homophily, multiplexity), segmentation (community identification, clustering coefficient), brand awareness, influencers, brand advertisements, cued memory, aided/unaided brand recall, aided/unaided brand recognition, conditional awareness, involvement, loyalty, attention, interest, comprehension, depth of processing, curiosity, change mind, brand intention and offline/online networks.

The questionnaire has been developed on the 5-point Likert scale. The scale consists of 5 elements measuring from “strongly agree-5, agree-4, neutral-3, disagree 2 and strongly disagree-1” Hence, replies with a higher number will indicate a greater agreement level. An adequate cautious approach has been applied in formulating the questionnaire to understand without any misinterpretation.

- b) **Carrying out a pilot study:** The researcher carried out the pilot study only on the scale developed for social media and brand awareness. The researcher administered 100 respondents familiar with social media usage in Uttar Pradesh (UP), the largest populated state than Punjab and Uttarakhand, for this study. The researcher was personally involved in distributing these questionnaires and explaining them at various places and frequented. The respondents were requested and encouraged to respond to the statements. Some of the respondents were reluctant initially, but they voluntarily participated with overwhelming responses when they were assured of their privacy and legality. The data were analysed to inspect the validity and reliability of the questionnaire. The researcher computed the data by using the software SPSS 24 to obtain the results.

The items reliability was tested on Cronbach’s Alpha (0) (Cronbach, 1951), which is a coefficient alpha and a tool for measuring reliability, precisely to test the internal consistency of an item’s reliability of a scale Cortina (1993) asserted that scales having more than 20 items could have a Cronbach’s Alpha (a) above 0.70 despite having items intercorrelations being small. Reliability assessed more than 0.70 is considered acceptable in social sciences research (Nunnally, 1978). The reliability of the total 108 items belonging to both social media and total brand awareness is exhibited in Table 4.2. Table 4.3 shows the reliability statistics of social media consisting of 43 items, and Table 4.4 shows the reliability statistics of brand awareness composed of 65 item.

Table 3.2

Accumulated Reliability Statistics of Pilot Study

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardised Items	N of Items
.946	.953	108

Note. Accumulated reliability statistics consisting of 108 items pertaining to social media and brand awareness.

Table 4.3

Reliability Statistics of Social Media of Pilot Study

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardised Items	N of Items
.921	.929	65

Note. Reliability statistics consisting of 65 items pertaining to total brand awareness.

Before commencing the final questionnaire, the researcher used the statistical method of factor analysis on the scale of social media and brand awareness. In the context of social media, 13 variables were reduced to 6 variables quantified for research: connectivity, content, community, engagement, consumer control and social roles and interactions. On the other hand, in total brand awareness, 24 variables were reduced to 15 variables: branding, brand awareness, brand recall, brand recognition, aided/unaided brand recall, aided/unaided brand recognition, top-of-mind awareness (TOMA), influencers, attention, interest, brand advertisements, curiosity, change mind. Brand intention and cued memory.

- c) **Finalising the questionnaire:** After carrying out the pilot study, the final draft was developed by modifying certain statements, and finally, the questionnaire was shaped.
- d) **Field survey:** The researcher approached the participants hailing from Punjab, Uttar Pradesh (UP) and Uttarakhand. It is evident that the research was confined to three states, and no venue was selected for the survey. Despite geographical difficulties, the researcher visited unknown places in the jurisdictional area, contacted the participants and requested and encouraged them to record their responses. Though at first instance, some of the respondents were reluctant to react to the statements given in the questionnaire. However, the researcher explained

the modus operandi personally, and they voluntarily marked their choices. They were further assured of their privacy, and the task was free from legal liabilities.

Questionnaire Development

A questionnaire is a research instrument consisting of standardised questions to gather statistically valid information on a particular subject from respondents. It is a crucial issue for the researcher to develop measuring instruments as it directly influences the reliability and validity of the collected data.

The questionnaire's development is based on the structured questionnaire to collect the quantitative data, which has closed-ended questions and has two sections, A and B. Section A- represents the demographic makeup of the respondents. Section B comprised of the five sub-sections containing different statements in each section as follows: (1) Social Media- this sub-section represents 14 statements; (2) Total Brand Awareness this sub-section consists of 27 statements; (3) Elements of Social Media Marketing- this sub-section consists of three elements namely virtual brand communities, user-generated contents, and viral marketing contain 17 statements, there is the five-point scale with five alternate responses from strongly disagree to strongly agree against each statement; (4) Consumers' Need for Cognition- this sub-section is comprised of 18 statements, where the researcher has used the original scale of Cacioppo and Petty in this ongoing study. The scale originally devised of 34 questions was subsequently Revised after two years to 18 items format in collaboration with Chuan Feng Kao and utilised during the Wabash National Study of Liberal Arts Education. The revised original scale has often being used in various settings. The individuals have been asked to comment on the satisfaction of what they achieved from thinking on a revised version of the original scale of 18 items. It is incorporated in the specimen statements "I would prefer complex to simple problems", and "I usually end up deliberating about issues even when they do not affect me personally" (Cacioppo et al., 1984); there are five alternate responses used against each statement, Le. Extremely uncharacteristic of me, somewhat uncharacteristic characteristic of me, uncertain, somewhat characteristic of me, and extremely characteristic of me; and (5) Apart from above, this section about the question relating to the visibility of brands on social media platforms assessed through rating. Every section illustrates a number of questions in achieving the aims and objectives of the research.

For the purpose to achieve the objectives of the study, different concepts were identified and formulated. Taking a preview of the problem of the study, the concepts relating to social media and brand awareness have been formulated to assist the researcher, and their working definitions and the variables have been elaborated in this section.

Table 3.5

Instrument Measurement of Social Media

Variables	Sources
Connectivity	Shih (2009), Levy (2010), Zandt (2010), Russell (2011), Hajli (2014).
Content	Levy (2010), Fill & Turnbil (2016), Daughterly & Colleagues (2008), Burmann & Arnhold (2008), Kurian (2016), Valcke & Lenaerts (2010), Cocozzelli (2006), Humphrey & Greson (2008), Cheong & Morrison (2008), O'Hern & Kahle (2013), Ashley & Tuten (2015), Kozinets et al., (2010), Muniz & Schau (2007).
Community	Muniz & O'Guinn (2001), McAlexander et al. (2002), Mutinga et al. (2011), Winer (2009), Muniz & Schau (2007), Kozinets (2002), Shang et al. (2006), McMillan & Chavis (1986).
Engagement	Taylor & Kent (2014), Gambetti & Graffigna (2010), Haven (2007), Safko & Brake (2009), Mollen & Wilson (2010), Hollebeek (2011), Barwise & Meehan (2010), Brodie et al. (2011).

1.Connectivity: The most important feature of social networking sites is creating relationships and detailed scope. The functioning of social networking sites is to provide connectivity among known users by establishing online relations because of their common interests or recommendations (Shih, 2009, Levy, 2010, Zandt, 2010; Russell, 2011).

2. Content: When studying social networking sites, one aspect that needs consideration is the strength of content; the content on networking sites depends on information that makes content sharing easily. Logical and curious content motivates interactions making it relevant in online communication (Levy, 2010).

3. Community: Community constitutes three salient characteristics, rituals and tradition, common consciousness, and a feeling of morally responsible. The community speaks of common causes about people forming such communities and working ahead to achieve those goals (Muniz & O'Guinn, 2001).

4.Engagement: Social media activities such as observing, commenting, and online content sharing cannot be considered engagement; instead, engagement is a frame of mind involving emotions embedded with distinctive social media activities Engagement involving social media interactivity is considered inadequate to render one engaged. In communication, it assesses online engagement as a one-sided communication (Taylor & Kent, 2014).

Table 3.6

Instrument Measurement of Total Brand Awareness

Variables	Sources
Branding	Moore & Reid (2008), Jung (1964), Mercer (2010), Stern (2006), Harris (2007), Gardner & Levy (1955), Fournier (1998), Keller (1993,1998), Aaker (1991, 1995, 2004), Kotler & Keller (2009).
Brand Recall	Keller (1993), Aaker (1991), Rossiter & Percy (1987,1992), Kapferer (2004), Celi & Eagle (2008).
Brand Advertisement	McMohan (1980), Bogat (1986), Bass & Clarke (1972), Yang et al. (2016), Lawrence & Tar (2010).
Top of Mind Awareness (TOMA)	Aaker (1991).
Brand Awareness	Keller (1993, 2009), Kapferer (2004), Bogart (1986), Mendler (1980), Aaker (1991, 1996), Dobele et al. (2005)

1. **Brand Awareness:** Brand awareness refers to when a buyer or a consumer sees the number of products. In the first instance, what's struck his mind having a brand image in his knowledge means the buyer can recognise the brand. It is accepted that the consumer is well-versed and acquainted with the brand of a particular product class. It may vary if consumers are not familiar with a specific product class (Aaker, 1991).
2. **Brand Recall:** Brand recall means when the consumer sees the product but does not recognise the brand at first instance. Still, after a pause, the consumer recollects his memory and establishes the brand's identity (Keller, 1993).
3. **Brand Advertisement:** The advertisement's aim is to create and maintain brand awareness (McMohan, 1980).
4. **Top of Mind Awareness (TOMA):** Top of mind has been described as an indicator where the consumers develop the liberty to accord preferences for and against global Brands. The state of mind relating to the top of mind can accord preferences to a particular brand which influences purchase activity. Top of mind assures the brand, which comes first is the preferred brand (Aaker, 1991).
5. **Branding:** Branding can be referred to as when any product is marked with any insignia or mark, especially denoting some brand known as branding, which further distinguishes its identity among its class and category (Kotler & Keller, 2009).

3.9 Measurement and Scaling

In research, the observations are to be assigned numbers or symbols that assigning is called measurement. Those observations can be qualitative and quantitative. Measurement

Being a complicated and arduous task governs special consideration when it relates to qualitative or abstract phenomena. Theoretically, measurement is used for mapping the factors pertaining to a domain of other aspects

according to the range of some corresponding rules. A scale is a device to measure or quantify any event or another object.

In this research work, the data is measured on different scales such as a nominal scale, ordinal scale, interval scale and ratio scale:

(a) Nominal Scale; (b) Ordinal Scale; (c) Interval Scale; and (d) Ratio Scale

(a) **Nominal Scale:** The nominal scale consists of the allotment of numbers and signs to various events to recognise and identify them. For example, it refers to a volleyball team where players have been assigned numbers for their identification. Such numbers are not allotted in ordered scale and thus are redundant. Numbers allotted to them are just to facilitate convenience purposes, having no quantitative value. Generally, no measurement system of dispersion is used in this scale. In this study, the researcher has used a nominal scale in its classification while defining gender, city etc.

(b) **Ordinal Scale:** The ordered scale is generally used at its lowest parameter. The events are arranged under this scale without intervals, equal in terms of ranks or rules and are often used in research concerning qualitative phenomena. The items are ranked from higher to lower on the ordinal scale. The researcher has used this scale in the current study.

(c) **Interval Scale:** Interval scale is referred to as where intervals are adjusted according to some established rules for equalising the units. The equality of units is based on the rules on which the assumptions are accepted. The scale is embedded with the feature of interval equality. It cannot measure the absolute absence of traits or characteristics. This scale is embedded with arbitrary zero but cannot determine to be considered absolute zero. This scale offers a more effective means of measurement as compared to ordinal scales. Therefore, interval scales can be utilised for measuring statistically and more efficiently. The researcher has used this scale in the current study.

(d) **Ratio Scale:** The ratio scale is embedded with absolute zero. Absolute zero can be considered a zero of length and an absolute zero of time. The word absolute zero does not mean its accuracy and exactness, which used to be considered once, is not as. For instance, point zero indicates the total absence of length on a scale. But conceptually, absolute zero in measuring temperature is not obtainable though it stands as a notion in scientists' minds. Measuring variables in the actual scale is the representation of the ratio scale. Generally, in statistics, all scales are utilised in ratio scales. The researcher has used this scale in this current study.

- **Likert Scale:** Likert type scale involves an item analysis approach where an item or statement is evaluated based on discrimination among those persons whose score is more than those having low scores. These items are statements that exhibit discrimination tests included in the final instrument. The Likert scale, called summated scale, is often used to study social attitudes following the pattern of Likert; hence it is called the Likert scale. On the Likert scale, respondents are told to reply to every statement in several degrees; normally, 5 degrees is agreement or disagreement (Kothari, 2004). The respondent may answer in any way of the following:

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

The researcher has used the Likert scale and all the scales mentioned *ibid* in this ongoing study while developing the questionnaire: the data gathered and evaluated has been tabulated in the proceedings of the research methodology of this chapter.

3.10 Data Processing: Coding, Editing and Tabulating

After collecting the entire raw data, now is the time to convert the data into meaningful statements. For accomplishing this, the researcher has performed the task as illustrated below:

- (a) **Editing data:** The information once collected from the respondents, the data may lack uniformity. Data collected through questionnaires would not have been ticked in proper places, or sometimes questions may be left unanswered. Editing requires data to be relevant and appropriate, and errors are to be modified.
- (b) **Coding of data:** Coding assigns maneric values to the various categories of variables used in data analysis. Coding is done by using the codebook. The researcher coded the data directly by using the software SPSS 25. It provides a numerical value to each variable.
- (c) **Tabulation of data:** After performing the tasks mentioned earlier, the researcher has put the data in some tables and undergone different statistical tests. But to carry out a survey engaging many participants and undertaking cross-tabulations including two or more variables, the manual tabulation would not be a correct approach being a futile exercise.

3.11 Data Analysis

To execute the research objectives, various data analysis techniques are utilised. The discussion was carried out initially to examine the data collected through the survey method.. To analyse the quantitative data, certain statistical tests have to be done by the researcher. These statistical tests are mentioned below:

3.11.1 Analysing the Quantitative Data

To analyse the data, it should be kept in mind to ensure that data should be cleaned, missing no values and outliers. In this ongoing study, Statistical Package for the Social Sciences (SPSS) 25 software has been utilised to process the coding and screening of data. Afterwards, the researcher examined the given population's brief details, which means descriptive statistics of data collected. Further, to assess the compatibility of the measurements, reliability and tests were performed. The researcher has used factor analysis, which is the

Common technique of dimension reduction. Table 4.8 exhibits the constructs are the final set of dimensions in which the quantitative data have been analysed. In the end, the researcher used Structural Equation Modelling (SEM) using the software Analysis of a Moment Structures (AMOS) 23 to authenticate the study's conceptual model.

3.11.2 Simple Linear and Multiple Regression Analyses

For the purpose to examine the proposed hypotheses, the researcher has employed simple linear and multiple regression analysis. Regression analysis is a method to quantify the impact of independent variables on the

dependent variable. The value of quantifying the relationship among dependent variables and the number of independent variables involves a contribution made by every independent variable to the dependent variable's value is revealed. The moment. It is noticed, the independent variable's value should be known specifically, thus enabling the prediction of the values of the dependent variables (Cohen et al., 2003).

3.11.3 One-way ANOVA

For the purpose to examine the proposed hypothesis, the researcher has employed the one-way ANOVA test in this ongoing study. A statistical method ANOVA is concerned with differentiating the several sample means. ANOVA is considered an extended part of the t-test for two independent samples of more than two groups. To examine the differences significantly among the class means, which can be accomplished by analyses of variances. The ANOVA

Test was applied to test the hypothesis by comparing two independent estimates of the population variance (Montgomery & Runger, 2003).

3.12 Literature Gap

With the rapid growth of social media in the recent past, researchers have shown their eagerness in analysing its role and effectiveness from divergent perspectives. It is corroborated by the current study that the maximum contribution to building up extant literature has come. From western authors where the respondents and the study has been focused on their demographic and cultural base, which may vary from various angles. The profile of Indian consumers differs significantly from that of western consumers. Keeping all these factors into consideration, there is a need to focus on Indian respondents and their profiles, for which the contribution and research in this field are much essential. However, an attempt has been made in the extent study to remove the anomalies, if any as for profiles are concerned. It is apparent that India has made tremendous progress in developing information technology, but western authors have carried out most studies on this phenomenon. Some contributions, however, have been made by Asian scholars such as Korean, Indonesian and Japanese authors; at times, some names of Indian authors have co-jointly appeared in some write-ups.

In terms of social media's accessibility, it has covered almost the entire country by penetrating all segments of consumers, but it is visualised that more research is needed in covering small cities also thus creating general awareness among people. From a strategic perspective, social media should be adopted as a part of business strategy, thereby integrating marketing communication strategy. The companies can launch brand-building campaigns to create brand awareness among consumers, impacting purchase decisions. The extant literature has shown that social media influences consumers' mindsets by creating brand awareness that ultimately focuses on purchase decisions.

Though social media made a late entry in India, it has attained tremendous growth, particularly among young generations, thereby influencing their cognitive, conative elements of thinking, which needs to be studied in the context of their usage and impact. There is limited literature available on the need for cognition with reference to social media. Hence, there is a need to establish relationships between consumers' cognition and social media. However, social media has been adopted as part and parcel of our lives and has brought vital changes in consumers' attitudes and behaviour which cannot be matched with western countries.

SCOPE

The scope of social media marketing tricks is vast and ever-evolving, as platforms and user behaviour constantly change. However, some general categories of tricks can be applied across different platforms and industries. Here are a few examples:

- **Creating engaging and shareable content:** This is the bread and butter of social media marketing. Use high-quality visuals, catchy headlines, and interesting stories to grab attention and encourage users to share your content.
- **Leveraging trends and challenges:** Participating in trending hashtags and challenges can help you reach a wider audience and boost engagement.
- **Using humour and emotion:** People are more likely to remember and share content that makes them laugh or feel something.
- **Telling stories:** Stories are a powerful way to connect with your audience on a deeper level. Share your brand story, customer testimonials, or behind-the-scenes glimpses to build trust and loyalty.
- **Optimizing your social media profiles:** Make sure your profiles are complete and up-to-date, and include a clear call to action.
- **Running social media ads:** Paid advertising can be a great way to reach a wider audience and target specific demographics.
- **Using social media analytics:** Track your results and see what's working and what's not. This will help you refine your strategy and improve your results over time.
- **Asking questions and responding to comments:** Show that you care about your audience by interacting with them in the comments section.
- **Running contests and giveaways:** It's a great way to build excitement and build a following.
- **Using social media polls and quizzes:** These can be a fun way to get feedback from your audience and learn more about their interests.

Data Analysis

Description of Sample Respondents

The sample of 500 respondents is delineated on the basis of the demographic variables.

Table 4.1 reports the demographic description of the sample.

S.No.	Variable name	Options	Number	Percentage
1	Gender	Males	301	60.3
		Females	199	39.7
2	Education	Studied upto Xth	2	0.3
		Studied upto XIIth	34	6.7
		Graduate	210	42.0
		Post Graduate	244	49.0
		Doctorate	10	2.0
3	Occupation	Service	70	14.0
		Business	12	2.3
		Students	396	79.3
		Others	22	4.3

Gender

As shown in Figure 4.1 out of 500 respondents, 60.3 percent were males and 39.7 percent were females.

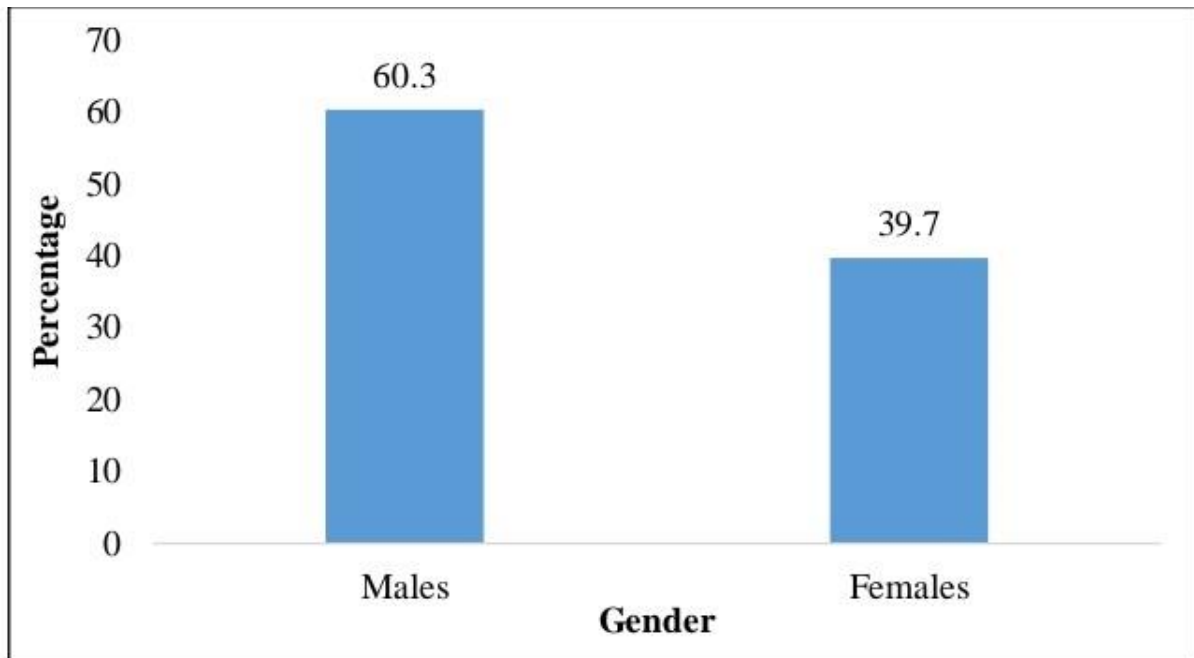


Figure 4.1: Gender of Respondents in Percentage (N=500)

The Gender wise split of this study shows that 60.3% respondents were males and 39.7% were females

A recent study by Baumann et al. (2017) reveals that gender plays a significantly important role in searching for OHI. Gender differences also impact the source of OHI and the concerning reasons of search. The higher interest of males in technology supersedes their search behaviour towards OHI over women. The study also mentions that males & females display different motives for OHI. While males are more interested in the informational support of OHI, females are more interested in health issues and emotional support.

According to an exploratory study conducted by Balmon & Terlumer (2015), it was observed that women credit themselves of less digital competence in comparison to men. In addition males more interested in building virtual patient physician relationships and communicating with General Practitioners online. This could be attributed to the fact that women seek a more intimate consultation and also women visit doctors not just for themselves but as caretakers to their children.

Hence the higher percentage of male respondents in the sample could be justified.

Average Age & Occupation of Users

The distribution of respondents has been done on the basis of occupation. The data is shown in the Figure 4.2. Student respondents were highest in number (79.3 percent). Respondents from the service industry were 14% (70), followed by respondents involved in business and others. The average age of the respondent is 25 which is a high potential sect for developing inclination towards a new concept such as OHI

Hansen et al. (2003) in his study on adolescents mentioned that the users were very comfortable and confident while searching online health information and were able to find useful information. The users used trial and error method to search and input a specific string of words to search the desired OHI and preferred search engine over directly accessing a website

Michele Ybarra et al. (2008) in their study show that as the average age of the group increased, the percentage of people accessing OHI decreased,

A recent study conducted by Gordon (2018) examined the access of OHI for using web- based and other digital technologies to obtain health information and advice among elder age group. This study highlights significant difference in the use of OHI between young adults and older adults. The study mentioned that older adults preferred a personal or telephonic conversation over online health consultation of information search

These studies indicate that younger sample size is appropriate for studying the behaviour of OHI search behaviour in depth.

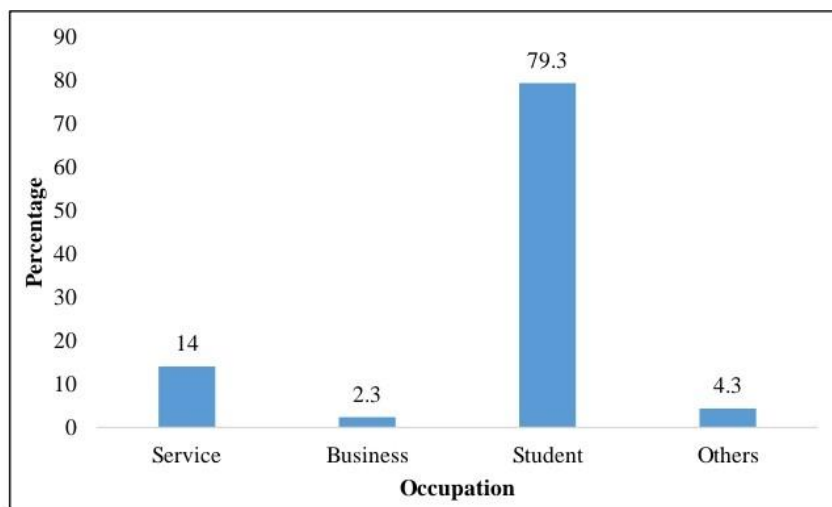


Figure 4.2: Occupation of Respondents in Percentage (N=500)

Health related Internet Surfing Behaviour

Penetration of OHI searching behaviour was studied among respondents. It was observed from Table 4.2 that 46.6 percent said that they have searched healthcare information online. This is a large percentage. A study by Wong et al. (2017) mentioned that 87.7% respondents mentioned to have accessed internet for health information. Out of these most of the people searched OHI for Convenience rather than accuracy or authoritativeness. It is also expected that in the post COVID times, this percentage would increase exponentially.

The finding of a study (Chaudhary et al., 2014) show that OHI is searched the most directly on search engines followed by Social Media Sites. This study also mentions that analysing health trends on the basis of emerging Twitter posts is also emerging and opens new doors for researchers.

Table 4.2: Frequency and Percentage of Respondents on Behaviour Related to OHI

S.No.	Variable name	Options	Number	Percentage
1	Respondents who searched OHI	Yes	233	46.6
		No	267	53.4
2	Platforms on which OHI is searched	Any Hospital Website	60	25.7
		Health Related Interactive Websites	144	61.7
		Health Related Facebook Page	33	14
		Hospital Facebook Page	16	6.7
		Health Related blog/ chatroom etc.	66	28.3
3	Platforms on which OHI is searched MOST	Any Hospital Website	36	15.6
		Health Related Interactive Websites	140	60.1
		Health Related Facebook Page	14	6.1
		Hospital Facebook Page	4	1.7
		Health Related blog/ chatroom etc.	38	16.5
4	OHI searched for	Myself	68	29.3
		Someone else	31	13.3
		Both	134	57.4

Respondents opinion was taken regarding the online platforms on which they have searched online health information as shown in Figure 4.3. Health related websites were mentioned as the most searched platform (61.7%) for searching OHI, followed by healthcare related blogs/chatrooms with 28.3%. 25.7% respondents stated that they have searched OHI on the hospital website.

Chapter 4.

Findings

Agrarians don't buy branded goods So they always buy cheap items from the local market. Television advertising allows you to reach a huge audience. Deodars reaches 70 crore Indian households, including rural ones. Urban consumers buy and utilize branded cosmetic goods more than rural consumers. Consumers buy toiletries based on their income, shop availability and urgency. Advertisement has a minor impact on consumer purchasing behaviour. Few consumers are persuaded by toiletry advertising. Branded cosmetics are more expensive and out of reach for rural people. They always buy according to their budget/income. Also, media has little impact on rural customers purchasing decisions. These consumers prefer word-of-mouth publicity over television commercials. Most consumers are household heads who are too busy with their daily routines to watch TV or read the newspaper for ads. These customers keep themselves away from the media and do not include their families in purchasing decisions. These customers buy things without being influenced by ads. In

Rural areas, male customers make purchasing decisions, while in metropolitan areas, female consumers make purchasing decisions. Advertising media help society to maintain quality living and educates on product usage and hygiene. Advertisement media boosts consumers' self-esteem in terms of beauty and personality.

It is evident that Indore city is growing daily, with millennials playing a vital part in increasing consumer online activity and using social media to make purchases of electronics. Traditional marketing policies and standards are shifting. Companies need new strategies and policies in metro cities and elsewhere in non-metropolis like Indore. The conclusion is derived through a social media impact research commercial on millennials. Impact of Social media ads is more on those aged between 18 to 30 years old and less above 35 years. The study found a substantial link between the millennial's social media impact and the professional's annual income. Effects of social media advertising up to 3 lakhs to 5 lakhs was more while less impact on income up to Rs. 10 lakhs per annum.

This study's goal is to "examine the impact of visual innovations in print media advertising". Existing research has investigated this subject by comparing the ad agency analysis with readers of adverts in newspapers who are final consumers or purchase makers. Finally, the data suggest that the intensity of Innovative Visual Advertising contributes to an ad's efficacy. There are considerable positive correlations between Advertising Innovations, Communication effects, and Purchase Behaviour. High-Innovation Advertising Has More Communication Effect Than Low-Innovation Advertising In Terms Of Advertising Effectiveness And Communication Objectives. In short, the findings of this study support the concern that higher advertising innovations, whether in the form of technology, online linkages, external devices embedded in newspapers, or positioning and formatting (island, news wrap, masthead strip, bottom strips, front page full, centre spread, unusual shape) lead to greater effect.

Due to people's poor financial situation, tribal communities have lower TV ownership than other areas. Pay-cable services are offered in metropolitan areas where cable operators find it cost-effective to provide this service. But laying cable wires in distant tribal regions is not profitable. However, the advent of DTH has increased TV viewing in rural and tribal areas. Because DTH requires no cables but simply a dish antenna, which tribal and rural people can readily buy and install in their homes. People in the Thane district have access to TV media; hence 95 percent of TV viewership are found across all demographics (area, gender, and age). The percentage of male and female viewers is also very similar. People respect their family and watch TV programs. In terms of media consumption, it is the youth who watch TV for longer period than other age groups. It's because TV has supplanted outdoor games and kids watch TV as pass time. Similarly, they favour satellite channels over DD for current news and entertainment shows. The age-advertising relationship is drastically dropping. It could be due to a program interruption. Majority of respondents choose regional (Marathi) channel. The shows are designed to meet viewers' expectations based on their cultural surroundings. Overall, Indians enjoy entertainments.

Chapter 5

CONCLUSION

Social media is very popular nowadays among people of all ages. Everyone spends many hours on these social media. The purpose of these social media is to use phenomenal and essential, including brand promotion, customer reviews, business promotion, political advocacy, news distribution and networking. That study focused more on evaluating the impact of social advertising on consumer purchase intentions for handmade products in Bengaluru. After completing several analyses, the study yielded some results that reflect consumers' attitudes toward hand-crafted ads from their social media through their chosen web portals. Almost all respondents agreed that the internet is now an important part of their life and a reliable source of information. People believe in online merchants and believe that online shopping is a safe way to buy. People spend a lot of their free time on social platforms, Facebook is the most popular and visited, followed by many others. The research findings clearly show that people are aware of hand boom related advertisements on these social media and that these advertising strategies also encourage them to buy hand boom. The results also showed that these social media sites are always prominent in their own final purchase decision. When people receive useful clothing or offers, they are more likely to use this information and shop online. The study also found that positive customer attitudes toward e-WOM and brand promotion through online advertising increase online shopping behavior. Smooth cancellation policy, easy dispute resolution technique, money back guarantee, quality of clothing and convenience of electronic shopping are considered to determine the online clothing purchasing behavior of consumers. In addition, trust, risk perception, user experience and information aspects significantly affect consumers' attitudes about online handmade shopping. This study showed that people who buy clothes through some social media sites are completely satisfied with their purchase. and even encourage your friends to follow in their footsteps. Therefore, it is highly recommended that clothing retailers satisfy their customers while shopping. This can lead to an increase in the number of customers. In addition to purchase frequency, brand preferences and spending on shopping sprees have a significant relationship with these social media advertising strategies and are useful in determining purchase behavior. This study is very useful for craft retailers. Social media platforms are now widely used to promote brands. It is very little used by retailers now, but if retailers choose the right strategy and use these social sites, it creates a potential customer base for retailers and is a perfect way to promote and help the craft industry in the future.

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