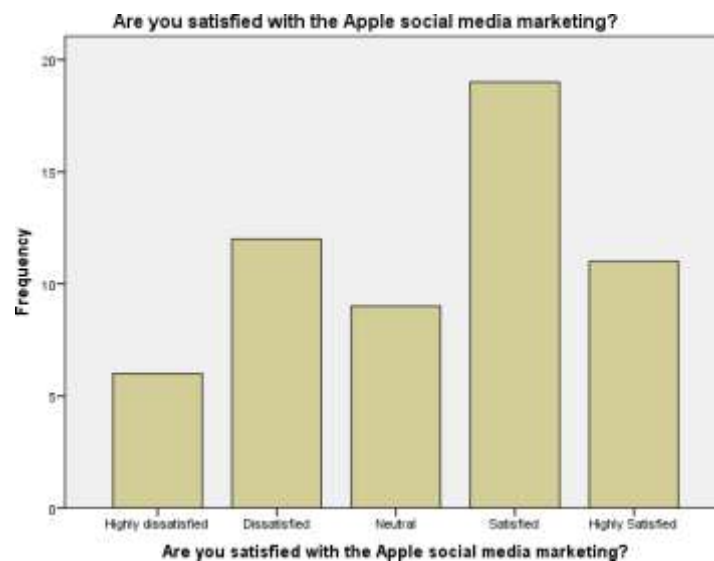


their media marketing in such a way that they are able to gain potential objective of affecting the behavior of consumer by carrying out advertising using such a channel.

Table 4: Satisfaction level of respondents towards Apple social media marketing

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|---------------------|-----------|---------|---------------|--------------------|
| Are you satisfied with the Apple social media marketing? | Highly dissatisfied | 6 | 10.5 | 10.5 | 10.5 |
| | Dissatisfied | 12 | 21.1 | 21.1 | 31.6 |
| | Neutral | 9 | 15.8 | 15.8 | 47.4 |
| | Satisfied | 19 | 33.3 | 33.3 | 80.7 |
| | Highly Satisfied | 11 | 19.3 | 19.3 | 100.0 |
| | Total | 57 | 100.0 | 100.0 | |

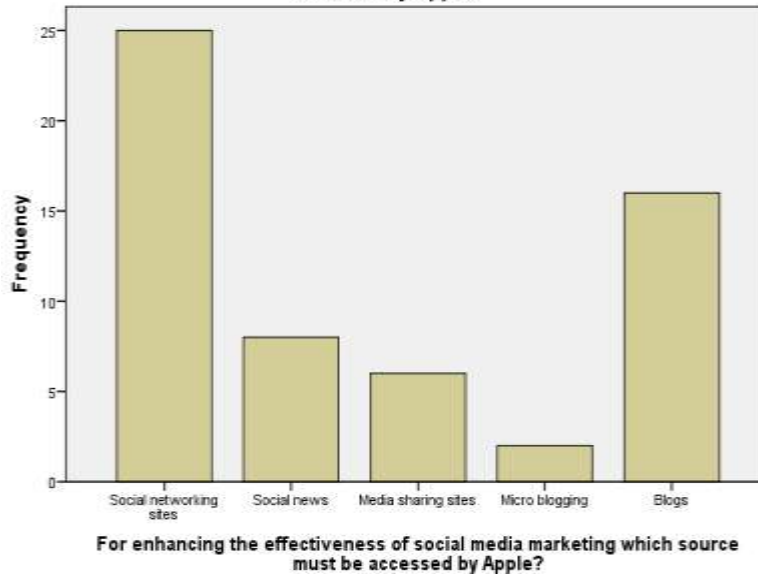


Another question asked by researcher to the consumer is in respect to their satisfaction level towards Apple social media marketing. In this regard it has been found that majority of the consumer were seen to be satisfied (33.3%), but there are consumer who are seen to be dissatisfied (21.1%) too while looking after Apple social media marketing. Thus, satisfaction level of consumer are seen to be high with respect to social media advertising undertaken by consumer, but still it could be seen that there are particular group of individuals who disagrees to this aspect.

Table 5: Respondents perception towards the source that Apple must adopt for enhancing effectiveness of social media marketing

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|-------------------------|-----------|---------|---------------|--------------------|
| For enhancing the effectiveness of social media marketing which source must be accessed by Apple? | Social networking sites | 25 | 43.9 | 43.9 | 43.9 |
| | Social news | 8 | 14.0 | 14.0 | 57.9 |
| | Media sharing sites | 6 | 10.5 | 10.5 | 68.4 |
| | Micro blogging | 2 | 3.5 | 3.5 | 71.9 |
| | Blogs | 16 | 28.1 | 28.1 | 100.0 |
| | Total | 57 | 100.0 | 100.0 | |

For enhancing the effectiveness of social media marketing which source must be accessed by Apple?

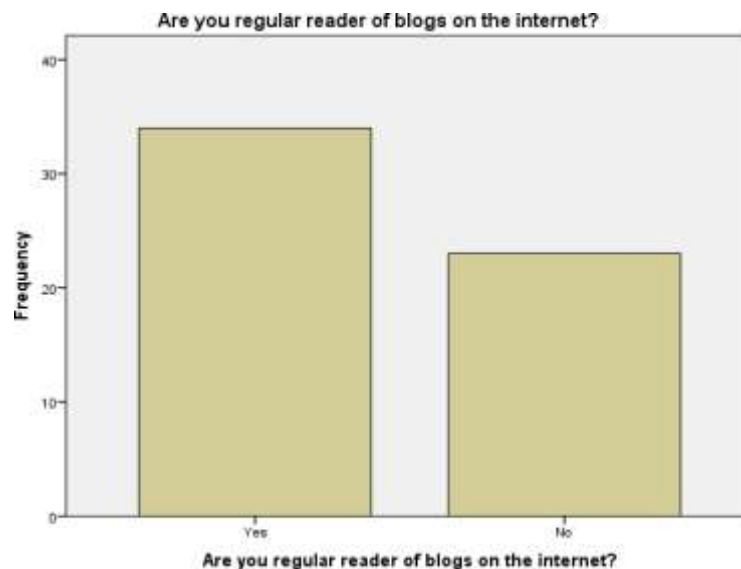


Researcher asked the respondents that in order to enhance the effectiveness of social media marketing which source must be accessed by Apple. In this respect majority of the consumer indicated that social networking sites (43.9%) and blogs (28.1%) are the channels that

must be adopted by Apple. This shows that consumer use to undergo through social networking sites and blogs of the organization while accessing social media sites. Hence, it is crucial for the Apple to enhance their social media marketing using social networking sites and by laying down appropriate blogs that has the potential of laying down influence over the behavior of consumer.

Table 6: Respondents believe that are they regular reader of blogs on the internet

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|-------|-----------|---------|---------------|--------------------|
| Are you regular reader of blogs on the internet? | Yes | 34 | 59.6 | 59.6 | 59.6 |
| | No | 23 | 40.4 | 40.4 | 100.0 |
| | Total | 57 | 100.0 | 100.0 | |

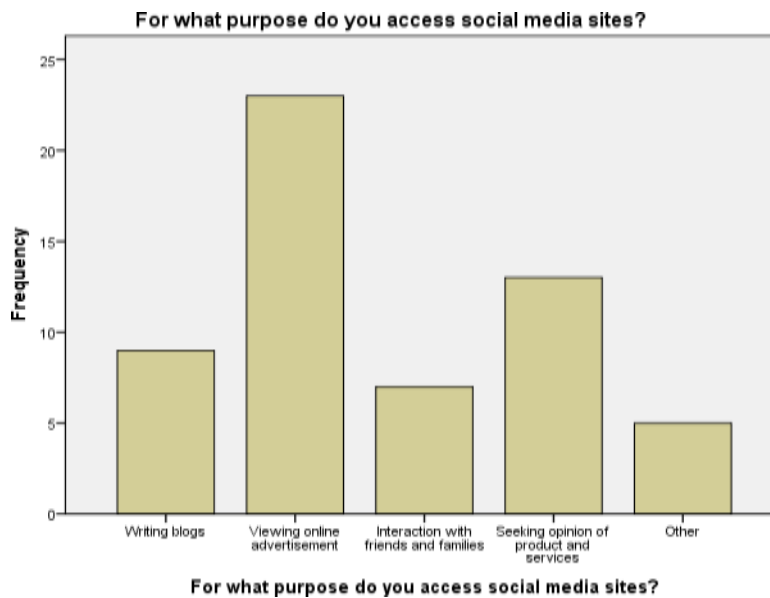


The researcher asked the respondents that are they regular reader of blogs on the internet. In this respect majority of the consumer indicated that yes (59.6%) they are regular reader of blogs through the internet channel. This shows that consumer has been accessing to different blogs posted on the internet by various organizations and undertaking such an aspect of blog writing by Apple is helpful in attracting larger number of consumer.

Table 7: Respondents purpose to access social media sites

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------|---------------|-----------|---------|---------------|--------------------|
| For what purpose | Writing blogs | 9 | 15.8 | 15.8 | 15.8 |

| | | | | | |
|-----------------------------------|---|----|-------|-------|-------|
| do you access social media sites? | Viewing online advertisement | 23 | 40.4 | 40.4 | 56.1 |
| | Interaction with friends and families | 7 | 12.3 | 12.3 | 68.4 |
| | Seeking opinion of product and services | 13 | 22.8 | 22.8 | 91.2 |
| | Other | 5 | 8.8 | 8.8 | 100.0 |
| | Total | 57 | 100.0 | 100.0 | |

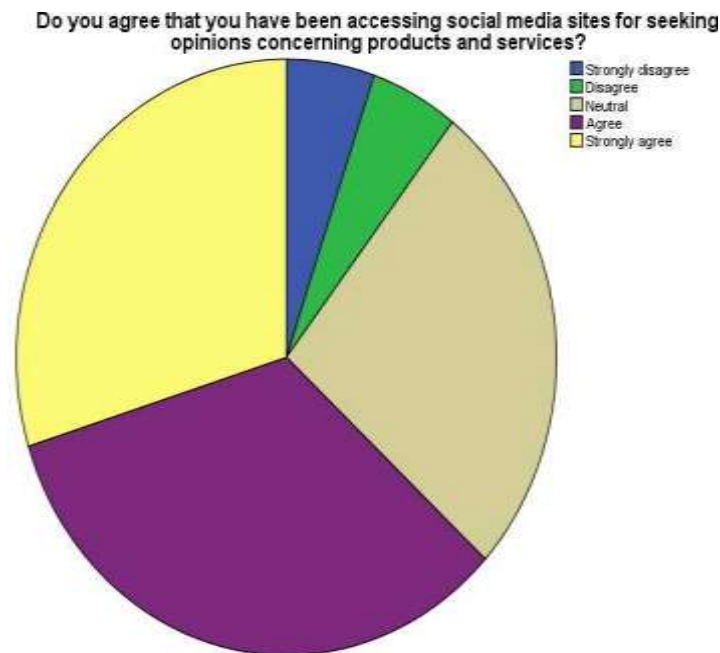


From the above table it could be interpreted that majority of the consumer believes that viewing online advertisement (40.4%) and seeking opinion of product and services (22.8%) are the purpose for accessing social media sites. This analysis indicates that consumer has been undergoing online advertisement using social media marketing and this states that business must carry out appropriate advertisement using such media channels. Research even showed that consumers have been seeking the social media channels, so that they are able to get an appropriate opinion in relation to product and services.

4.3 Frequency distribution and pie charts

Table 8: Respondents perception in relation to their access of social media sites for seeking opinions concerning products and services

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|-------------------|-----------|---------|---------------|--------------------|
| Do you agree that you have been accessing social media sites for seeking opinions concerning products and services? | Strongly disagree | 3 | 5.3 | 5.3 | 5.3 |
| | Disagree | 3 | 5.3 | 5.3 | 10.5 |
| | Neutral | 15 | 26.3 | 26.3 | 36.8 |
| | Agree | 19 | 33.3 | 33.3 | 70.2 |
| | Strongly agree | 17 | 29.8 | 29.8 | 100.0 |
| | Total | 57 | 100.0 | 100.0 | |

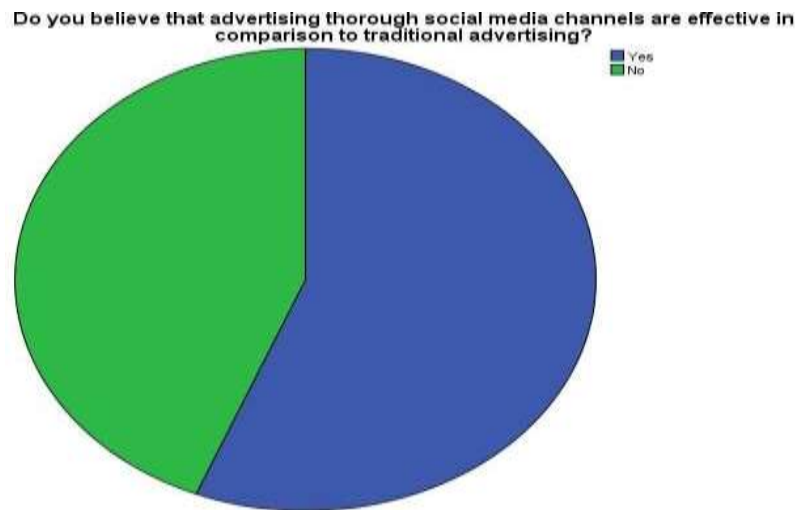


Researcher asked the consumer that do they agree that they have been accessing social media sites for seeking opinions concerning products and services. In this respect majority of the respondents showed that they agree (33.3%) that seek social media for having an appropriate opinion concerning products and services. It indicates that organization must lay down appropriate information with respect to their products and services on the social media for

influencing the behavior of consumer towards the product being offered by them within the market.

Table 9: Respondent believe towards advertising thorough social media channels are effective in comparison to traditional advertising

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|-------|-----------|---------|---------------|--------------------|
| Do you believe that advertising thorough social media channels are effective in comparison to traditional advertising? | Yes | 32 | 56.1 | 56.1 | 56.1 |
| | No | 25 | 43.9 | 43.9 | 100.0 |
| | Total | 57 | 100.0 | 100.0 | |



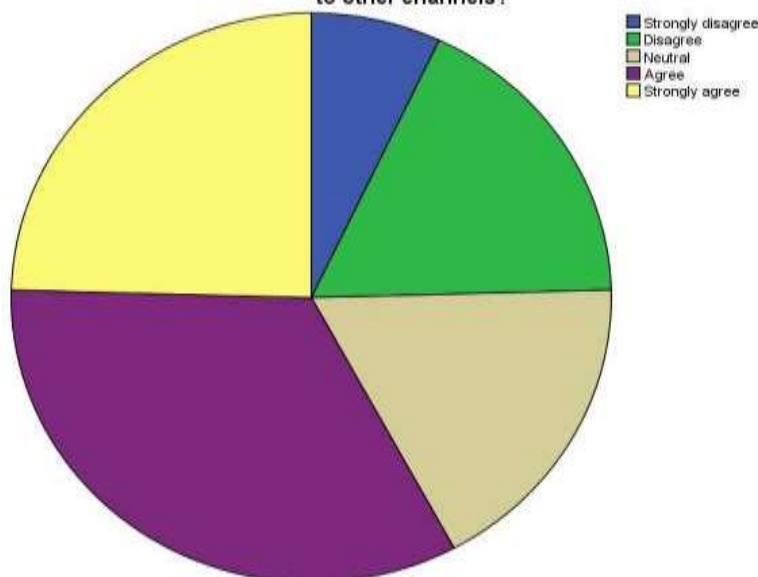
Researcher asked the consumer that do they believe that advertising thorough social media channels are effective in comparison to traditional advertising. In this regard consumer indicated that Yes (56.1%) social media is seen to more effective than traditional advertising. This indicates that in the present era if business needs to influence the behavior of consumer towards their product and services then they have to carry out their advertisement using social media channels. It has been indicated by consumer that traditional media is no more attractive when compared with social media channels.

Table 10: Respondent believe that do they gain larger information on social media marketing in comparison to other channels

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|-----------|---------|---------------|--------------------|
|--|-----------|---------|---------------|--------------------|

| | | | | | |
|--|-------------------|----|-------|-------|-------|
| Are you able to gain larger information on social media marketing in comparison to other channels? | Strongly disagree | 4 | 7.0 | 7.0 | 7.0 |
| | Disagree | 10 | 17.5 | 17.5 | 24.6 |
| | Neutral | 10 | 17.5 | 17.5 | 42.1 |
| | Agree | 19 | 33.3 | 33.3 | 75.4 |
| | Strongly agree | 14 | 24.6 | 24.6 | 100.0 |
| | Total | 57 | 100.0 | 100.0 | |

Are you able to gain larger information on social media marketing in comparison to other channels?



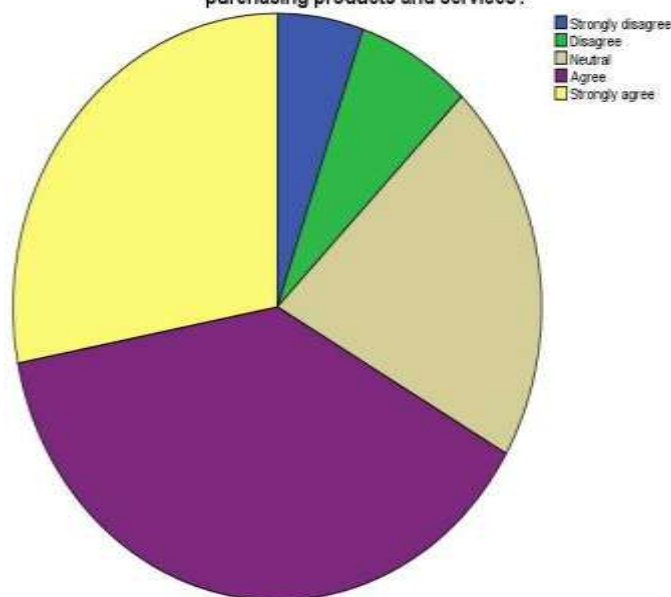
From the above table it can be interpreted that majority of the consumer indicates that they agree (33.3%) to the fact that they are able to gain larger information on social media marketing in comparison to other channels. This shows that social media is a channel that has the potential of laying down larger information of products and services to the consumer in comparison to any other mode of advertising.

Table 11: Respondent perception towards seeking opinions of experts on social media sites before purchasing products and services

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|-------------------|-----------|---------|---------------|--------------------|
| Have you been referring to the opinions of experts on social media sites before purchasing products and services? | Strongly disagree | 3 | 5.3 | 5.3 | 5.3 |
| | Disagree | 4 | 7.0 | 7.0 | 12.3 |
| | Neutral | 12 | 21.1 | 21.1 | 33.3 |

| | | | | |
|----------------|----|-------|-------|-------|
| Agree | 22 | 38.6 | 38.6 | 71.9 |
| Strongly agree | 16 | 28.1 | 28.1 | 100.0 |
| Total | 57 | 100.0 | 100.0 | |

Have you been referring to the opinions of experts on social media sites before purchasing products and services?

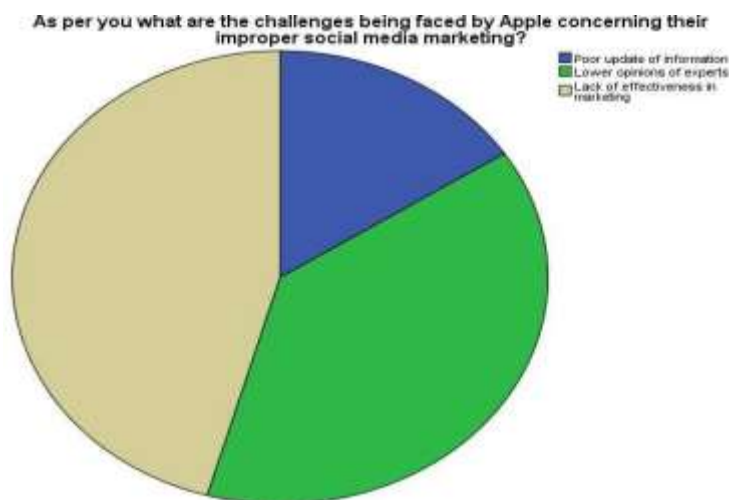


Researcher asked the respondent that have they been referring to the opinions of experts on social media sites before purchasing products and services. Most of the consumer in this respect indicated that they agree (38.6%) to the fact that before carrying out purchase of any product they use to undergo the opinion of experts. This shows that organization need to lay down affective social media marketing that allows experts to lay down their views with respect to the product and that in turn helps business in influencing the behavior of the consumer.

Table 12: Respondent perception in relation to the challenges being faced by Apple concerning their improper social media marketing

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|----------------------------|-----------|---------|---------------|--------------------|
| As per you what are the challenges being faced by Apple concerning their improper social media marketing? | Poor update of information | 9 | 15.8 | 15.8 | 15.8 |
| | Lower opinions of experts | 22 | 38.6 | 38.6 | 54.4 |
| | Lack of effectiveness in | 26 | 45.6 | 45.6 | 100.0 |

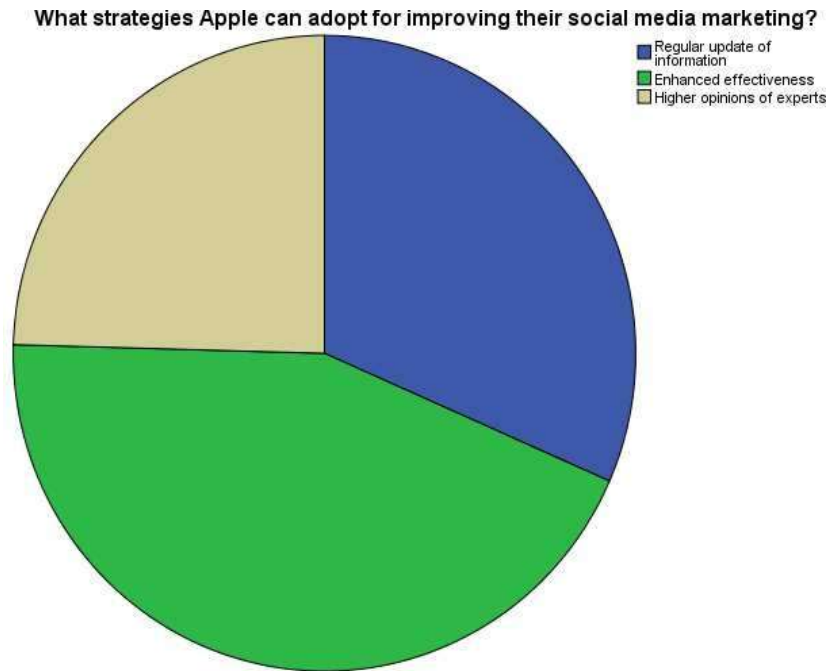
| | | | | | |
|--|-----------|----|-------|-------|--|
| | marketing | | | | |
| | Total | 57 | 100.0 | 100.0 | |



Researcher asked the respondent regarding the challenges being faced by Apple concerning their improper social media marketing. In this respect majority of the consumer felt that lack of effectiveness in marketing (45.6%) and lower opinions of experts (38.6%) are seen to be the challenges being faced by Apple while carrying out their social media marketing. Thus, after undergoing the analysis it could be said that for the Apple there is a need for enhancing the marketing that they undertake using social media sites. There is also a need for enhancing the opinions of experts concerning their products for enhancing the overall marketing of the organization carried out using such a media channels.

Table 13: Strategies Apple can adopt for improving their social media marketing

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|-------------------------------|-----------|---------|---------------|--------------------|
| What strategies Apple can adopt for improving their social media marketing? | Regular update of information | 18 | 31.6 | 31.6 | 31.6 |
| | Enhanced effectiveness | 25 | 43.9 | 43.9 | 75.4 |
| | Higher opinions of experts | 14 | 24.6 | 24.6 | 100.0 |
| | Total | 57 | 100.0 | 100.0 | |



Another question that has been asked by respondent was in relation to strategies that Apple can adopt for improving their social media marketing. In this respect most of the consumer stated that there is a need for enhancing effectiveness of marketing (43.9%) and regular updation of information (31.6%) by Apple, so that they are able to improve their social media marketing. This analysis indicates that Apple need to lay down improvement in their overall social media marketing by enhancing its effectiveness and by regular updation of information in relation their products and services.

4.4 Descriptive statistics

Table 14: Descriptive statistics concerning behavior of consumer

| | N | Minimum | Maximum | Mean | Std. Deviation |
|--|----------|----------------|----------------|-------------|-----------------------|
| Do you agree that social media marketing has the potential of affecting your behavior? | 57 | 1 | 5 | 3.63 | 1.234 |
| Are you satisfied with the Apple social media marketing? | 57 | 1 | 5 | 3.30 | 1.295 |