

presented. Furthermore, the fourth section is ***“Data Analysis and Interpretation”*** of the study. This section is been considered as the most important part for any of the researcher carrying out a study as it assists in extracting the relevant conclusion and findings out of the study effectively. In this section the investigator evaluates or analyse the collected data with the help of primary sources making use of questionnaire technique. The final section of this study would be the ***“Conclusions and Recommendations”***. This section would be providing with the solutions of the objectives of the study which have been formulated at the initiation of the study. it would provide with the recommendations for the future scope of the research with respect to the concerned topic and would help the researcher reach to the final result.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

The unique characteristics of social media and the popularity that it has gained in the past few years have brought forth a revolution in the practices pertaining to marketing. Social media has changed the way an organisation promotes their products or advertises for the same. Social media has also been observed to have an impact on the behaviour of a consumer from the acquisition of data from the behaviour post purchasing a product such as statements of dissatisfaction and their pattern of usage of the Internet (Faulds and Mangold, 2014).

Social Media can be termed to be a group of applications based on the internet, which helps in building the technological and ideological foundation laid by the Web 2.0. Social Media also allows for the exchange and creation of the content generated by the users. The advantages that are prevalent with the social media are it helps in connecting the business of an organisation with its intended customers. Social media also helps in the development of the relationships and providing methods for fostering those new relationships at a low cost and periodic manner (Schirr, 2013). Some of the other functions pertaining to social media involve its influence and effect on the perception of an individual, their attitude and their final behaviour at the end. In an environment over the internet, it has been stated that individuals prefer the ideas pertaining to creation, contribution and joining of communities for fulfilling the needs for belonging, being connected socially and for being recognised or in simple terms enjoy the interactions with other individuals of the same type. The Social media websites provides the organisations an opportunity for engaging and interacting with the current and potential consumers for the organisation. This helps in creating an increased sense pertaining to intimacy in the relationship that exists between the organisation and the customer (Noreen and Han, 2015). Social media also helps an organisation in building up meaningful and important relationship with their current as well as potential consumers in the market. In the present market conditions, there is a risk that an organisation shall loose the loyalty of its customers based on even the simplest of mistake on their part. In the age of the internet, this can be propagated as an unfortunate event, wherein an individual encountered a specific service or product of a certain company or a brand. Some of the organisations in the present market are starting to notice the advantages of using social media

in their business plans. There already has been development in social media marketing. This has led to the development of social networking websites for many organisations. These websites already have specific functions of allowing the customers to exchange information pertaining to the services and products of the organisation. The networking sites have an additional feature of allowing the customers to engage in acts of co-creation of the products and services for the organisation (Hudson and Thal, 2013). The social networking sites for the corporate aim to co-create values based on the online experiences with the outcomes being available offline, with the involvement of both the potential as well as the current customers of the organisation.

2.2 Social Media

The concept of Web 2.0 and social media are interrelated to each other, yet they cannot be considered to be identical to each other. The difference in the terms is due to the nature of the utilisation of the concepts. Thus there is a need to define the two terms in details. Web 2.0 is the revolution in business brought forth in the computer industry due to the usage of Internet in the form of a platform. An attempt was made for understanding the rule pertaining to success brought forth by the new inventions and platform. Web is considered to be a platform wherein applications and contents are being modified at a continuous rate and is being exchanged among all the users across the system in collaborative or participatory manner. The data is not anymore published or created by a single individual in the system (Vinerean et al., 2013). There has been number of debates and discussions pertaining to the proper definition of the term social media. This is because social media has been converted slowly into an integral and ever-growing form of media. It is said that social media is based on the interconnection of various aspects, such as, content, communication media and social interaction. Various dimensions pertaining to communication flow or socialisation of the information has been provided by the Social Media. It is now easier to channel information all over, by the use of social media, useful and important information now can be spread with a larger audience group more efficiently. This leads to effective communication between various audiences and has an effect worldwide. The following figure shall provide us with an idea of the components that are involved in Social Media.

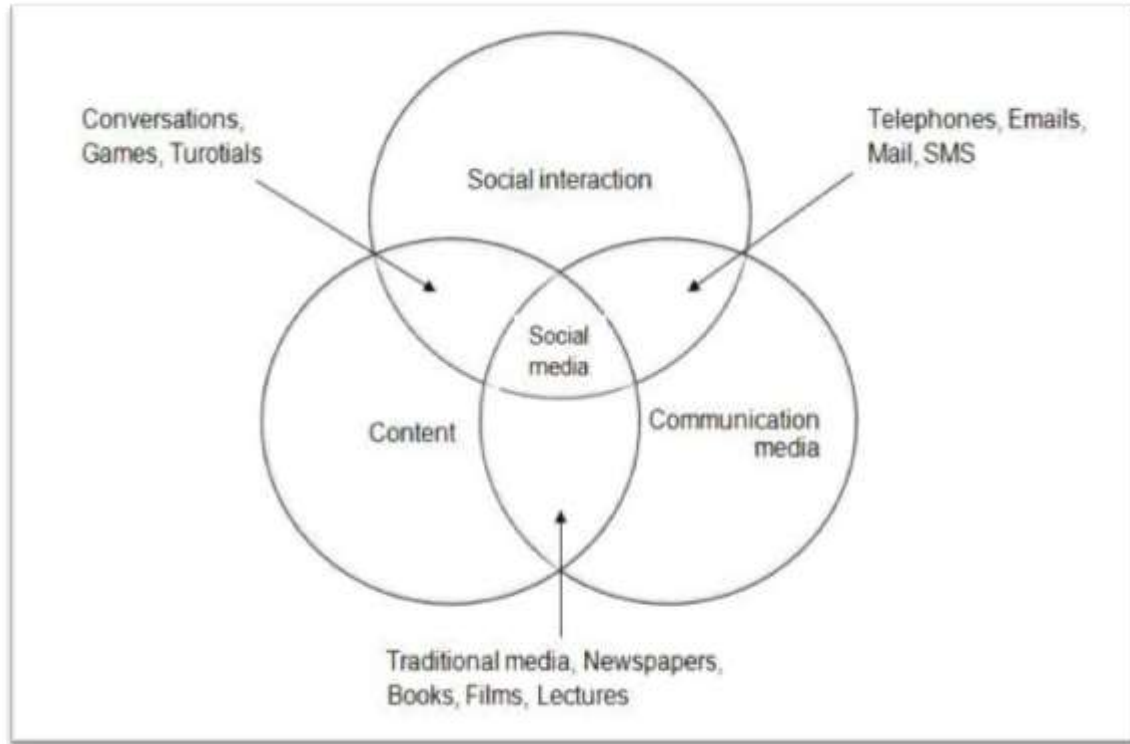


Figure: Utilization of Social Media

Source: (Zhang and Mao, 2016)

The social media helps in providing a platform for individuals from various geographic areas and different communities to come together by the use of Internet. The individuals gathered on the platform share their knowledge and opinions, by using various sources and other chatty sites (Atwong, 2015). In simple words, social media portrays the new methods of laying emphasis and facilitating the methods involved in commenting, creating, editing and sharing.

2.3 Development of Social Media Marketing

In the recent time it has been seen that there is increased popularity of social media networking at a global level. One of the social media site Facebook has got billions of active users since its beginning in the period of 2004 (Carlsson, 2010). The social media sites are said to be the network that are used by individuals for building social and professional interactions. Indeed, it could be said that online social media has become a platform that has changed the propagation of information that could be shared easily and can be helpful in digesting the information on the internet. Even it has been seen that unique practice lay down by social media

and its immense popularity for revolutionizing marketing practices such as advertising and promotion. As per Cha, (2009) stated that social media has become a platform that has helped in influencing the behaviour of consumer from the access of information to post-purchase behaviour concerning dissatisfaction statements or behaviours and patterns that have been used in order to access the internet. There are many advantageous that are helpful for connecting business to consumers, relationship development and fostering those relationships in a timely manner that too in a lower cost.

Other functions that can be laid down in relation to social media has got the involvement of affecting and influencing perceptions considering attitudes and end behaviour, while bringing out like-minded people together. Within the online environment it has been observed that individuals like the idea with respect to contribution, creation and joining of communities for fulfilling the needs of belongingness (Flagler, 2011). It even helps them to get connected socially and recognized or simply to enjoy the interactions to be carried out concerning like-minded members. Social media laying down higher level of efficiency in comparison to traditional communication channels have been encouraging industry leaders to participate through different social media sites such as Facebook, Twitter, MySpace and others helping out business to succeed their working in an online environment (Richins, 2009). Hence, it has been observed that more of the industries are trying to get benefited from social media as it help in developing strategy that can be helpful in managing other's strategy or follow other direction. Further, it could be laid down that social media has been providing an opportunity to the business, so that they are able to get engaged and interact with their potential and current consumers. It helps in encouraging increased sense of intimacy for building up the consumer relationship with the customer. It could be especially be undertaken in an business environment that could lose the loyalty of the customer if a business incurs smallest of mistake.

2.4 Social Media concept and its dimensions

As per Homburg.et.al., (2009) it has been said that social media is an aspect that has been merging within the lives of individuals in tremendous faster pace through various different areas. Kaplan and Haenlein (2010), lays down an explanation concerning social media essence, meaning and origin. While carrying out discussion with respect to social media there is a need for laying down importance towards two related concepts that are Web 2.0 and User Generated Content. In the period of 2004 there was emergence of Web 2.0 in order to illustrate the new way

that has been adopted by software developers and end users started operating with the World Wide Web. This is seen to be a platform whose content is not modified by single individual, but by various users in a collaborative manner. The examples that can be drawn with respect to application that are in respect to Web 2.0 group are composed of blogs, wikis and collaborative projects. In this regard it could be said that it leaves behind all the personal web pages and Britannica Online Encyclopaedia that is on the platform of Web 1.0. In the conclusion it has been stated by researcher that Web 2.0 is seen to be a platform that has helped in the evolution of social media (Kaplan, Haenlein, 2010).

Even Kotler and Keller, (2006) indicated that collaborative projects are seen to be the simplest type concerning social media. It has been allowing user to add, change or remove text that are text based content. Even it has been observed that through the collaborative efforts concerning different users the information lay down by various sources of social media is seen to be more reliable. In this regard one of the projects that could be seen is collaborative project Wikipedia. It is seen to be a free, online encyclopaedia that has written on the basis of efforts that have been laid down by volunteers and can be accessed by any individuals through Internet access. Another social media representative that can be considered is Blogs. They have been allowing user to carry out their publication and participation by creating multithread conversation using online channel (Weber, 2009). For an organization it has been said that blogs are crucial as it helps in enhancing their reputation in case of positive blogging and at the similar point of time they can laid down affect on the reputation of the enterprise through negative blogging.

Further, it has been seen that content communities are the people who have been laying down opportunity for sharing the media content among each other (Saunders.et.al., 2009). In case of media content there is exchange of videos (You Tube), photos (Flicker) or even PowerPoint presentations (Slide Share). In respect to content communities' users it has generally been observed that they do not create a profile page, but lays down some sort of personal record with respect to recent and overall activity. It has been seen that for the enterprise content communities are seen to be a great thread because of the chance that they can make use as a platform in order to share copyright materials (Kaplan, 2010). In case of social networking sites it has been seen that they have been following content communities in order to review social media types. These are the sites that help individuals to connect so that they are able to share

information, photos, videos and instant message. Even it is a media that helps out people for inviting friends to get accessed to some useful information. The two important social networking sites that are seen to be popular are Facebook and Twitter. Even in the present scenario it has been seen that business has been switching to Facebook platform so that they are able to build appropriate bond with their consumer (Trusov.et.al., 2009). On the other hand, Twitter is seen to be a media channel that has got a free social network and micro blogging service allowing people to read and exchange text based posts and the text cannot be more than 140 characters. Even such post is named to be “tweets”.

2.5 Types of Social Media

According to previous studies and literature associated with social media, it has been discovered that social media has been categorized into five different segments.

2.5.1 Social News

Social Bookmarking sites or any sites pertaining to Social News are very much alike to each other and are highly popular in the social community over the internet. Social News provides the people on the internet with the facility of not only organising their news feeds, but also enabling an individual's to vote and submit content all over the Web. Although special significance is laid on the concept of voting content, as it enables an individual to collect any interesting link over the internet, which they wish to visit again at a later time. The social news websites also provides the individuals online with links to other popular networking websites, which have been visited and explored by a large number of citizens. Social News websites have completely transformed the image of a newspaper. These websites brings the individual to the forefront (Chan and Yazdanifard, 2014). The sites give power to the users in aspect of choosing their personal news feeds or any form of targeted news. The websites also brings a user at the focal point of free interaction or debate.

2.5.2 Social Networking Sites (SNS)

Social Networking Sites or SNS provides a user with the facility of connecting to other individuals having similar backgrounds or interests. One of the foremost Social Networking Site in the present world is Facebook. The general features which have been observed to be present in all social networking sites have been stated as herein below:

The customers of the social networking sites have the ability to make profiles that are interactive in nature. The sites form a catalogue and recommends friends to the user based on their background and preferences. The users have the ability of perusing the list of recommended friends from not only the system but from other users in the system as well. For many users, the websites are regarded to be similar to any outlet. These offers those the chances needed for accumulation of wealth and for establishment of a close connection with the commodity by the use of various techniques and methods. Social networks are been considered as the most recent trends for interacting landscape. It provides transparency among the audience. In present scenario, it increases globalization of market. A new analysed market has been shaped on social media which identify preferable fashion and lovable trends of the audience (Kaplan, Haenlein, 2010). Social networking sites are also a wider platform to debate on issues so that top level management concludes with a decision. The review states that SNS encompasses sustainable connection among the people and maintain cyber citizenship.

2.5.3 Media Sharing Sites

Websites that are used for the sharing of media, such as YouTube or Flickr, are the channels, which offer the individuals with the ability of saving media files such as videos and pictures and many more. These saved files can be shared by the individual with other members associated with the online community. There is availability of prospects due to the linkages to these websites, as specific locations within the sector of social media there is an iron grip on the online communities having access to inexpensive technologies. One of the major aspects of any website specializing in sharing of media is that it needs to underline the tag. The tag is term that is associated with the content that is being shared. The tag helps in providing a general description of the media, which is being shared on these websites (Chen, Fay and Wang, 2011). This also helps in improving the efficiency of the search algorithm that are employed by various search engines as the businesses have to understand the importance associated with the key words that are used by the search engines for searching specific contents associated with the term. The media sharing sites also provide backup of the file. They also allow sharing audio and video from cloud storage. Web browsers allow accessing the media files. By convergence of social media network, the posted content flow at multiple platforms and the public looks for entertainment. By this two collective intelligence entertainment is coping up with information. Media files are been build by attractive features to gain new consumer every day.

Social media has three mentioned characteristics. The first one is interactive, it extent the meaning about the content which act as mediator in real time environment. It described that users generally share common interest video, photos and text or any past experience. The second characteristic is customisation. It means that every consumer of different sites is treated differently. Thus, a user can easily access relevant information with few efforts. It is also useful to increase buying process by social media. The last characteristic is social interaction. It is defined as communication between friends and family (Chen, Fay and Wang, 2011). Taking everything into conclusion, it is summarised that social media convert the simple platform into information influencing platform.

The study had also reviewed that social media is a group of applications which is based on internet. Applications are ideologically a technological. The idea allows users to exchange the information among them. The idea is explained by an example – news sharing on social media is recognising a variety of disciplines. The computer science studied to develop models who predict popularity, information cascades and rate of adoption by social media. Their main motive is to engage with news sharing (Weber, 2009). The implication leads to political participants on social site.

2.5.4 Micro Blogging

Micro Blogging websites enables an individual to share their message via any medium such as mobile phones or internet or the e-mail. Micro Blogging is a form of information network, which is almost similar in nature to that of a Blog. The only difference between a Blog and a Micro Blogging Website is that, in a micro blogging website, the word limit for a message is limited, unlike in any Blogging Website (Veeck and Hoger, 2014). Such quick methods of communication using Micro Blogging is quite prevalent in the present society. Twitter is the foremost micro blogging site over the internet at present. Twitter was launched on the internet in the year of 2006. Since its launch it has transformed into a global network, comprising of over 140 million global users and is stated to handle around 1.6 billion micro blogs in a day. It has been observed that various firms and organisation are operating on Twitter for expanding their business sphere. This also helps them in influencing, in some way or the other, the decisions that the customer's make by forming a relationship with their customers over the internet.

Micro blogs are updated micro post which can be informal communication, learning and knowledge. Moreover the way of propagation is increased by video recordings. It is more valuable for the company to generate the notification of upcoming meetings of the company and communication among co-workers.

2.5.5 Blogs

Blogs are said to be good in creating hubs for marketing tools for social media, such as hyperlinks, picture, videos and many more. This is possible as the added information can be attached with the posts that are being made on a blog platform. Moreover software that is associated with blog provides additional features such as blog rolls, comments, subscriptions and trackbacks. Blogs provides an individual with the permission to connect in an online debate while circulating through the internet (Zhang and Mao, 2016). The posts that are made on the blogging platforms have a possibility of impacting the products, personal or the reputation of a brand. The blogs are frequently updated associated with linking social sites. A weblog contains entries of articles or text in reverse chronological order i.e. from most recent to oldest on. The weblogs are easy to maintain and the technology is free for the creator. Weblog is widely spread if the people read the blog and agree to the contents of blogs they just like, throw comments, and add blog link to their own blog. If the people do not like the blogger points of view then they stop visiting the blog again (Zhang and Mao, 2016). It has been identified that blogs are medium to share opinions and share personnel experience to the audience.

The corporate blogs are used for marketing of business models. These blogs attach a questionnaire and trying to get the answer on each aspect by communication and discussion. Such chain of discussion is important to analyse the perception and gives review to the company.

2.6 Social Media and Branding

According to Cheong & Morrison, (2008) it has been said that branding is a term that has varied definition and concept in the world. In contemporary marketing it is a term that is termed to be very broad. In the present days it has been identified that brand are used as symbols that has been allowing customers in order to make difference between producers and trace quality with respect to the product back to the manufacturer as it helps out organization to compete