LATEST STUDIES IN

SOCIAL MEDIA AND DIGITAL MARKETING

VOLUME - 2

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Masira: A Pioneer of Digital Marketing in Bengaluru

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Abstract

In India, the digital marketing industry has extended to practically all corporate sectors. E-Marketing applications include shopping and order monitoring, online banking, payment systems, and content management because of the power of digital marketing, geophysical obstacles may be removed, making all consumers and enterprises on the planet potential customers and suppliers. It is well-known for its capacity to enable businesses to interact and conduct transactions from anywhere and at any time.

Keywords: Consumers, industry, digital marketing, enterprises, banking.

Introduction

In India, the digital marketing industry has extended to practically all corporate sectors. E-Marketing applications include shopping and order monitoring, online banking, payment systems, and content management. Because of the power of digital marketing, geophysical obstacles may be removed, making all consumers and enterprises on the planet potential customers and suppliers. It is well-known for its capacity to enable businesses to interact and conduct transactions from anywhere and at any time.

Today, the digital marketing business in India is booming. A job in digital marketing is likely to increase significantly in a country with a rapidly growing economy. The rise of digital marketing trends is having a significant influence on marketing and advertising. The large picture of the Digital Marketing sector in India cannot be complete until a brief overview of previous digital marketing data is provided.

The Digital marketing activity of promoting goods/services using digital

means is known as digital marketing. And nowadays, practically everyone has access to the internet. With the availability of low-cost data and low-cost cell phones, the number of individuals worldwide who have access to the internet has grown tremendously.

So, Connecting the Dots, if Businesses want to engage with Their Customers Following Strategies Can Be Used for Digital Penetration

- Potential customers on a global level
- Engage with them
- Create brand awareness
- Sell and promote products/services at affordable prices
- Earn higher ROI
- The success of Digital Marketing Worldwide

Let's look at the example of Starbucks and how the coffee giant used social media campaigns and other channels to mitigate the economic impact due to covid.

Starbucks launched its drive-thrus and home delivery services to better engage with its consumers and stay connected to them in the difficult pandemic times. They also launched their app to offer smooth navigation and offerings of their products.

They also launched a social media campaign with the hashtag #Reconnect with Starbucks. They asked their followers to share how they were reconnecting with their loved ones and their favourite Starbucks memory.

This was a great social media campaign as it not only reminded the people of all the good memories with Starbucks but also made them feel important and valued. This way Starbucks was successful in building its brand recognition, value, and loyalty.

Profile of Masira Digital Marketing Private Limited

Masira Digital Marketing is a Private incorporated on 01 September 2015. It is classified as non-govt Company and is registered at Registrar of Companies, Bangalore. Its authorized share capital is Rs. 100,000 and its paid-up capital is Rs. 100,000. It is involved in Software publishing, consultancy and supply [Software publishing includes production, supply and documentation of ready-made (non-customized) software, operating systems software, business & other applications software, computer games software for all platforms. Consultancy includes providing the best solution in the form of custom software after analyzing the users' needs and problems. Custom

software also includes made-to-order software based on orders from specific users. Also, included are writing of software of any kind following directives of the users; software maintenance, web-page design].

Nature of Business and Strategy

Masira helps its customers in the following areas:

Branding

Does a brand make an impression on the minds of people? Is a brand name one that will be forever remembered by anyone who has encountered it? Does the brand have a story or an emotion that could connect to the general public? Masira helps in creating a brand that is strong for a long time to come. It helps its clients with the best approach to present their story to leave an impression on people's minds and the brand get maximum visibility among the target audience.

Web Development

Masira believes that to be effective a web-site should be constructed focusing on aesthetics and usability. That is precisely the kind of service Masira wants to provide to its clients. Their design team creates responsive and user-friendly websites that meet the needs of the customers, using very effective techniques to help achieve the marketing objectives and maximizing the impact that a brand name has.

Digital Marketing

Online presence is key for a company's success, and the recognition that it brings depends on how one implements digital advertising strategies. It is true that digital marketing centres on the search for the best digital media to present any brand's story. The way one offers a brand to their clients, the way one communicates to their audience, and the way one positions the brand within the marketplace or mind of customers is what differentiates one from the crowd. Masira looks deeper into the brand's requirements and helps the client develop well thought-out strategies tailored to meet the changing trends in the industry. Masira's workforce are in close contact with their clients, and as the client's business expands and evolves, Masira team(s) reassess the client's needs and ensure they maximize the value of the marketing investments. Masira ensures that the clients' presence on the internet is expanded across time and space and reaches intended customer base.

Search Engine Marketing Services

Getting ahead of the competition and connecting with those searching for

companies' products and services! Designing highly optimized advertisements to boost the quality and volume of traffic to the client's website and help the client to connect with those seeking their product or service.

Google Ads

If clients don't wish to wait for months before the website is listed in the search results on Google, Google Ads is the best way to rank one's website faster.

Target Marketing

Depending on the target audience of a client, their advertisements either in English or in any other language, regardless of whether client's audience is in India or overseas.

Display Advertising

Masira assists their clients in developing the visually appealing advertisements for third-party websites or social media.

Marketing Campaigns

Whether a client's target customers are either on or off site, Masira's campaigns are designed so that the customers remember the brands for a long time.

Lead Generation

Masira assists its clients in generating high-quality leads in a short time by using the appropriate keywords and appealing ads.

Search SEO Audit

Masira provides its clients with a summary of the website's performance on search engines, with a special focus on organic traffic, domain metrics, and rankings, as well as performance over time and insight into areas that need to be improved.

Audit of Backlinks

Masira reviews each client's existing links and assesses how effective they are for a website. Finds out the unsafe links, identify why a site isn't performing well, and recommends strategies for improvement.

UI/UX Report

Masira shows its clients how to increase conversions by improving the user experience and increasing the accessibility of a website.

Conclusion

Masira is a digital marketing company that takes a holistic approach at establishing a client's new brand and helps its clients in continuously increasing their footprint among their targeted customer base, through a proper blend of creative and technological approach in achieving the desired growth.

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Chapter - 2

An Analysis of Social Media as a Tool to Understand Customer Preferences in Bangalore

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Abstract

In my research project I will be finding about social media's usefulness in knowing the preferences of the customer for any particular consumer durable goods, be it electronics/ books/ apparel, etc. Being an integral part of every individual's life social media is where one can share his/ her experience, opinions, and feelings with others. There has been seen some significant changes in the purchasing behaviors of consumers with the democratization of information through social media which it has brought. Consumers' connectivity in a wired and online world allowed them to know everything about the products and services they want particularly their availability, price, location and the desire attributes. This research aims to find the importance of social media on consumers' purchasing behaviors, which includes information acquisition, electronic word of mouth, consumers' perceived quality, etc. Long before it became the commercialized mass information and entertainment system, long before it was accessible to the general public, and certainly years before it expanded beyond a few hubs and nodes, the idea that connected computers might also make a great forum for discussing mutual topics of interest, and perhaps even meeting or renewing acquaintances with other humans. In the 1970s, that process began. It's no surprise that there are many businesses that use social media nowadays. More and more businesses see profit potential in the billion Social Media users on the internet. And, those businesses are right. There's a ton of money to be made from social media, if it is used the right way. Marketing and advertising through social media can be quite easy when you know what users are looking for. We live in an experience economy where value and trust are important aspects for the

potential customer purchasing a product. Customers don't want to buy just a product anymore. Customers want to buy a lifestyle. And, they want to know everything about the product before purchasing. With this in mind, it's important to interact and participate with the potential customer.

The paper seeks to identify customer's experience in using social media, understand how social media is linked to products knowledge management, and assess how social media services could have contributed to these success sales. To engage customers through various social media platforms, such as Facebook, Twitter, Instagram, WhatsApp, etc. The paper would find the emergence of social media and if it has empowered the users. Taken together, has social media been an effective platform for knowing consumer needs and preferences that eventually bring operational performance.

Keywords: Social media, customer preferences, online, Bangalore.

Introduction

Social media refers to a set-up of online specialized devices that empower individuals to handily impart data and organization to similar organizations or people on the Internet. According to an advertising viewpoint, web-based entertainment is a helpful device for advancing items, fabricating a dedicated client base, sharing data and impetuses, and creating buzz about items and administrations.

By involving virtual entertainment to draw in clients in an internet-based discussion, a business can accumulate criticism, find out about client needs, and create thoughts for new items or administrations to fulfil those necessities. In this limit, web-based entertainment can fill in as innovative work instruments. Other than testing thoughts regarding items or administrations, virtual entertainment devices likewise can be utilized to screen or assess ads, slogans, administration ideas, sites, key directives for advancements, valuing, dissemination choices and the shopping experience.

Social Media Emergence

Numerous scientists have gone over the compatible use of the expressions "web-based social networking" and "Web2.0" (Safko and Brake 2009, 6; Kaplan and Haenlein 2009, 60); in any case, Safko and Brake (2009, 6) have expressed out that these two terms are firmly related yet not precisely synonymous, and they vary as far as use. With the end goal of this exploration and keeping in mind the end goal to stay away from any perplexity, the previously mentioned terms will be characterized, in spite of the way that online networking is the focal gravity of the examination. In respects of the

term Web 2.0, Tim O'Reilly, the author of O'Reilly media, has begat that "Internet 2.0 is the business insurgency in the PC business caused by the move to the Internet as stage, and an endeavor to comprehend the principles for progress on that new stage." He has additionally given a general business angle in relations of Web 2.0 as the "bridling of aggregate insight", in which Web 2.0 furnishes stages and fills the Web with client created content where all people – the previous gathering of people can partake in rather than essential choices made by a couple of individuals. (O'Reilly 2006.) Alternatively, Web 2.0 is a stage whereby substance and applications are persistently adjusted and traded by all clients in participatory and cooperative way, and never again just made and distributed by people (Kaplan and Haenlein 2009). There are as yet numerous continuous level-headed discussions and talks with respect to web-based social networking's all-inclusive definition; as web-based social networking has been changing and converging into the advancing advancement of New Media (Solis 2010). Notwithstanding what the institutionalized definition fundamentally would be, a considerable lot of the current investigations and articles have expressed out the basic center reason for web- based social networking.

As per figure 1, Dann and Dann (2011) have exhibited how online networking is framed in view of the interconnected components – social connection, substance, and correspondence media. Web-based social networking has made another scene in supporting the socialization of data (Solis 2007), accordingly it has encouraged and improved correspondence stream by making it less demanding and to more individuals, and to spread valuable data with conceivably immense online crowds (Smith and Zook 2011, 10), in which the discussion might be occurred on media socially however prompt a worldwide effect.
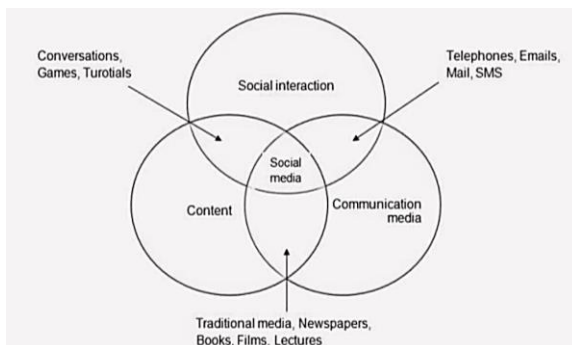
Importance of the Study

The findings of this study will contribute to the development of

technology marketing structures throughout businesses, considering that social media plays a vital role in customer equity and profits in businesses today. With technology and social media being so prevalent in today's society, it is important for businesses to keep up with the current trends that could potentially have their businesses booming. The results from this study may aid businesses in their social media marketing efforts, and potentially support future success. This study may help discover areas that may be weak when using social media marketing for business. For business owners, this study may serve as a guide for stronger approaches in social media marketing.

Need of the Study

- Social media usefulness in knowing the preferences of the customer for any particular consumer durable goods.
- To identify customer's experience in using social media, to understand how media is linked to product knowledge management.

Review of Literature

A literature review is a survey of scholarly sources on a specific topic. It provides an overview of current knowledge, allowing you to identify relevant theories, methods, and gaps in the existing research.

Writing a literature review involves finding relevant publications (such as books and journal articles), critically analyzing them, and explaining what you found. There are five key steps:

1. Search for relevant literature
2. Evaluate sources
3. Identify themes, debates and gaps
4. Outline the structure
5. Write your literature review

A good literature review doesn't just summarize sources—it analyses, synthesizes, and critically evaluates to give a clear picture of the state of knowledge on the subject.

Tough competition, increasing costs of marketing and ever-changing technology have forced researchers to study the marketing efforts that facilitate continuing relationships with customers. Thus, customers' involvement in the area of marketing is becoming a mandatory requirement for achieving brand improvement, which consequently influences the perspective of establishing positive relationships with customers (Andersen, 2005). Recently many companies are identifying the relevance of social media

brand communities as a tool for building relationship with their customers. These brand communities in addition to providing a marketing communication channel to the companies also facilitate a direct connection with current and potential customers of their brand who is social media users. These users participated in communities' activities via social media platforms and share their brand-related knowledge with other members (Kang *et al*., 2014). Thus, social media platforms have provided new ways for individuals, organizations and brands to communicate, cocreate and share information (Kusumasondjaja, 2018; Kamboj and Gupta, 2018; Sarmah, Rahman and Kamboj, 2017; Yadav *et al*., 2016). Social media is suitable tools for brands to connect with consumers online (Ananda *et al*., 2019; Kamboj *et al*., 2016). As per Ismail (2017), above 50 percent of social media users worldwide follow brands on social media. Social media users may view posts, share experiences and other information regarding their interested brands (Liu *et al*., 2019; Jain *et al*., 2018) via their websites or apps. Social network services and online apps are one of the main aspects of today information technology (Sarmah, Kamboj and Rahman, 2017; Sarmah, Rahman and Kamboj, 2017; Yoo *et al*., 2019). Online social apps fill all aspect of everyday life via the persistent use of emerging technologies (Gong *et al*., 2018).

Turban E, King D, Long J (2009) expressed that social average are the online apparatuses and stage that are utilized by clients to share data, suppositions, and encounters in type of experiences, discernment, photographs, music and recordings with each other. Albert S (2009) broke down that it is medium utilized by association huge or little, benefit or non-benefit to make mindfulness with respect to their items and administrations. Without any difficulty of interface with online networking, web-based business is getting more client and also group driven. Chui and Manyika (2012) contemplated that advertising through online networking would be an elective viewpoint of interfacing with people, but then the most powerful uses of social advances in the worldwide economy. Evans (2008) explored about the huge development of web-based social networking and numerous individuals are getting associated with each other through this media, he prescribed organizations to take an interest in for future development and advance. Woodall and Colby (2011), audited that a developing number of clients will impart their encounters to others by means of online networking. Exact (2009) examined four web-based social networking administrations that have been usually utilized by associations to speak with their clients which are as per the following:

- Micro blogging administrations enable associations to connect with clients through small scale posts.

- Social organizing administration underpins interconnection amongst associations and clients to start helpful discussion.

- Location-mindful versatile administration enables association to oversee client learning in particular areas.

- Corporate talk discussion empowers association to offer data of the current items, administration and thought to hierarchical purchasers.

Fisher and Reuber (2011) considered in their examination that there is an immediate positive connection between online networking and factors like deals, development, mark picture and notoriety of organization in the market. He likewise discovered that if web-based social networking is finely conveyed in an association then it will prompt critical increment in its business, development, mark picture and notoriety of organization in the market. Al Kalini and Kumar (2011) assessed one the significant points of interest of online networking that it imparts data and passes on it to an expansive populace and causes clients to choose from various accessible decisions and hence facilitate the obtaining procedure for the business around the world. Rowley and Slack (2001) analyzed that the online networking has the capacity of consistently making new client information and successfully overseeing client learning resources. Fuchs and Schreier (2012) investigated that building up possess online networking stages is an inventive route for associations to educate their clients about their procedures and getting thoughts from them to build up their items and administration. He additionally assessed that a portion of the associations consolidate the utilization of various online networking administrations to better accomplish their showcasing targets and such firms are more effective in contrast with others.

Consumer Digital Interactivity and Electronic Word of Mouth (e-WOM)

Coordinate advertising was known well before the making of the Internet, however the Internet gives another apparatus to provider and client intelligence that is more affordable and more adaptable than customary showcasing (Kotler, 2009) Deighton and Kornfeld (2007) contend that purchasers look data.

about items and brand by utilizing computerized media and speak with each other effortlessly by imparting their insights about those items and brand Social media devices, for example, web journals, wikis, social bookmarking, online dialogs, informal organizations, survey destinations and other online media are expanding the capability of intuitiveness between shoppers (Deighton and Kornfeld, 2007). Through these social intelligent apparatuses organizations can make more beneficial and significant association with

shoppers to increase intense knowledge into their impression of items and administrations that they offer and enable them to contribute and work together in their organizations in ways that were never conceivable (Ryan and Jones, 2009). Social media users in 2017 reported high levels of influence as follows:

a) 231 million discover new brands or products through social media (up 22% from 2016)

b) 225 million use social media to learn about unfamiliar brands or products (up 9% from 2016)

c) 178 million are "strongly influenced" in their purchase decisions by opinions in social media (up 19% from 2016)

d) 151million refer to social media before making purchase decisions (up 29% from 2016)

Research Methodology

Statement of Problem

In today's society, the use of social media has become extremely prevalent amongst individuals. The increase of social media usage has presented as an opportunity for business to direct marketing efforts, but also as a challenge on what is the best way to reach out the customers and understand their preferences. The problem with this growth of social media activity is that, the vast majority of individuals who use social sites especially for new product or business reviews, has the capacity to positively or negatively influence a business's reputation and profits. The purpose of this research is to measure how social media could be used to gain knowledge on customer's preference for goods. An attempt would also be made to understand the power and impact of social media on today's consumer market.

Objectives of the Study

- To understand the power of social media in present market scenario.

- To find out different factors of social media that can influence consumers' preferences.

- To find out the impact of electronic word of mouth, seller created information, information acquisition, perceived quality, and perceived risk on consumers' preferences.

Sampling Design

Sampling design is a definite plan for obtaining a sample from a given population. It refers to the technique or procedure the researcher would adopt

in selecting items for a sample design may as well lay down the number of items to be included in the sample and it is the size of the sample design is determined before data is collected.

In order to determine the impact of social media marketing on individuals' attitudes and perceptions, a descriptive correlational survey method was used. This method was used to assess the demographic profiles, such as sex and age, of each of the participants, along with their social media use. Additionally, each respondent was asked to fill in a survey questionnaire in order to determine the factors that may affect their attitudes and perceptions when using social media to connect with businesses.

Data Collection Methods

Data collection is the process of acquiring data pertaining to the study. While designing about the method of data collections, we should consider the reliability and accuracy of data. Any statistical data can be classified under two categories depending upon.

These Categories Are;

a) Primary data

b) Secondary data

The primary data has been collected with the help of a questionnaire. This was done to gauge their reactions for social media for the products, services and other marketing communication techniques pertaining to specific companies which are among the major players. The responses helped in quantifying the results which in turn helped in finding answers to the objectives of the report.

Secondary data has been used for the study to present a broad view to the analysis and to understand the topic with the help of already established reports on the similar topic.

The software tools used for the study are MS-Word and MS-Excel.

Limitations of the Study

Regardless of the way that speculations were endorsed by discoveries from study and the examination can give a specific level of new bits of knowledge in identifying with the present circumstance, confinements may even now exist.

- Area of survey was conducted in specific regions of BENGALURU only. Thus, the results do not represent the entire Indian population.

- Time and other factors, which are beyond human limitation, have also a bearing on the study.

Data Analysis and Interpretation

Purchasers are on-screen characters on the commercial centre stage. Buyers, when all is said in done, can be alluded as people who buy or devour items and administrations; in any case, regarding purchaser and customer, there is a slight distinction. Purchasers are the general population who are acting either as extreme, mechanical, or institutional buyers.

To discover the relationship between of social media and customer purchase decisions and equity, the responses of 75 participants who were between the ages of under 18 to 48 years & above taken to a questionnaire about their attitudes towards businesses using social media marketing were analysed. A response rate of 100% was achieved in this study. The following section represents the analysis of the responses to the questionnaire administered in this study.

Age Group

Table 1: Age group of Respondents

Age	No. of Respondents	% of the Respondents
Under 18 years	1	1.3%
18-25	58	77.3%
26-36	14	18.7%
37-47	-	-
Above 48 years	2	2.7%
Total	**75**	**100%**

The above table.1, shows the respondents of Age groups. Of those percentages, the survey revealed that 1.3% of the respondents are Under 18 years, where 77.3% of the respondents were under the age of 18-25 years. The other 18.7% are the age groups of 26-36 years, and rest 2.7% of the respondents are Above 48 years.

Gender

Table 2: Gender of the Respondents

Respondents Gender	No. of Respondents	% Of the Respondents
Male	32	42.7%
Female	43	57.3%
Total	**75**	**100%**

From the results of the questionnaire, most of the respondents were young females. From the total 75 respondents, 43 were females, whereas 32 were males. Of those percentages, the survey revealed that 57.3% of the respondents were predominately female. The other 42.7% of the respondents were male respondents.

Which of the Following Social Media Sites you are using on a Daily Basis?

Table 3: Social Media sites usage

Which of the following social media sites you are using on a daily basis?	No. of Respondents	% of the Respondents
Social Networking Sites (e.g., Facebook, Instagram, WhatsApp)	54	72%
Microblogging (e.g., Twitter)	10	13.3%
Photo & Video Sharing Sites (e.g., YouTube)	9	12%
Other	2	2.6%

From the above table.3, it is clear that 72% of the respondents use social networking sites, where as 13.3% of the respondents use Micro blogging and Photo & video sharing sites are used by 12%, lastly 2.6% of the respondents use other.

Time (Approx.) Spent on Social Media Sites per day

Table 4: Approx. time spent on social media

Time (approx.) spent on social media sites per day	No. of Respondents	% of the Respondents
0 hour	-	-
1-3 hours	44	58.7%
4-7 hours	27	36%
8-10 hours	3	4%
more than 10 hours	1	1.3%

The above table.4 represents that there is 0 response for Approx. time spent on social media for 0 hours. Where 58.7% of respondents spent time on social media for 1-3 hours, 4-7 hours spent on social media sites by 36% of respondents, 4% of the respondents use for 8-10 hours and lastly 1.3% of the respondents use social media site for more than 10 hours.

Time (Approx.) Spent On the Mass Media (TV, Radio, Magazine, Newspaper and So On) Per Day

Table 5: Approx. time spent on Mass Media

Time (approx.) spent on the mass media (TV, radio, magazine, newspaper and so on) per day	No. Respondents	% of the Respondents
0 hour	17	22.7%
1-3 hours	55	73.3%
4-7 hours	3	4%
8-10 hours	-	-
more than 10 hours	-	-

From the above table.5 it is clear that there is no response from the respondents for 8- 10 hours and more than 10 hours. But out of total 75 respondents, 22.7% of the respondents spent approx. time on Mass media for 0 hours. Where 73.3% uses it for 1-3 hours and lastly, 4% of the respondent's spent tine on Mass media for 4-7 hours.

Do You Think That With The Social Media Sites, You Are Able To Seek Out Products/Services Information Initiatively?

Table 6: Do social media sites help to seek out products/services information initiatively

Do you think that with the social media sites, you are able to seek out products/services information initiatively	No. of Respondents	% of the Respondents
Yes	46	61.3%
No	4	5.3%
Sometimes	25	33.3%

The above table.6. depicts that, from the total of 75 respondents 61.3% of the respondents are YES where 5.3% of the respondents are NO and lastly, 33.3% of the respondents are SOMETIMES, which help the respondents to seek out products/services information initiatively.

Do you have prejudgment (positive/negative) towards a particular product and/or service before an actual consumption?

Table 7: Prejudgment towards a particular product and/or service before an actual consumption

Do you have prejudgment (positive/negative) towards a particular product and/or service before an actual consumption?	No. of Respondents	% of the Respondents
Yes	25	33.3%
No	15	20%
Sometimes	35	46.7%

There were total of 75 respondents in the survey where 33.3% of them responded YES, and 20% of the respondents marked as NO, where as 46.7% of the respondents respond as a SOMETIMES for Prejudgment towards a particular product and/ or service before actual consumption.

Which of the following factors is the cause of your prejudgment?

Table 8: Cause of your Pre-judgment

Which of the following factors are the cause of your prejudgment?	No. of Respondents	% of the Respondents
Previous experience	15	20%
Knowledge or awareness of the brand	15	20%
Brand reputation	9	12%
Information from the internet (e.g., user reviews, blogs, forums, and so on)	20	26.7%
Information from the mass media (e.g.TV, radio, magazine, and so on)	6	8%
Information from peers, friends, or family members	10	13.3%

Above table.8, shown that what the factors of pre-judgments are. Where 20% of the respondent judge on the basis of previous experience, 20% for knowledge or awareness of the brand, brand reputation is 12%, information from the internet is 26.7%, 8% are for information from mass media and 13.3% are for information from peers, friends or family members.

Through which of the Following Online Formats do you prefer to Learn About Companies and the Products or Services They Offer?

Table 9: Online formats preferred to learn about companies and the products or services

Through which of the following online formats do you prefer to learn about companies and the products or services they offer?	No. of Respondents	% of the respondents
Shorter articles or content (e.g., email newsletter, blog post)	11	14.7%
Customer reviews (e.g., Amazon)	31	41.3%
Videos (e.g., YouTube)	23	30.7%
Photos, infographics, images, or illustrations (e.g., Pinterest)	5	6.7%
Social media posts (e.g., tweet, Facebook post)	5	6.7%

From the above table.9, and diagram, it is understandable that 14.7% of the respondent prefer shorter articles or content to learn about the companies

and the product or services, where 41.3% of them prefer customer reviews, 30.7% of them prefer videos, where photos, info graphics, images or illustrations are preferred by 6.7% and lastly social media posts are preferred by 6.7% of the respondents to learn about the companies and the products or services.

Do You Agree That Information Searching Is Easier via Social Media Comparing to Mass Media (e.g., TV, Radio, Newspaper, and so on)?

Table 10: Information searching is easier via social media comparing to mass media

Do you agree that information searching is easier via social media comparing to mass media (e.g., TV, radio, newspaper, and so on)?	No. of Respondents	% of the Respondents
Strongly Disagree	8	10.7%
Disagree	4	5.3%
Neutral	22	29.3%
Agree	30	40%
Strongly Agree	11	14.7%

In this given table.10, it has shown that how many % of the respondents finds that information searching is easier via social media comparing to mass media where, 10.7% strongly disagreed, 5.3% Disagreed, 29.3% are neutral, 40% of the respondents agreed and 14.7% of them strongly agreed.

Do you Agree that, for Instance, Advertisements/Blog Posts/ FB Pages/User Reviews on Social Media Influence you to Try New Brands/Products/Services?

Table 11: Advertisements/blog posts/ FB pages/user reviews on social media influence to try new brands/products/services

Do you agree that, for instance, advertisements/blog posts/ FB pages/user reviews on social media influence you to try new brands/products/services?	No. of the Respondents	% of the Respondents
Strongly Disagree	6	8%
Disagree	4	5.3%
Neutral	27	36%
Agree	28	37.3%
Strongly Agree	10	13.3%

Here, 8% of the respondents strongly disagree, 5.3% disagree, neutral 36%, 37.3% agree and 13.3% respondents strongly agree for the advertisements/blog post/FB pages/user review on social media which

influence to try new brands/products/services.

Do you agree that feedbacks (reviews/comments/posts and so on) on social media affect your purchase?

Table 12: Feedbacks (reviews/comments/posts and so on) on social media affect purchase

Do you agree that feedbacks (reviews/comments/posts and so on) on social media affect your purchase?	No. of Respondents	% of the Respondents
Yes	39	52%
No	8	10.7%
Sometimes	28	37.3%

In the given table YES is 52% of the respondents, NO is 10.7% and SOMETIMES is 37.3%, who agree that feedbacks on social media affect purchase decision.

Do you agree that social media provides an effective and powerful platform for consumers to communicate with each other and with the companies?

Table 13: Social media provides an effective and powerful platform for consumers to communicate with each other and with the companies

Do you agree that social media provides an effective and powerful platform for consumers to communicate with each other and with the companies?	No. of Respondents	% of the Respondents
Strongly Disagree	2	2.7%
Disagree	2	2.7%
Neutral	25	33.3%
Agree	37	49.3%
Strongly Agree	9	12%

From the given data it is understandable that social media provide an effective and powerful platform for consumers to communicate with each other and with the companies. In this data 2.7% of the respondents strongly disagree, 2.7% of the them disagree, 33.3% of the respondent have neutral response, 49.3% of them are agree and lastly, 12% respondents are strongly agreed. Do you agree that information regarding products and services have a higher credibility on social media than on mass media channels because the information is beyond the company's control?

Table 14: Credibility of information on social media or mass media channels

Do you agree that information regarding products and services have a higher credibility on social media than on mass media channels because the information is beyond the company's control?	No. of Respondents	% of the Respondents
Strongly Disagree	2	2.7%
Disagree	2	2.7%
Neutral	29	38.7%
Agree	37	49.3%
Strongly Agree	5	6.7%

2.7% of the respondents strongly disagreed, 2.7% disagreed, 38.7% of the respondents are Neutral, 49.3% are agree and lastly, 6.7% of the respondents are strongly agreed, that information regarding products and services have a higher credibility on social media than on mass media channels because the information is beyond the company's control.

In your opinion, which stage of your buying decision has been affected mostly because of social media? Rank on a scale of 1 to 5.

Table 15: Stage of buying decision affected mostly because of social media

In your opinion, which stage of your buying decision has been affected mostly because of social media? Rank on a scale of 1 to 5. (1 being least, 5 being most)	Rank	% of the Rank
Exposure to product/service information	4	17.3%
Problem Recognition	2	8%
Search for the alternatives	5	42.7%
Evaluation of information	3	16%
Post-purchase Evaluation	3	16%

According to the rank, search for the alternatives is ranked as 5th with 42.7%, where in 4th rank with 17.3% is exposure to product/service information, evaluation of information and post- purchase evaluation is ranked on 3rd with 16% respectively and lastly problem recognition is considered as 2nd rank with 8% for buying decision affected mostly because of social media.

Do you feel encouraged to voice out your opinion after a purchase via social media platforms?

Table 16: To voice out your opinion after a purchase via social media platforms

Do you feel encouraged to voice out your opinion after a purchase via social media platforms?	No. of respondents	% of the respondents
Yes	34	45.3%
No	10	13.3%
Sometimes	31	41.3%

According to the survey, 45.3% of the respondents voice out their opinions after a purchase via social media platforms, where percentage for NO is 13.3% and 41.3% of the respondents SOMETIMES voice out their opinion after a purchase via social media.

Findings

The Findings which we have come to After This Research Are

1. Through this study it was found that rather than the images on the social media pages of any products, the reviews by customers are more influential to the people surfing the social media.

2. Social media provides its users with better access to information regarding products of their interest.

3. There are people who are not using Facebook but indirectly are affected by its impact as their friends and family suggests them those products which are trending on social media and ask them to buy.

4. Social influencers, influences people to purchase through several effective social sites.

5. EMI system makes purchase decision easy.

6. Social media has released various alternatives and innovations

7. The worldwide pandemic has led everyone to shop online more and this trend will rise in future days.

Suggestions

The rationale of the exploration was activated by individual enthusiasm for how purchaser conduct has changed in the Digital Age, specifically with online networking. The measure of data accessible to us increments in each new day, accordingly, we are overwhelmingly presented and accomplished distinctive parts of data through the Social Web. The availability and straightforwardness that web-based social networking offers has driven changes in how shoppers position themselves in the present market, in which it is inescapable and essential for organizations to furnish with another advertising attitude. The focal gravity of the exploration was to clarify why, when, and how web-based social networking has affected on customer basic leadership process both in principle and by and by.

There is a liberal measure of reports identifying with online networking showcasing which are basically meant to enable organizations to profit by this advertising pattern. Customarily, organizations expect that they are destined for success in the new advertising period, for example drawing in clients by

making a Facebook page; truth be told, clients may not have an indistinguishable picture from organizations may have.

Hence, the examination was completed in the view of buyers (in Finland), which was planned to clarify the effects of online networking on various stages in their basic leadership process, by discovering how purchasers see web-based social networking in the whole procedure.

Moreover, the exploration, perhaps, could help organization to increase new experiences from this point of view and to distinguish potential entanglements and openings by means of web- based social networking, for example to create suitable approaches to tab into the basic leadership process at the correct time or to have a superior comprehension of why their online networking promoting efforts may not execute as they would have expected.

Basically, the hypothetical structure of this exploration was based upon buyer purchasing model and the progressions online networking has predominately conveyed to promoting. The five phases in the purchasing model filled in as a premise of the legitimate request of how the overview was completed and the speculations in web-based social networking gave guidelines on which set of inquiries would get a handle on the examination questions.

The accompanying part introduces the conclusions drawn from the exploration discoveries. Nonetheless, facilitate discourses and confinements are layout and pondered.

Conclusions

The target of the examination was to clarify why, when, and how online networking has affected on shopper basic leadership process. Research questions were intended to limit the subject and to help the scientist to recognize the clarifications of the issue. The three research inquiries for this theory were:

8. How do shoppers go to, process, and select the data previously a buy?

9. What are the contrasts between promoting via web-based networking media and through broad communications?

10. What is the progressions web-based social networking has conveyed to purchasers in various phases of their basic leadership?

In the first place, online networking has brought significant changes to the two purchasers and organizations, the discoveries of this examination are predictable with the speculations introduced in the hypothetical structure,

Chapter 1 & 2. The gathered information from the study is explained in relationship with the introduced hypotheses in Data Analysis of the exploration.

At the pith, all stages accessible via web-based networking media have offered a two-way correspondence stream, which is featured hypothetically and for all intents and purposes. Consequently, this guideline highlight of online networking has made another scene in supporting the socialization of data and has constrained advertisers to surrender what they old attitude in managing broad communications showcasing. As the gathered inputs from the people, it has stressed that, specifically with online networking, shoppers can access to client encounters and verbal, in which surpasses the promoting and publicizing drivel or cleaned trademarks.

At the end of the day, showcasing by means of web-based social networking is more about making amazing substance that are purchaser applicable (Drury 2008), rather than being a reckless item situation. Additionally, advertising through online networking centers around building connections amongst buyers and organizations.

The openness and straightforwardness of data that online networking has offered to shoppers have been shown all through the whole research. Customers can access to applicable data in an awesome range as well as in a quicker speed, which broad communications expends additional time in looking data. In opposite, substance is not in charge and checked, along these lines the possibility of getting false and nonfactual data which the shoppers have demonstrated worry of. As far as a business setting, advertisers must know about the insult via web-based networking media, since it can be spread virally and prompted a harm to brand's notoriety.

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Chapter - 3

Digital Marketing Tools and Strategies and its Implementation in Business: A Case Study of OnePlus

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Abstract

Many people do not have the time to consider their purchases or even to go to actual stores in this rapidly changing environment. That explains why online purchasing caught on so quickly. Because it can be done from any location with internet access, it helps consumers save time, effort, suspense, and allows them to combine purchase with other activities. The internet and online purchasing have expanded the possibilities of marketing and given rise to new sectors, tactics, and varieties of it. Hence, digital marketing expanded to include not just television and radio but also the internet space, which is brimming with effective and practical promotional techniques that are currently in use. The paper discusses the marketing tools and strategies adopted by one plus in order to enhance its business.

Keywords: Business, marketing, purchasing, promotional techniques.

1. Introduction

In this fast changing environment, many people do not have time to think about their purchases or even of visiting actual stores. That is why online shopping became a trend so fast. It lets buyers save time, effort, reduces factors of suspense and helps to superpose buying with some other activities because it can be done from any place where there is an internet access. The internet and online shopping itself opened horizons and completely new fields of marketing, evolved strategies and different types of it. This is where digital marketing became not only television and radio but also the internet arena, full of skillful and convenient promotional tools, actively used nowadays. It even created a highly competitive environment for the companies striving to gain

web leadership. Not only time but also customers have changed since the foundation of the Internet. Their habits, interests, lifestyle, needs and wants took other directions under the flag of globalization. Considering new tendencies, firms could not ignore developing consumer buying behavior, according to it, Internet usage purposes are viewed and tracked in order to make digital marketing more efficient. The biggest challenge comes to retailers because as opposed to technology and innovation companies, they are not creating anything new, but selling products (particularly in cases 2.t simple, they have to find a way to add value to their product and assure not only quality but the uniqueness of it. This explains the reason why all the businesses in one or another way have to deal with digital marketing.

2. Literature Review

Androulidakis G. Kandus (2011) correlated the brand of mobile phone users' security practices. Users show different behavior in an array of characteristics, according to the brand of the mobile phone they are using. As such, there is categorization of arrears, different for each brand, where users are clearly lacking security mind, possibly due to lack of awareness. Such a categorization can help phone manufacturers enhance their mobile phones in regards to security, preferably transparently for the user.

Tajzadeh Namin Aidin (2012) analysed that the process of deciding over (choosing) a brand may be influenced by situation and content. The findings suggest a significant relationship between the variables "brand attitude", and "product (cell phone) choice". In addition, no significant relationship was found between individual decision making processes (independent or mediated) and product choice

Nasr Azad, Maryam Safaei (2012) states that there are many evidences to believe that customers select their products based on brand name. Products also maintain their own characteristics, which make them differentiable from others. In this paper, researchers have present an empirical study to determine important factors influencing customers' purchasing intend for cellular phones in capital city of Iran, Tehran. The results of the study show that there are some positive relationships between exclusive name and quality perception, between exclusive name and word of mouth advertisement, between quality perception and fidelity, between word of mouth advertisement and brand name and between brand name image and brand name.

Hande Kimiloglu, V. Aslihan Nasir, Süphan Nasir, (2010), aims to discover consumer segments with different behavioral profiles in the mobile phone market. Pragmatic consumers are found to give high importance to the

functional, physical and convenience-based attributes of the product. The abstemious group also gives importance to functionality along with design. While value-conscious consumers focus strongly on price, the charismatic segment represents the want- it-all group valuing many attributes such as technological superiority, practicality, durability, functionality, and design. The study also includes findings and discussions about the differences these clusters display in terms of their involvement and loyalty styles.

3. Research Methodology

The approach used in the study is survey method. Research approach includes surveys through structured questionnaires. Sampling method used in this research is simple random sampling. Here the sample size taken for the study is 50. The data comprises of respondents in the age group of 18-40 in Bangalore city Descriptive statistics is used to analyse the data.
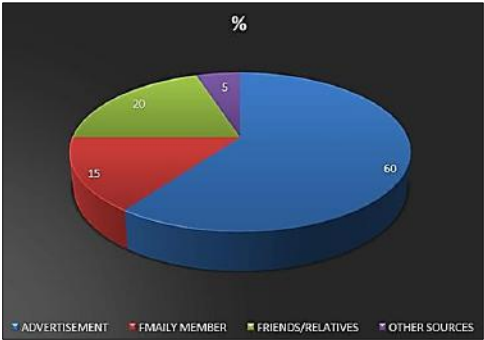

Fig 1: Awareness of OnePlus
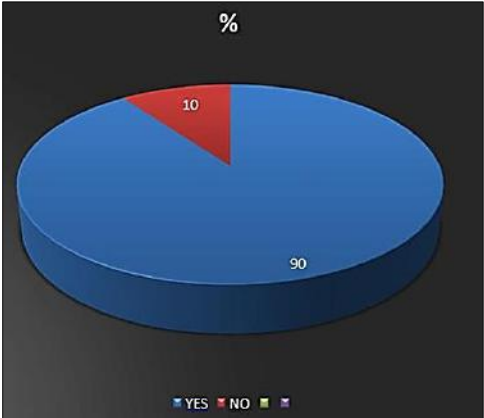
Fig 2: Respondent has seen the advertisement
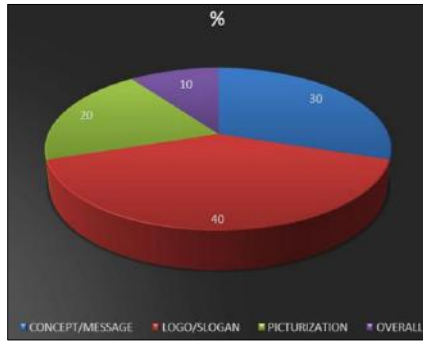
Fig 3: Feature impressive in the advertisement
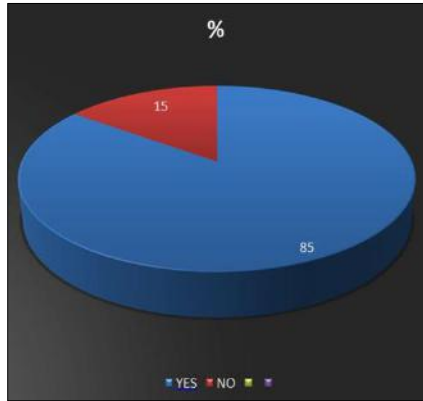
Fig 4: Advertisement reflects product profile.

4. Findings

- A majority of the consumers use OnePlus products.
- Advertisement gas been an effective method for spreading awareness about OnePlus products.
- A majority of the consumers have seen OnePlus ads.
- The logo/slogan and concept/message has been an important factor influencing the consumers.
- Many consumers find the marketing of OnePlus effective and impressive.
- The logo/slogan and the message makes people recall the brand.
- Many consumers have been to exclusive zOnePlus showrooms.
- The advertisement reflects actual product profile.
- Majority consumers find OnePlus' products to be economical.

- Consumers have been satisfied with the after sales service of OnePlus.

- It's the product features that induces the consumers to buy the product.

- People find the OnePlus' ads to be very effective as it sets an image of the brand at the back of the mind of the consumers.

- People find that the ad truly represents the brand value.

5. Conclusion

- With respect to the above study and the findings thereby are that the company has definitely entrenched into the urban market.

- With few more concerted efforts, the said organization needs to enter the rural market in order to completely establish itself all over.

- Customer Service and Satisfaction are of utmost important in this highly Competitive market

- Value Proposition should be created in the eyes of the customer to gain Loyalty which will in turn help to sustain and be a Leader in the Market

- Constant Investment in R&D will help an Organization to get Innovative products in the market and in turn lead to higher Customer Satisfaction.

- Brand Recall is of utmost importance and the Company should make efforts to increase the same

- Exclusive showrooms are of utmost importance and so the required investment should be done to expand for the same.

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Chapter - 4

A Study on Social Platform as a Tool for Recruitment

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Abstract

The method of corporate recruitment has changed significantly in the modern era because to the development of technology and social networking sites. It is now simpler for recruiters to find the fresh talent pool in less time. A lot of job seekers have benefited from social networking sites like LinkedIn, Facebook, and Instagram. Today, the process of hiring talent is driven. Around 73% of recruiters have effectively increased through this social networking site, and half of job searchers worldwide use it as a tool for recruiting. It also serves as a reliable source for new hiring standards. It will take the place of the conventional way of talent acquisition in the upcoming generation. This study focuses on the use of social media as a recruitment tool.

Keywords: Social platform, corporate, recruitment tool, hiring talent.

Introduction

These days through the advancement of the technology and social networking sites the process of corporate recruitment has change enormous. For recruiter it is now easier to get the new pool of talent in less consuming time. 79% of job seekers in the world look for social media as a platform for talent acquisition.

In the past traditional method of talent acquisition has delivered the wealth to the companies needs to achieve it's goals. It shows 84% of organization has adopted talent acquisition digitally and today it is used by almost every organization. There is no question that social platform has enrich the hiring process more open and engaging for both the seekers and the recruiter.

Many social networking sites like LinkedIn, Facebook, Instagram has helped a lot of job seekers. Talent acquisition process is driven today. In the world half of the job seekers are using social platform for recruitment and

Over 73% of recruiters have successfully higher through this social networking platform and it also makes the efficient sources of standard of new hires. In the upcoming generation it going to replace the traditional method of talent acquisition.

Pros for Social Recruiting

Enlarge the Employer Brand

An engaging employee branding is significant for attracting and retaining the best talent. Increases the visibility and strengthen their brand by posting job description, responsibilities and also activities which will create trust and reputation for the company and will keep engage with the potential candidates. It's not only engage candidates and have connection with company, yet it like wise assist you make association with different experts in the industry which will fortify our brand openness.

Amplify the Job Clarity

These days' people are connected and using social media for every purpose. As Facebook got more percentage of users then the other platform and it's based of over 2.9 billion users and Instagram for the awareness of the organization and Twitter is famous for interaction connection with the candidates and LinkedIn itself is a job seekers Platform post theirs cvs and employer jobs.

Social networking platform is a great source of identifying and hiring the individual talent to work for it's consumer. This are some platforms which reach too many people and help to find out the right candidate for right job.

Finds Premium Candidates

When the companies hire through the online platform the employer get a lot of pools which is an option for the employer to choose the best talent out of it and the results shows the world which is higher from the online platform is more high qualified candidates.

The recruiter can also set the specific requirements for the role and can target the specific candidates by posting it on social networking site. It will also help to fulfill the vacancies by taking the talent from the other platform or the companies own employees with more productiveness.

Reduce the Hiring Cost

As the traditional method of talent acquisition is expensive. Through social networking sites it may cost few amounts but its way cheaper than the traditional one. It connects the potential candidates in real time and fast

responses. This will assist with getting magnificent work connections and recruit the right candidate. That's why it's saves time and money in hiring with efficiency.

Reach Passive Candidates

It shows 73% of candidates not actually looking for job but they still search and use social platform. Both Active and passive candidates invest a lot of time on social networking site by browsing the same. We can't say from the passive it may turn into active candidates and may be a good fit for the required role.

Even though passive candidates aren't seeking for a job but they also cannot ignore the new opportunities by this it will keep engage and build relationship with the passive candidates.

Evaluation and Metrics of Talent Acquisition

Collects data to keep a track how the strategies are performing in social media.

It helps to understand to track all the details of the content on social networking sites and measures the progress of improvement and development.

Now recruiters can implacable the productiveness of their work by utilizing the KPIs.

- It creates the awareness to the people and helps to check the brand attention and content which they are collecting from the Social networking sites. By this it helps to reach out the needed candidate's and the no. of people viewing will grab the impression and due to this it growth the audience rate.

- It shows the engagement of the organization that how many vacancies are left out how many have filled, who can apply for the job on what basis of qualification.

Commitments and the confirmation between the organization and the candidates shows to the other existing organization. Also keep the benchmark of each platform and the virtually rate.

Challenges Recruiter Face on Social Media

- The uses of social media recruitment has increased that it's hard to grab the quality candidates attention.

- Availability of multiple offer potential candidates pursuing the opportunities at the same time and its effects the recruiter.

Deficiency of Talent Required the Skills for Company's Needs. And it's predicted that in the Upcoming Years It's Going to be tougher

- Candidates can create a fake profile, spammed and the tough part is to evaluate and assessment feedback which criticize the customer.

- For the passive candidates sometimes recruiter lack the technical knowledge to answer their doubts and queries and becomes a tricky.

Basically Social Talent Acquisition Falls into Two Parts

- Find the passive candidates through online platforms such as LinkedIn Facebook, Twitter, Instagram which helps to collect the data and the information of the passive users.

Coming to the other part of social dissemination. That incorporates involving social networks stages and organizations for the purpose of enlistment, either through enrollment outsource or through publicly supporting, with job searchers and other powerhouses following organization offers.

Literature Review

Analyzing the Effect of Social Media on Recruitment

The utilization of Internet in screening candidates isn't new. Truth be told, over the years, e- enlistment has become famous both among the businesses as well as occupation searchers. Beast, Yahoo! Hot Jobs and CareerBuilder are a portion of the chief places of work among them. A significant number of us are enrolled with one or more of the long range informal communication locales like Facebook, LinkedIn, Twitter, and so on. With the developing notoriety of social media destinations like LinkedIn, Facebook and Twitter, as well as less popular locales like Upspring, Perfect Business — proficient systems administration with the utilization of social media as an enrollment instrument is considerably more renowned and in design now a days. The organizations utilize the person to person communication locales for finding talented experts. There have been reports that the social organizing locales have previously gouged the business of places of work like monster.com. The person to person communication sites are acquiring ubiquity as a wellspring of enrollment as they offer improved arrangements when contrasted with the places of work. Not that the utilization of long range informal communication destinations is impeccable.

Notwithstanding, how much can the person to person communication sites be utilized as a wellspring of enrollment? Evidently, there are certain positions than can't be filled by utilizing the social networking locales. What's

more, regardless of whether the person to person communication site scan be utilized for enlistment, they could need to be supplemented by another wellspring of enrollment to accomplish a significant enrollment task. The issue connects with study "the viability of social media destinations during the time spent enlistment". The job of social media locales in manifesting the deciding moment the following job opportunity. Observational review will be utilized for concentrating on the effectiveness of virtual entertainment. The examination methodology used incorporates essential information, auxiliary information and statistical tools like Hypothesis testing and correlation. The concentrate on targets testing the prevalence and adequacy of the web-based entertainment locales on one hand and furthermore figuring out the reliability and dependability of these destinations on the other hand.

Use of Social Networking Sites for Recruiting and Selecting in the Hiring Process

Business' specializations are now exploiting the accommodation of innovation, while worldwide rivalry keeps on requesting imagination as far as how managers secure human resources.

Accordingly prompting the inquiry, how could businesses make the most of innovation in the recruiting system? For example, interpersonal interaction destinations (SNS) are being investigated as an extra device for enlisting and choosing the most ideal representatives. Despite the fact that a wide range of organizations are stepping up to the plate and endeavor the joining of SNS into their employing cycle, numerous may in any case need understanding on what up-and-comer experience means for business brand picture, notwithstanding its genuine advantages and dangers. Through the investigation of friend checked on diaries and other solid sources concerning the impact of SNS on enlisting and choosing representatives, we have found many advantages in the selecting system, while SNS utilized in the choosing system could carry further difficulties to managers. For example, lower cost and time per recruited worker, capacity to arrive at countless conceivable candidate particularly more youthful ages, capacity to draw in uninvolved work candidates, and the consideration of a strengthening technique for representative execution expectations are the main advantages SNS presents to the generally employing process. Running against the norm, lawful issues, powerlessness to draw in a different pool of competitors, the absence of unwavering quality and legitimacy of such stages, and the general precision of data acquired are dangers and traps of the mix of SNS and the employing system. After assessment, we reason that SNS ought to be utilized in enlisting and choosing of workers, yet bosses shouldn't exclusively depend on such stages. Bosses

enormously benefit from the impartial data concerning SNS, however as time advances and cycles develop, further examination is constantly required to support or challenge prior discoveries.

Is Social Media is a Preferable Source of Recruitment: An employer Perspective with Reference to IT sector in Bangalore

The fast development and utilization of the Internet throughout recent years has had an impact on the way organizations' lead of business activities, including the exercises of human asset the executives. To draw in and enroll best workers is one of the great challenges for Human Resource Department. Today web-based enlisting has turned into a huge instrument for Human Resource Department. Enrollment alludes to the orderly course of looking for imminent representatives and invigorating them to apply for occupations in an organization. It brings about a pool of candidates from among whom the right workers can be selected. Social Media Recruitment (SMR) alludes to enlistment with the assistance of Social Media destinations. Web-based Entertainment has become an integral part of enrollment; through which individuals keep in contact, keep themselves mindful of new turns of events and connect with their general surroundings. Human Resource experts saw this example of conduct concerning the utilization of social media devices among representatives and made imaginativeness in HR practices and cycles. Subsequently, online entertainment got introduced into the universe of human resources the executives. Such acts of virtual entertainment applications were caught and categorized under different HR capacities basic for association's prosperity. As a feature of an association's enrollment strategy, social media is compelling. This research paper means to comprehend the Employers insight on enlistment through web-based Entertainment application practices that were distinguished. This was performed to lead a rude awakening between the assumption from the HR Department and the businesses for whom these applications are beset to bring the general satisfaction of organizational objectives.

Today the web is changing the entire world, in different aspects, in the business as well as in the individual world. In business, the enrollment cycle has been totally changed and upset by the web and at present every one of the customary and more slow cycles of enlistment are changed for the new interaction that is known as "e-enrollment". It's the utilization of innovation and electronic instruments to help the enlistment cycle. Numerous of all shapes and sizes associations use Internet as the wellspring of enlistment. The rising effect of person to person communication locales in correspondence and mingling overall points out what they mean for enlistment process and maintenance of workers in the organization. Social media locales like

Facebook, Twitter, LinkedIn, etc. are a developing mechanism of correspondence and a device for compelling enrollment across the world. Ordinary more individuals track down ability through friendly media. Today, each association is keen on enlistment and the always developing virtual entertainment influence in the business vertical. In this paper we basically examine the upsides and downsides of Social Media Recruitment techniques, most recent e-enlistment process and its importance in association adequacy. It will likewise zero in on web gateway use and job of person-to-person communication locales in enlistment.

Social Media as a Recruitment Tool: A Study of the Concept, Practices and Theoretical Framework

Recent millennials are anticipated to make up three fourths of the worldwide labor force later on years. This age is huge and not quite the same as the more seasoned age because of their presence during the total update of our general public and structural movements occurring in the tech area. Their assumptions, necessities and prerequisites are totally not quite the same as those of past ages. In the beyond couple of year's web and online entertainment has assumed control over each part of our lives. The millennial age has been perhaps the greatest driver of this fast development. Online entertainment is one of the best apparatuses as it holds the ability to create mindfulness about causes and structure connections. A normal millennial spends a huge piece of their day on a long- range interpersonal communication site. In the paper, the scientist has attempted to lay out a concentrate on how businesses can successfully utilize online entertainment to enroll representatives that are an ideal choice for their vision, mission and culture. The scientist has attempted to feature practices of businesses to draw in planned representatives to apply for opportunities in the organization. The exploration approach utilized is optional information gathered through investigation reports, articles and exploration papers. The powerful utilization of virtual entertainment is likewise examined by the utilization of different contextual analyses. The review is critical as it adds to understanding virtual entertainment and practices embraced by the human asset division to draw in likely ability.

Research Design

Methodology

The study is designed with an objectives to find out the recruiter perception towards the data collection of social-media recruiting tools/sites. The methods which used in this research paper is a mobile recruitment or

video interviewing, networking events like job fair, passive candidates.

Methodologically, this study is nature and arranged the collective unstructured information in structure manner which examined the relationship among the effects of information, organizational brand, applicants' attitudes towards a company website, and applicant attraction to a company.

Type of Research

It's to illustrate research to find out the off research point to find out the towards finding the efficiency of social media for talent acquisition.

Objectives of the Study

The fundamental target of this paper is to investigate/research the job of social media in looking and procuring the potential candidates and the suitable reasoning behind and ways of involving the online entertainment for such purposes with due benefits and dangers implied.

- Know the need and awareness on social networking sites for recruitment.
- To study the social networking sites for their trustworthiness in handling confidential information.
- To measure the content and satisfaction need of job seeker.
- To know which is the leading social networking sites for recruitment.
- To measure the effectiveness of social media for recruiting.

Statement of the Problem

Utilization of Social media continuously increments these days for the intellectual or modern reason it can save time and cost also energy of business, worker, client, provider and occupation searchers. Social Platform make an extension between HR official and occupation up-and-comers and make it simple to view as a wanted possibility for the right work on market serious compensation in this exploration we find how much enrollment process change as a result of Social media.

Scope of the Study

This study is to identify the purpose of changes the talent acquisition process after the heavy use of social media networks. How all over the world utilize the social media platform and save their time cost and find the potential candidates for the right jobs.

Research Background

E-recruiting

E-recruitment is an umbrella term for any electronic-based selecting and recruitment the board movement. Most HCM programming sellers don't utilize this term to depict their items. They call their frameworks, extensively, enrollment programming or selecting programming.

It's going to take on innovation in the proper electronic framework to do a work in search, captivate, look at and talking with for employing roused, focused and legit applicants.

Recruiting Process

Recruitment is the course of effectively searching out, finding and employing contender for a particular position or work. The enrollment definition incorporates the whole employing process, from commencement to the singular select's combination into the organization**.**

Recruitment is single of the best basic segments of HR, as though you become this technique careful you're middle of the road there, as you have lessened any conceivable representative's concerns that can rise in approaching (HRINZ). Staffing is the ID of possible candidate for certain or unsurprising opening in firms. The delegate enlistment endeavor will engage a tremendous number of sufficient up-and-comers who will receipt the work assuming it is available (Kumar, 2012). Engaging the right ability of applicants is basic for the accomplishment of any firm in meeting their essential goal and functional objectives. Amazing enrollment and choice cycles will ensure that the right applicant, with the right combination of brilliance and richness and the right hierarchical fit, changes with those authoritative targets. (Recruitment, Selection and Induction Articles) Social media organizing cook significant space for enrollment specialist and possibility to persuade get by. Long range interpersonal communication destinations are flouring satisfactorily in UAE. The association ought to comprehend the results of the social locales to enlist a right also, expected possibility for the gig. (Zahi and Yousuf, 2016)

Social Platform

Advancement of technology has make for the people easier to connect an interact through social media with the world real time. Effect of conversation about fabricated products gives extraordinary effect in advertising place. Virtual entertainment a mix of the advancement blend. It gives a benefit to the organization to discuss straightforwardly with the shopper also customer can

interface with one another. (Mangold & Faulds, 2009) The articulation Social Media is on the main in plan for the majority of the business associations these days. Top administration, as well as advocates, attempt to find strategies in which association can rehearse entries, for example, Wikipedia, Facebook, You Tube, and Twitter in a technique to create benefit (Kaplan and Haenlien, 2010). Social destinations are firstly adjusted the general population correspondence in the public arena and give new bearings and projects in undertakings that from the environmental factors and arrangements to ability and the performing business. (Asur and Huberman, Foreseeing the Future with Social Media, 2010). Virtual entertainment lay out a sub sequential portion of the pursuit results, showing that chase trains plausibly straight travelers to social organizing locales. (Xiang and Gretzel, 2010).

Live Recruitment

One of the main leading of social networking sites is to save time through internet based meets and live testing it Cause of saving time, cash and energy of both the interviewee and questioner. It can use to worldwide talent acquisition.

Data Collection

Secondary Data: I have gather the information from different distributions, sites; arrivals, journal and so on have been extensively used to fortify the investigation or research.

Primary Data: This research is also contains the questionnaire with the respondents based on the response the research have analyzed.

My research work is based on secondary data.

Sample Type/Size

Sample Unit

The respondents are the employees working in software companies and individuals looking for jobs. Age, gender &occupational factors have been considered while analyzing the parameters of interest

Sample Size: The respondents have come based on questionnaires was filled by the companies recruiter and student entering the markets job. 97 filled with questionnaires are valid out of 100 respondent.

Statistical Tool

- Tables for representing the data collected through questionnaire
- Hypothesis testing on the popularity of websites

- Correlation between age of first employment and awareness about the social networking site

Limitations of the study

- This will only be restricted to HR s.
- Time allocated for this research is 2 months.

Age of first employee

		Frequency	Percent	Valid Percent	Cumulative %
Valid	18-23 years	80	82.5	82.5	82.5
	23-26 years	13	13.4	13.4	96.9
	26-29 years	4	3.1	3.1	100.0
	Total	97	100.0	100.0	

Correlation

		Age of first employment	Awareness about networking sites
Age of first employment	Pearson Correlation	1.000	.038
	Sig. (2-tailed)		.711
	N	97.000	97
Awareness about networking sites	Pearson Correlation	.038	1.000
	Sig. (2-tailed)	.711	
	N	97	97.000

Frequency of Changing Jobs

		Frequency	Percent	Valid Percent	Cumulative %
Valid	Less than 1 year	48	49.5	49.5	49.5
	1-2 years	30	30.9	30.9	80.4
	2-4 years	15	15.5	15.5	95.9
	more than 4 years	2	2.1	2.1	97.9
	5	2	2.1	2.1	100.0
	Total	97	100.0	100.0	

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Frequency of changing jobs	97	1.76	.933	.095

One Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Frequency of changing jobs	-13.06	96	.000	-1.237	-1.43	-1.05

Registration with Network Sites

		Frequency	Percent	Valid Percent	Cumulative %
Valid	linked In	25	25.8	25.8	25.8
	Facebook	55	56.7	56.7	82.5
	Twitter	14	14.4	14.4	96.9
	Upspring	1	1.0	1.0	97.9
	Perfect Business	1	1.0	1.0	99.0
	Others	1	1.0	1.0	100.0
	Total	97	100.0	100.0	

Effectiveness on Social Networking Sites of Employment

		Freque ncy	Percent	Valid Percent	Cumulati ve %
Valid	Very effective	32	33.0	33.0	33.0
	effective	60	61.9	61.9	94.8
	not all effective	5	5.2	5.2	100.0
	Total	97	100.0	100.0	

Most Preferred Site for Employment

		Freque ncy	Percent	Valid Percent	Cumulat ive %
Valid	linked In	52	53.6	53.6	53.6
	Facebook	32	33.0	33.0	86.6
	Twitter	2	2.1	2.1	88.7
	upspring	1	1.0	1.0	89.7
	Perfect business	8	8.2	8.2	97.9
	others, please specify	2	2.1	2.1	100.0
	Total	97	100.0	100.0	

Summary of Findings

Social Platform Reduce Cost

The organization use the social staffing tool to reduce and save their time and cost. Recruitment costs via social media are almost always, lower than those of other methods. A simple Facebook ad can for instance get you over two times more visibility than the traditional recruitment methods like classified ads in the dailies and job boards.

Attracts Passive Candidates

With social media, you are meeting your candidates, both active and passive, where they already spend most of their online time. Instead of posting a description on a job board and waiting for your ideal candidate to find you, social recruiting allows you to interact with talent naturally and organically by engaging with their social pages. This will give you the chance to start two-way conversations with candidates that may not have reached out on their own.

Boost Employer Brand

Creating an engaging presence on social media can notably boost your

employer brand by promoting your visibility, credibility and company culture. By posting updates about your industry, as well as content about your individual company, you can begin to establish yourself as an authority in your field. Not only will this motivate candidates to follow and interact with you, but it will also help you make connections with other authorities in the industry, which will strengthen your brand exposure.

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Chapter - 5

A Study on the Impact of Digital Marketing on Logistics Industry

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Abstract

"Logistics" became first of all a navy-primarily based totally time period utilized in connection with how navy employees obtained, stored, and moved systems and supplies.1 The time period is now used broadly with inside the enterprise sector, specifically with the aid of using businesses with inside the production sectors, to consult how sources are treated and moved alongside the Logistics organizations spend on virtual transformation to boom efficiency, optimization, and velocity and timing of logistic services, thereby growing consumer pleasure and revenue. The worldwide Digital Transformation Spending in the Logistics marketplace length is projected to attain USD 37370 million through 2028, from USD 24270 million in 2021, at a CAGR of 5.9% at some point in 2022-2028.

Keywords: Logistics, E-commerce, Digital Marketing, Online Shopping.

Introduction

In an increasingly real-time financial system pace and timing is key. It may sound apparent however the outcomes for delivery chains, logistics, and the transportation enterprise are huge. Efficiency, optimization, pace, and timing have usually been vital in logistics and transportation. Today, amidst various accelerating evolutions and in more and more virtual surroundings in which virtual variations and the upward thrust of IoT are riding the next revolution of enterprise, referred to as Industry 4.0, it's far even extra so among the various drivers are manifestly consumers, users, in different phrases people, who're awaiting greater and are more and more mobile. This is going for all industries and in transportation and logistics, consumer revel in and engagement rank excessive with inside the pinnacle priorities.

Several evolutions, together with mobility, enabled a shift in conduct that's, in addition, greater through the studies consumers are used to in different contexts than the interactions and transactions together with your business.

It's the famous `spill-over effect`. At the brink of every delivery, chain sits a quiet consumer simply as, at the brink of every technique sits a user, a logistics companion, or another stakeholder. The awareness of the consumer or as Forrester calls it, the consumer-obsessed working model, is felt everywhere.

Data-pushed advertising and marketing goals to interact with humans on the time and with inside the context which makes the maximum experience and – thus – will increase conversions/actions. Information management, extra than ever, is set residing as much as the credo of the proper data on the proper time for the proper process(es), humans, context, functions, and so on. Customer service: the call for instant responses is better than ever and right here as properly it is lots of data and communication (on the proper time, etc.) however additionally due to those extended client expectancies concerning speedy (and accurate) solutions in a cell world.

The roll-out of recent commercial enterprise fashions or generation deployments, taking choices and/or product launches: you don't need to be too quick nor too late. In the give up a lot of those examples are important motives why, as businesses, we`re so keen on huge information and on this context definitely rapid information and information analytics, added through unleashing synthetic intelligence and cognitive computing on units of information which we want to time such a lot of matters proper or even in a predictive manner as we do with predictive analytics. In the stop, delivery and logistics have one foremost task: ensuring that any of the stated and different gadgets arrive at the proper time and area with inside the exceptional viable condition.

Objectives

- To identify the impact of digital marketing over logistics industry
- To study the difficulties encountered by the industries when managing the product in digital ways and conventional ways
- To ascertain how the digital, marling is better helping in logistics
- To ascertain the growth rate of the digital logistic industry in India.

Literature Review

Information on media intake possibilities shapes a revolutionary

advertising toolkit, that's geared toward expecting purchaser demand. Marketing procedures in the length of in-depth informatization of society efficiently use virtual equipment that uses all of the devices which are utilized in concentrated on and personification of communicative influence (Firescu and Popescu, 2015; Akopova *et al*., 2017; Bondarenko *et al*., 2017).

This acquires extra relevance while its's far determined that as nicely as having a function in customer service, Logistics also takes part in consumer satisfaction. Indeed, the supply of an object and its transport absolutely is based on its management (Mentzer, Flint & Kent, 1999).

Data Analysis and Interpretation

Data Gathering the pattern companies (1040) for this have a look at are randomly decided on from six industries (i.e. pharmaceutical, retailing, software, financial, healthcare, and hospitality industries) the usage of the stratified sampling technique as subpopulations (i.e., industries) inside a typical populace range in our case. We draw it from WRDS database (Compustat). These six industries are selected due to the fact social media is anticipated to have a large effect on them. We then collect records of approximately those pattern companies from social media at the everyday foundation for consecutive nine months (July 1, 2011 – March 31, 2012). The social media supply consists of boards, blogs, and Twitter messages. Since numerous social media assets have their specific ramifications on companies (e.g., boards are greater interactive than each blog, and Twitter messages are constrained in period and content material), for the beyond few years, sentiment evaluation has substantially assisted choice makers in extracting reviews from unstructured human-authored files (Pang and Lee, 2008). This kind of generation reduces the want to have humans study dozens or maybe loads of files to extract commercial enterprise reviews on numerous subjects and for specific purposes. As such it's far a possible device for reading huge records such as social media. To benefit a higher knowledge of social media's effect on delivering chain control, we appoint the sentiment evaluation technique to extract reviews of deliver chain companions on deliver chain control content material expressed withinside the social media. This technique gives a degree of deliver chain control which can then be used to observe deliver chain control exercise and its courting to SCM performance.

Panel Data Analysis

In order to observe the connection between social media and organization performance, we used our panel records set that incorporates n companies (e.g. 350 companies), every of which incorporates T observations measured at 1

via t time periods (e.g. nine months) to estimate a set results regression version. A constant organization impact version examines organization variations in intercepts, assuming the equal slopes and consistent variance throughout entities or subjects. Since an organization (character specific) impact is time-invariant and taken into consideration as part of the intercept of the UI permitted to be correlated to different regressors. Fixed impact fashions use the least squares dummy variable and inside impact estimation methods.

Findings and Suggestions

Although a few B2B companies use virtual advertising, maximum are not able to leverage its complete blessings due to the shortage of complete studies on the subject. This assessment offers perception into the rising subject matters with the aid of using growing a collaborative conceptual framework. The assessment highlights that few regions along with virtual advertising conversation and income control have witnessed regular improvement even as choice aid systems, important achievement factors, digital advertising orientation (EMO), etc., have been lesser explored. Furthermore, it identifies study gaps and highlights the rising study subject matters for destiny researchers. From our ultra-accurate, all-virtual report alternative to our deliver chain enterprise intelligence portal, AIT evolved our best- in-elegance transportation era answers to take the complexity out of the logistics era, offer real-time cargo oversight, and make certain your freight continually arrives effectively and efficiently. The worldwide "Digital Transformation Spending in Logistics Market" is developing at a fast rate. This record incorporates evaluation of groups Hexaware Technologies, IBM, JDA Software WMS, Logitech, XPO Logistics, Mindtree, Oracle, Samsung, SAP, Sanco Software, Syntel, and Tech Mahindra, with one hundred ten Pages Report Top 10 Logistics Industry Trends in 2022

Internet of Things. Logistics is the general system of coping with how sources are acquired, stored, and transported to their very last destination. Poor logistics in an enterprise can affect its backside line.

Logistics is now used broadly withinside the enterprise sector, especially via way of means of organizations withinside the production sectors, to consult how sources are treated and moved alongside the delivery chain. IoT is a connection of bodily gadgets that screen and switch statistics thru the net and without human intervention.

- Artificial Intelligence
- Robotics

- Last-Mile Delivery
- Warehouse Automation Block chain
- Big Data Analytics Cloud Computing

Conclusion

Supply chains are extraordinarily complicated organisms, and no business enterprise has but succeeded in constructing one that`s in reality virtual. Indeed, the various packages required aren't broadly used. But this may extrude substantially over the following 5 to ten years, with exceptional industries enforcing DSC at various speeds. Companies that get there first will take advantage of a difficult-to- assignment benefit with inside the race to Industry 4.0 and can be capable of the set or at the least influencing, technical requirements for or her specific industry. The benefit will in no way be confined to the more efficiencies. The actual intention can be the numerous new enterprise fashions and sales streams the virtual delivery chain will open up.

One Truth is Amply Clear: Logistics organizations obtain (and retain) clients through relationships constructed on considering. If they can`t consider you, they won`t use you. And at the same time as those three approaches may also best contain a small part of the approaches virtual advertising will let you construct that consider, they're priceless first steps in logistics advertising.

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Chapter - 6

The Impact of Humorous Advertising on Consumer Decision Making

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Abstract

The goal of this study was to investigate the consumer decision-making process and its influencing factors, as well as to investigate the notion and application of humour in advertising to determine its effects on consumers' purchasing decisions. The theoretical framework compiled information from journals, books, and past studies. The author elucidated the process of making a purchase decision, consumer purchasing behaviour, the classification of humour, the impacts of comedy, and the sorts of products that are most suitable. Using both self-administered surveys and in-depth interviews, empirical data was obtained. The objective of the study was to determine the effects of seven categories of humour on the purchasing habits of Indian consumers. As a result of this notion, Indian customers have a tendency to make minimal and constrained decisions. Consumers typically make emotional and attitude-based decisions while purchasing "yellow items." The results of an in-depth interview revealed that personification, surprise, absurdity, and exaggeration humour are helpful in attracting attention, but they can also divert consumers from their desire to buy. Puns, sarcasm, and comparisons were deemed inappropriate for the Vietnamese consumer target and do not have a substantial impact. The research found that hilarious advertising had an effect on consumers' recollection when paired with an aligned campaign and product placement. Humor is suitable for establishing a brand's image and gaining consumer affection, but has little effect on promoting repeat purchases.

Keywords: Humours, branding, comedy, consumer decision, and consumer purchase.

1. Introduction

The name "advertising" comes from the Latin word "advertere," which

meaning "to direct one's attention toward." Advertising has a psychological effect on consumers and affects their purchasing decisions. The objective of advertising as a marketing tool is to persuade prospective buyers (Kotler, Armstrong 2010). Advertising appeal, a force that activates the customer's attitude toward the product or service and initiates the buying decision, is a means of achieving this ultimate objective.

In many nations, the use of humour in advertising is gaining ground. According to Fletcher (1995), modern culture merely purchases for pleasure, enjoyment, and amusement, and in most cases, humour is the most effective means of appeal. Many of the most memorable advertising efforts are humorous. One of the two primary foci of this paper will be humour. However, little research has been conducted on the psychological implications of humour in customer perception. The primary focus is on its effectiveness in communicating marketing messages. Audiences from various cultures respond differently to humour and exhibit distinct purchasing and decision-making behaviours. This empirical study focuses on Indian consumer behaviour and collects empirical data from Indian consumers in order to maintain validity and reliability.

Humour is a universal phenomenon that is simple to recognise and enjoy, and it frequently elicits laughter. Additionally, it is a nebulous entity that is challenging to define and analyze. Humor is the quality of being amusing or comic, the capacity to express humour or amuse others, and a mood or state of mind, according to the dictionary.

Every day, people utilise comedy as a communication technique. Humor has the tendency to calm the audience, break the ice, and establish rapport between the communicator and the listener. Consequently, many public presenters begin their speeches with a joke. Humor assists in establishing a favourable atmosphere for message transmission and gaining acceptance. Because of this, comedy is used in around 24 percent of prime time television commercials and 35 percent of radio commercials. Some academic academics have demonstrated that advertising employing comedy garner greater interest and favour than those that do not. However, the effectiveness of comedy in advertising is difficult due to the fact that humour is a complicated topic influenced by a wide range of elements. Numerous researchers have experimentally examined the efficacy of comedy, and the purpose of this work is to highlight several of the most typical effects of humour found in prior studies.

To comprehend the decision-making procedure, it is vital to assess the amount of work customers exert when making a choice. Because certain

buying decisions are more significant, costly, or risky than others, the amount of work required for each varies. Occasionally, consumers make snap judgments based on scant data; the decision-making process is nearly automatic. The product may be a daily necessity or a repurchase based on historical consumption beliefs. In other cases, such as purchasing a new home or choosing between an iPhone and an Android phone, the decision-making process becomes more complex and customers must be more involved.

2. Literature Review

This association process was found to be independent of the degree of distraction caused by humour and awareness of stimulus pairings. Humor really aids persuasion by reducing the formation of unfavourable brand connections. Previous marketing study, which primarily treated humour as a cue in peripheral processing, was relatively gloomy regarding humor's persuasive power. In contrast, this research programme indicates that recurrent matching of a brand with humour influences the brand's underlying associative structure, which may lead to stable attitude changes that guide overt spontaneous brand selection. (Hanneke Hendriks, Madelijn Strick. 2020). This article assesses the development of advertising humour research, provides an explanation of the most recent study, summarises what we have learnt thus far, and outlines potential avenues for future humour researchers. This review reveals a vast and varied body of work that adds to the historical backdrop, definition, evolution, efficacy, and boundary conditions of how and when advertising humour is most effective (Barbara, 2021). This work adds to the advertising literature and broadens perspectives for future research on humour in advertising by reviewing research on the evolutionary functions of humour, demonstrating how these functions can explain the use, effects, and moderators of humour in advertising beyond the explanations offered in prior literature, and proposing new hypotheses for future research on humour in advertising. (Lachezar Ivanov, Martin Eisend, Tomas Bayon, 2019).

3. Research Methodology

The study used descriptive research design. Simple random procedure is used to collect the data. Developed a questionnaire survey for data collection and collected the data in Bangalore urban region. The following study is to analyze and determine impact of social media on consumer decision on FMCG products.

Sample Size

A sample of 82 respondents are taken to undergo the survey. The demographic data includes students, employees, businessmen, housewife and entrepreneurs etc., of different age groups.

4. Objective of the Study

1. To study the impact of humours in advertising.

2. To understand the advertising changes the customers attitude.

3. Analyse the impact of social media on humours in brands.

5. Method of Survey

Structured questionnaire created in google form and collected the data.

6. Research Approach

Percentage analysis was used to analyse data obtained. Descriptive analysis was used to interpret results.

7. Data Analysis

This study aims to determine how hilarious advertising influences consumers' purchasing decisions. The use of humour in advertising and customer purchase decisions are two areas that need to be researched. There have been several research studies on the use of comedy as an advertising appeal, but relatively few on the influence of power on consumer choice. The thesis examined ideas and research on two issues and used empirical research to examine the correlation between the two to determine their effects. Lastly, 73.7 percent of users or respondents think that many companies are reacting to this style of humour's type advertising by referencing their competitors' or other companies' ads. This is due to the market capture capability of the strategy in question.

8. Findings, Suggestions & Limitations

The study examines various customer purchasing behaviours and the steps they take to make a purchase choice. There are four types of consumer purchasing behaviour that are defined by the distinctions between brands and the buyer's involvement in making decisions: variety-seeking, complex, dissonance-reducing, and habitual. Consumer engagement and the degree of risk associated with the purchase of a product produce three distinct types of consumer decisions: nominal, limited, and extended. The process of a consumer's decision-making consists of five stages, albeit not all types of decisions involve all of them in a predetermined sequence.

Due to restricted resources, the scope of this investigation is somewhat constrained. This opens the door for future study to examine the influence of other types of humour, such as situational, blue, black, and other classification humour, on the outcomes of other investigations. This study's methodologies

can also be applied to investigate the impact of other emotional appeals in advertising. By investing more resources, like as personnel and infrastructure, to facilitate in-depth interviews, it is possible to glean more comprehensive insights. A comparable study could potentially include focus groups and recording equipment for enhanced observation of the subjects.

9. Conclusion

With packaged food and beverage products or "yellow goods," consumers are likely to engage in minimal decision making and limited decision making due to the low involvement of this product type. This indicates that purchasing these products has no risk. In addition, there are substantial variances between the brands of these products, with each having its unique characteristics and competitive edge. Therefore, purchasers of "yellow items" are buyers who seek diversity. However, when the product requires low involvement and consumers are loyal to a particular brand (brand loyalty), they can become habitual buyers and repurchase with nearly automatic decisions.

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Chapter - 7

Emoji Analytics: New Frontiers of Data Driven Techniques in Marketing

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Abstract

Emojis are the fundamental component of digital and marketing communications. The importance of emoji analytics is phenomenal and gaining momentum in online space. However, the research on emoji analytics found less due to lack of information. The purpose of the research is carried by systematic literature review on marketing, branding, consumer behavior and advertising to fill the research gap. The study explained the how emotion expressions data will benefit in the marketing specifically on sales. Also, the research explored the benefits of emoji analytics in consumer behavior and advertising brings the product growth and positive purchase intentions in online. Furthermore, this analytics helps the brand engagement to enhance customer satisfaction, brand evaluations sales growth and firms' success. The study reveals that emoji footprints users have grown in larger populace and brings the diversity in marketing domain. Our research provides the novel approach in deep dive of summarizing emoji analytics in marketing communication in digital world.

Keywords: Emoji, Marketing, Brand Engagement, Consumer Behavior, Emoji Analytics

Introduction

Emoji analytics are the novel and latest edge of topic in the field of marketing. It's purely into data driven decision making through emotions (Felbo *et al*., 2017). The emojis in customer text messages like sentiments able to capture and generate data for predictions (Sheth and Kellstadt, 2021). Thus, emoticons are full blown rapidly in the big data world. It's not a people created but discovered a technique for data analysis and consumer insights (Sheth,

2021). The usage of emojis in digital world is increased in present market scenarios. Ideally, ideography or ideograms and smileys enable to express their emotions more often in social media sites, e-commerce sites, microblogging/blogging, webpages regarding the product/service, movie, advertising, travelling, experiences etc., reviews. The people communication way has been changed in social media and microblogging only with the expressions rather than words (Shiha and Ayvaz, 2017). The innovation of emojis has created significant impact on online communication by predefining graphical symbols (Li *et al*., 2019). This can express effectively in social media about sentiment, sarcasm, or feelings rather than texts (Swartz and Crooks, 2020). Subsequently, twitter has a limited text size, emojis are better than textual easy to tweet or communicate (Wiseman and Gould, 2018).

Currently, social media channels are the predominant communication for brands and consumers. This is the effective platform to build strong brand loyalty and customer relationships (Clark and Melancon, 2013). Almost ninety two percent of e-consumers uses emojis in their social interactions (McShane *et al*., 2021). Further it was forecasted that 700 million emojis are used per day on Facebook (McShane *et al*., 2021). The popular brands like Sony, Chevron, Coke, Burger King and Taco Bell incorporated emojis in their communications to strengthen their customization in their brands. The number of tweets with the emojis and brand name was increased 49% from 2015 (McShane *et al*., 2021). Also, in the consumer research, customers are more obsessed to use food aligned emotions rather than words in restaurants to provide reviews (Vidal *et al*., 2016). Thus, the word-based emotions questionnaires indulge the analytics for data analysis for their product consumption (Koster and Mojet, 2015). Subsequently, emoji analytics addresses the consumer interaction with cutting edge technologies like artificial intelligence, augmented reality, virtual reality, wearable technology, robotics, and big data analytics. The outcome of these cutting-edge technologies provides the insights to think/realter consumer behavior model, examine the consumer nature on different generations, customization from automated services on online sites, ethical concerns and privacy (Ameen *et al*., 2021). Business is always having huge competition to maintain existing customer and add the new customers. Sometimes, due to fluctuations on economic growth in specifically in retail industry marketers must survive with this competition. Hence company often use data analytics like emoji, visual, voice and face recognition on e - retailing to increase their organization performance and customer satisfaction (Kaur *et al*., 2020). Still this research on emoji analytics in marketing have a little evidence or infancy stage. Thus, this study fills these voids by aiming to relate and review analytics in human

emotions helps to increase in sales, organization efficiency and customer satisfaction. As such, present study seeks to answer the question on: *How Emoji Analytics supports/leverage the marketing in various aspects like sales, performance, brand loyalty, customer relationships, etc.?*

Literature View

1. Definition of Emoji Analytics

Initially introduced emoji in 1997 which was a standardized set of small pictographs depicts on everywhere and everything from smileys on people for food and drink. This can be categorized into eight emojis are Smileys and People, Animals and Nature, Food and Drink, Travel and Place, Activities, Objects, Symbols and Flags. The most popular emojis are happiness, lol, rofl laughing emoji was selected as the 2015 "Word of the Year" by Oxford dictionaries which signifies the mood, ethos and preoccupation of the globe (Steinmetz, 2016). By introducing a new character sets with new Unicode versions and customers initiated these interactions on social media channels. By 2017, they were 2623 emojis in the Unicon Standard. Emojis are emerged rapidly in twitter with different languages, various demographics characteristics and diversified cultural backgrounds (Li *et al*., 2019). By adoption of emojis in the research brings the great opportunities for researchers to study in detail. The most popular emojis captures the customer behavior data to address the queries or challenges in online by using Natural language processing in certain extent (Li *et al*., 2019). Emojis imparts the online communication via visual images through emotional tones and semantic variations (Danesi, 2017). The emoji benefits are visual signs have a great effect on interpretation of different countries with diversified cultures and further they incorporate tones and moods to represent a text message. Emojis put forward three functions of emojis are 'Utterance Opener', 'Utterance Ending' and 'Silence Avoidance' (Danesi, 2017). This is distinctive language of creativity and engage the customers more often. Emoji are raising and promising new opportunities for marketing communication to access data and user engagement to interact with the customers (Mathews and Lee, 2018). Also, in social level, emoji are visual language made it easy for communication for English dominated social media platforms like Instagram, Facebook, Twitter (Boothe and Wickstorm, 2017). This can be used extensively across the globe in messaging, e-mail, social network sites and several platforms of computer mediated communication (CMC) (Dresner and Herring, 2010). Emoji Analytics is defined as a technique allows the users to search for data in public web domain for emojis to reveal the reactions / emojis used in conversations in terms how many are happy, sad, angry and disgusted

for the brands (Agnew, 2018). In March 2019, they were 3019 emoji in Unicode on Instagram (Dimson, 2015) and 5 billons of emojis are used every day in Facebook (Bai *et al*., 2019).

2. The importance of Emoji Analytics

The existing studies on emoji analytics are limited due to the new areas of research. Kelly and Watts (2015) revealed in their study how emojis are mediated in the conversation. The study outcomes signify that emojis are helpful in written conversation with small sample study of twenty respondents. Miller *et al*., (2016) discovered in their work that online survey on emoji inclined to know the differences and diverse interpretations of brands like Google's Nexus phone and Apple's iPhone. This was empirical research and studied 22 known anthropomorphic emojis where 2623 emojis collected with the 304 participants. Likewise, data sample of 401 messages in the research conducted on gender based statistical analysis from various dimensions of emojis usages. The outcome of the study signifies, and attempt made first time usage of emojis on lens of the gender-based data set (Chen *et al*., 2017). Pavalanathan and Eisenstein (2016) revealed in their work emojis on twitter analysis influences individuals use of these icons and minimize the emoticons. This twitter data used to consider the cross-cultural differences to analyse emoticon and emoji usage by reducing the biases. Vidal *et al*., (2016) examined 12, 260 food related tweets to capture the data to understand and express the diversity of emotions in food. Through sentiment analysis of 1.6 million data of twitter developed an emoji sentiment lexicon called as emoji sentiment ranking comprises of 751 most frequent used emojis and respective attributes. This is the first publicly available data by using sentiment analysis (Novak *et al*., 2015). Barbieri *et al*., (2016) collected 10m tweets which was posted from USA. They examined the emojis and semantic models which is compared, and the results are to understand model emojis semantics in twitter for cross cultures of different languages. In present scenario, majority of developed and developing countries users to adapt the emojis in their daily communication, government, citizen vaccination, public engagement, and various domains to get their personalized services depends on moods, status and preferences.

3. Research Approach

The study adhered with a systematic literature review to understand the concepts on emojis, and analytics data driven solutions in marketing context. The well-structured approach was applied to overall review following the guidelines of Ngai and Wat (2002), Vaithianathan (2010) and Benedettini and

Neely (2012). The protocol incorporated by the review to embrace scientific and transparent process to initiate in the study. The review process able to answer the research questions: How emotion analytics helps in marketing? These questions covered the specific subject areas, relevant studies, sources of materials with exclusion or inclusion criteria. The findings of the study aligned with solutions to research questions on emotional analytics. We have done the search from 2010 -2021 (August), but this topic is in new promising area of the study. We have narrow down the search to identify the relevant articles, by framing search strings in the combination of keywords 'emoji analytics' with a variety range of terms and phrases. Initially the research focused on marketing, advertising, branding, retailing, consumer behavior, social media marketing to find the relevant papers rigorously searched in database.

Further, the study developed a search strings mainly on emoji analytics in 'emotions' with the terms 'marketing', 'analytics', 'brands', 'consumer emotions', 'consumer behavior', 'advertising' and 'social media analysis'. Finally, the study concluded with the approximate of 10 search strings. We have reviewed scholarly peer reviewed articles by exploring in Elsevier, Emerald, IEEE Xplore, Taylor & Francis, IGI Global and ProQuest database. The searches provided overall 8,286 hits. Also, we examined each citation by searching the key word 'marketing' or 'advertising' or 'branding' or 'consumer behavior' with their titles and abstracts. We ensured the relevance on filtering the papers which is fit to research objective. Subsequently, a total of 25 papers were downloaded and reviewed since it's a new area of research could not found many literatures.

4. Findings

While reviewing the literature we found the new insights of research on emoji analytics in marketing discipline by identifying the various parameters.

a) Emoji analytics in Marketing

These analytics considered as a marketing tool. There are three types of emojis are standard emoji, custom emojis and branded emojis. The standard emojis are readily available in software for e-commerce interaction (Unicode, 2017). Custom emojis as stickers are developed by the brands based on consumer preferences, moods and status (Mathews and Lee, 2018). Also, this customized sticker emojis enhances the brand images and brand personality. Further, brand marketers develop the emoji stickers for promotion of products, sales, advertising to the public. Finally twitter provides the brand emoji by using relevant hashtag for marketing campaign to differentiate from their competitors (Farkas 2016; Mathews and Lee, 2018).

b) Emoji analytics in Consumer Behavior and Advertising

The consumers most frequently interact with brands in social media channels or social media analysis increases the brand attachment or familiarities which is mediated by brands in online and moderated by emojis (Arya *et al*., 2018). Additionally, consumers have both positive and negative emoticons recommends the people to express their views through emojis with automation in online communications (Derks *et al*., 2007). Further in advertising, positive emotions footprints on the websites increases the sales (Das *et al*., 2019). In the advertising, emoji analytics has a positive affect mediates the rise of consumer purchasing. Also, enriches the consumer service satisfaction depends on the customer attitude through online service (Li *et al*., 2019). Consumer able to recall the product review in terms of words and emoji better than statement / sentence reviews (Gracia Collart, 2020).

c) Emoji Analytics in Brands

The conventional brands adapt dark colored emojis will increase purchase intentions and positive perspective towards on brands (Gracia Collart, 2020). Firms uses emojis in CMC to improve the brand engagement specifically facial emojis (Pancer *et al*., 2017). Lastly, asymmetrical facial emojis gives positive impact on evaluate brands compared to symmetrical emojis (Hewage *et al*., 2021). From all this, emoji analysis strengthens the connections of brands and consumers to make a purchase decision (Gracia Collart, 2020).

5. Conclusion

Overall, above findings from the study explained the positive impacts on emojis on online, social media channels and websites increases the firm's performance. Based on the emoji analytics in marketing allows to take strategic decisions on digital campaign and communications to bring core base and increases the dynamic relationship of the consumer, brand engagement and customer satisfaction. The marketers can use this data to connect the reliable customer to increase their sales and considered as a tool to do more research in the global context. The limitation was research is not carried much in the digital divide. The future research can be carried out on empirical study on emoji analytics in consumer behavior, advertising and automation in customer relationship management. Further research can be carried out to compare the positive and negative emotions of products on retail industry. Lastly, the emoji analytics provides the deep insights on marketing, customer attitude, brands and advertising to increase operational efficiency, decision taken to capitalize their trends market potential. I hope that, study on emoji analytics will ignite the minds of academicians and practitioners further to study their sign language intricacies in digital and modern world.

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Chapter - 8

Impact of Social Media on Buying Behaviour of Consumer with Special Reference to Nike

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Abstract

This study we are focusing the impact of social media on buying behavior of consumer on NIKE products. Increasing focus on global development and the expansive use of technology in marketing, advertising and promotion have led to shifts in the way in which companies focus on consumers. As per our researcher we have recognized that technology has become a major component in expanding markets and have defined entire marketing strategies around global access to technology. At the same time, advertising and promotion often focus on the psychological, emotional, and social factors influencing consumer behaviors, elements that must be incorporated into technology-based marketing.

Keywords: Social Media, Online Buying, E-Commerce, Supply Chain.

Introduction

Nike is a global sports brand based in the United States that focuses on footwear, apparel and other services in the sports industry. Nike was originally known as the Blue-Ribbon Sports, and was founded by Phil Knight and Bill Bowerman in 1964. Since its foundation, the organization has become America's leading sportswear brand and in 2018 was the "most valuab-le apparel brand in the world". Nike is a global brand and has adapted and been the pioneers towards change in the market. Nike's marketing decisions and strategies have led the way for other sports brands to imitate, as they are the leading in market share in the world with global revenues of "more than 34 billion U.S dollars" in the year ended December 2019. Nike's closest challengers are long-time rivals Adidas. They are based in Germany and in recent years have shown signs of catching up with Nike. Nike in 2019 spent

3.5 billion U.S dollars on advertising and promotion; this just shows how important marketing is for them. The goal of a marketing strategy/campaign is to "teach the buyer the ideas and values of any given brand".

This study will be evaluating the marketing strategies used by Nike and draw upon key consumer buying behavior. Firstly, it is important to look at Nike's marketing mix, this looks at what Nike is offering to its consumers, the 4P's are "Product, Price, Promotion and Place". Also, to look at what their key rivals Adidas are implementing too.

NIKE frequently focusing on three of the most widely used social media platforms for use in product marketing and branding: Facebook, YouTube and Instagram. More than any time in the past, company is recognizing the value of the use of methods to engage consumers in a way that continually reintroduces the product, increases the appeal of products, or identifies social components to product experiences. Social media websites have become the center of information distribution on products, including the introduction of new product lines, the creation of brand awareness, and methods to shape consumer behavior.

Social media can be defined as "consumer-generated media that covers a wide variety of new sources of online information, created and used by consumer's intent on sharing information with others regarding any topic of interest". By 2025, the global social network audience is estimated to be around 2.55 billion people". When assessing social media as a marketing tool, NIKE include both mobile and web-based technologies that focus on ways that users "share, co-create, discuss and modify user-generated content". This is considered by most to be a paradigmatic shift in the Nike market their products, because companies are relying on consumers more than ever before to direct their marketing process and create the discourse around branding. Unlike print or television advertising, social media is not an advertising platform in and of itself, and as a result, companies can be challenged with determining how consumer information and engagement impact the branding process.

Problem Statement

This study is on how social media influence buying behavior of consumers on the product NIKE. Overall study is made based on the NIKE's upcoming strategies and existing strategies in influencing consumers regarding products in huge ways.

Therefore the problem of our study is 'How does the increasing influence of Social Media on consumers' purchasing decision-making process differs

according the different stages?' Moreover, the influence of Social Media on consumer's purchasing decision-making process has brought new implications for marketers that it would be interesting in further content.

Objectives of the Study

- To study the concept of social media.
- To evaluate the various channels preferred by consumers for buying decision over traditional channels.
- To analyze the impact of social media on consumer buying behavior.
- To find out which is the best social media preferred by customers.
- To find out impact of social media on consumers with reference to Nike Company.

Research Methodology

Data Collection Methods

Primary data was collected by floating the questionnaires to the respondents. Google form containing the questions was sent through Whatsapp, E-Mails to the respondents. We have obtained 106 responses and the data was analyzed. The data from 100 people were collected for the analysis. The city selected for the study is Bangalore.

Findings

After analyzing the data and interpreting the results, the following findings are obtained.

- Male belonging to the age group of 18years to 24years purchases more Nike products compared to female. And most of them go on the yearly purchase of products.
- Most of the customers like to buy shoes from Nike and also they agree that shoes are best products among all other products in Nike.
- Both male and female agree that price is the main downside of Nike products when compared to availability, trend and quality. However, high price is the positive point to the brand, Nike.
- People always search information about the product that they want to buy before making the actual purchase.
- Instagram is the social media is the best one to reach out to maximum customers and then comes the Facebook. Instagram have huge followers compared to Facebook which makes Instagram the best media.

- Social media influences at different stages of consumer buying behavior. But the influence is more at the second stage when people search for alternatives. But the last stage is least influence as the customer will have direct experience with the product and the social media cannot make much difference.

Suggestions

Retail units need to be more marketing oriented. Such retail units can understand trends of the footwear retail industry, so that they can increase investment, frequency of getting new products and designs and add newer products.

- A marketing department with well-defined goals needs to be created in the retail units to design marketing planning and to succeed in the competitive markets. Marketing department needs to be headed by qualified experienced marketing professional. A fair chance may be given to the head of marketing to interact closely with all divisions of the retail unit by establishing marketing department, a retail store can capitalize on these trends rather than be victimized by them.

- Retail units to experience better net revenues need to understand customers, availability of new products and offerings of their competition. Marketing can no longer be limited to advertising and public relations.

- The most damaging feature of footwear retail units is they are caught in a "be better "trap surfaces when they build strategies upon a heritage of comparison programmers. These initiatives often accelerate the loss of competitive edge over competitors.

- In the absence of true strategies that uniquely fulfill customer needs, they cannot produce competitive edge. Retail units need to realize that doing things differently is more powerful in the market place than doing things better.

- Finding your customers and creating what they want before competitors do is now imperative.

- Retail units need to develop a well - designed system to obtain immediate feedback about the performance of retail store and store personnel. A follow up of customer's satisfaction need to be assessed by developing and administering a structured questionnaire at the exit point of service. This makes retail units realize weakness and loopholes in the system leading to customer dissatisfaction.

- Footwear retails unit's advertising in particular must concentrate not only on encouraging customers to buy, but also on encouraging retail unit personnel to interact in a friendly & reassuring manner.

- Tie-ups with other players of the footwear retail industry helps in sales growth. So retail units can think about it.

- Footwear retail units may develop a brochure which provides information relating to history of the retail unit, description of brands, availability of various categories of footwear, customers services, prices of the products, easy payment options etc, to avoid misconception among the customers about the retail unit & its functioning.

- From this study, we will recommend needs that Nike should have more concentrate on customer benefits. It can create a privilege for the members for bonding the relationship between the customer and the company. It also can improve the customer services by conducting survey to more understanding the customer.

- It is found that Tik-Tok is the social media that is trending these days. Nike should go for promotions even in Tik-tok as it good to reach more customers. Many youths uses Tik-Tok and also youths are more likely to purchase Nike products, it will increase the sales of the products.

Conclusions

Nike aims to bring inspiration and innovation to every athlete in the world - and it considers everybody to be an athlete! Through extensive research and development, the Nike Free shoe was created in response to the recognition that barefoot running can strengthen athletes' feet and legs naturally. In summary, price factor will be the major factor that affects customer in purchasing shoes. In monopolistic market, it's hard to categorize whether it's inelastic or elastic demand as some of the consumer would more concern about the price of shoes but some of them would not. Nike is a well-known, successful company worldwide. Nike maintains a positive, corporate culture within an innovative and profitable company. Nike is more profitable than its competition and dominates the global athletics and footwear market. Furthermore, Nike has more followers on its social media than all of its competition and is able to target specific audiences through multiple pages, such as Nike football or Nike Women. Social media plays a key role in Nike's marketing strategy and is a key reason for its strong brand name.

Lastly, Nike's corporate social responsibility is extensive and highly

transparent. Nike goes to great lengths for its corporate social responsibility by increasing sustainable practices and additionally spreading innovation and physical activity. Footwear retail unit entrepreneurs are experienced and motivated individuals but are lacking managerial and technical skills to manage and market their products effectively. Several retail units expressed concern over the "intense competition in the market "and how, as a result, they are "not doing well financially ". They attempted to give a picture of low return on investment.

Many of the footwear retail units restricted their products & brands due to various reasons. They failed to offer full range of products and brands to the customers. This subsidized the competition in favor of large retail units offering full range of products with all the latest fashionable & comfortable brands. The study envisaged that most of the retail unit's mostly smaller ones are not providing various categories of footwear. This is not true with large retail units which are financially sound enough to provide all the categories and types of footwear. Even though many footwear retail units are having positive attitude towards marketing, there is no separate designated marketing department in majority of the retail units. This may be somewhat true with respect to financial strength of the retail unit. Retail units larger in number failed in developing comprehensive marketing programs to strengthen the customer base and ensure affordable products to the customers. They have designed ADHOC marketing plans just to sustain in the retail industry. They have not recognized marketing as a formal function, even though they are practicing various marketing activities such as advertising, developing referral network, public relations programs etc. Marketing function has not been effectively integrated into a cohesive long-term strategy.

Chapter - 9

Social Media's Impact on Customer Evangelism in Electronic Products

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Abstract

This study aims to determine the effects of social media on customer evangelism in electrical products. This study was carried out to see how evangelists use social media to offer review of goods for free. The data was analysed using percentage analysis. The results were interpreted using descriptive analysis. The goals of this study are to investigate consumer evangelism on social media platforms, to learn about consumer evangelism principles in electronic gadgets, and to investigate consumer evangelism on mobile devices. This study also helps to understand how younger generations use evangelical proclivities to influence older generations, and the poll suggests that focusing on younger generations is a great idea

Keywords: Social media, consumer evangelism, online buying, consumer

1. Introduction

In recent years, users have begun to view the Internet in a new perspective, one that is commercial. Users have become consumers as a result of its expansion and the emergence of online stores. The most essential feature of social media has also transformed how consumers and marketers communicate (Ali, 2001). Our increasingly interconnected environment has an impact on both consumer decisions and product evaluations. Social media peer-to-peer networking provides a new outlet for learning about new products. Additionally, consumers can influence other buyers through product or service reviews by utilising social media. In many instances, the disruption caused by advanced digital innovation technologies has prompted businesses to revise their business strategies to meet the contemporary business climate.

Along with digital innovation, the introduction and widespread adoption of social media by the majority of the world's population have fundamentally transformed the commercial landscape. Without exception, the strength of social media has had a tremendous impact on the sector. According to clever insights, in 2016 the global number of Internet users topped 3.4 billion, with 2.3 billion active social media users. Social media users between the ages of 16 and 64 have an average of seven social platform profiles. Facebook has approximately 1.5 million users globally, making it the largest social networking platform. Given the scale of these movements, both practitioners and academics are attempting to gain a deeper understanding of the impact of social interactions on business through these numerous digital platforms. No longer is the Internet considered a task-oriented technology. The development and appeal of social networks have been covered previously (Basu, 1997).

According to the International Data Corporation, India's electronics sector is one of the world's largest and is projected to reach US$ 400 billion by 2022, up from US$ 69.6 billion in 2012. Between 2012 and 2020, a compound annual growth rate (CAGR) of 24.4% is anticipated for the market. India's overall production of electronic devices is anticipated to exceed US$ 104 billion by 2020. Communication and broadcasting equipment accounted for 31% of India's total electronic product output in FY13, followed by consumer electronics at 23%. In the electronics and hardware business are included electronic products and components. In 2015, the Indian electronics and hardware market increased by 8.6% annually to reach $75 billion. The expanding middle class, increased disposable incomes, declining prices of electronics, and numerous government initiatives, such as widespread broadband access and e-government programmes, have all contributed to an increase in consumer demand for electronics products. In 2015, electronics products comprised 82% of the market, with electronic components accounting for the remainder. In 2015, there was an increase in the domestic production of Indian electronics and hardware due to the expansion of manufacturing activities in India by an increasing number of multinational and domestic firms. During 2013–15, the domestic manufacturing of electronics has satisfied an increasing proportion of local demand. Since the majority of manufacturing occurs in the United States, local value-added activities remain fairly limited. From 2013 to 2018, India's electronics and hardware industry would grow at a CAGR of 13–16 percent, with revenue reaching $112–130 billion by the end of the period. Due to the current state of domestic production, this demand for imports is unlikely to diminish. As the demand-supply gap widens, there is a greater emphasis on boosting India's electronic manufacturing capability (EY analysis.com).

According to the 2014 Social Media Marketing Industry Report published on the Social Media Examiner website, marketers now say that social media is crucial to their business, up from 86% in 2013. It was also shown that the top three benefits of social media marketing are increased visibility (92%), more traffic (80%), and an increase in brand loyalty (40%) (at least 70 percent). It is evident that social media is a formidable marketing tool that not only influences client purchase decisions but also produces brand advocacy and ripple effects. Moreover, social networking fans can effectively spread positive word-of-mouth and defend business action.

To comprehend consumer evangelism, one must first appreciate the underlying meaning of the word evangelism. Evangelism has been linked to theology for centuries. Early in the 17th century, the term evangelism was developed to describe Christian crusaders. The name "evangelist" is derived from the koine Greek word "evangelion," which meaning "good news," and its verb form, "to announce."

2. Literature Review

According to Heinonen, K., and Strandvik, T. (2018), management or organisation is focusing on customer-customer relationships so that consumers will market their own products and managers need not focus as much on advertising. The study asserts that social media is the most effective platform for electronic word of mouth, that evangelists are more prevalent on these platforms, and that businesses should target them (Lehmann, 2015). In addition, the research emphasises brand advocacy, in which customers act as evangelists and sell their products for free, allowing businesses to grow more rapidly and efficiently (Tamer Abbas *et al*., 2015). According to this study, user-generated content (UGC) is an essential means for people to express themselves online. It is the result of social contact, specifically the dissemination of negative information. An "info storm" is a sudden influx of negative social media chatter about a corporation (Hornik *et al*., 2019). In this study, customer evangelism is a latent variable affected by Service Quality, Price, and Design. The pricing reflects the perceived value of the brand. Customers will develop brand loyalty if they are satisfied. Customer satisfaction influences their inclination to switch.

Research Gap

Numerous researches have examined the topics of consumer evangelism on electronic devices through social media without offering a more comprehensive view of their interactions. In consumer-brand relationships, modern practitioners are pioneering phenomena such as "brand love," "brand

zealotry," and "brand evangelism". Recent years have seen a surge in the number of scholars and managers engaged in consumer evangelism in particular. Investigations into this new level of consumer evangelism have revealed that organisations can gain a competitive advantage merely by cultivating relationships with influential customers who can co-create brand value. These studies, on the other hand, do not consider the impact of social media on customer brand evangelism. Participation in offline brand communities has also been found to positively influence customers' commitment, reliability, and evangelistic behaviour. Other studies have examined the impact of certain Social Media marketing acts on customer brand evangelism and awareness, trust, identification, loyalty, and positive word of mouth.

3. Research Methodology

The study used descriptive research design. Simple random procedure is used to collect the data. Developed a questionnaire survey for data collection and collected the data in Bangalore urban region. The following study is to analyze and determine impact of social media on consumer decision on FMCG products

4. Sample Size

A sample of 100 respondents are taken to undergo the survey. The demographic data includes students, employees, businessmen, housewife and entrepreneurs etc., of different age groups.

5. Scope of Study

The scope of the study is to examine determine how social media affects consumer evangelism for electronic devices. A notable illustration of this phenomena is the shift in people's attitudes about electronic devices, as many people who previously only purchased products from well-known electronic brands are now also purchasing generics. Customer impressions of electrical devices are shifting as a result of social media involvement. Despite the fact that various scholars have looked into consumer evangelism, there is a scarcity of comprehensive research in this area. As a result, academics and practitioners have rarely paid attention to the impact of Social Media marketing activities, particularly brand page commitment, on specific consumer brand evangelical behaviours.

6. Need of the Study

The need of this thesis is to clarify determine how social media affects consumer evangelism for electronic devices

7. **Objective of the Study**

1. To investigate consumer evangelism through social media platforms.
2. To comprehend consumer evangelism concepts in electronic products.
3. Analyse the impact of social media on customer evangelism for electronic products.
4. To understand how customer evangelism contributes to the creation of value on social media Platforms.

8. **Method of Survey**

Structured questionnaire created in Google form and collected the data.

9. **Research Approach**

Percentage analysis was used to analyse data obtained. Descriptive analysis was used to interpret results.

10. **Data Analysis**

The data analysis found that 60% of the respondents agree with the supplied statement, 31% strongly agree with the statement, and just 6% disagree, with fewer than 6% strongly disagreeing. We can see from this data that 60% of individuals chose the agree option for the provided statement, which means that more than 50% of people agree that word of mouth through social media promotes items online, and the products can range from garments to technological equipment. Marketers must aim to advertise things online rather than offline since statistics shows that word of mouth via social media promotes products. Finally, we can say that word of mouth is a great way to promote products online and reach a larger audience. Marketers should focus on their loyal customers when promoting products online, as individuals will always trust loyal customers' word over that of companies' paid affiliates or paid promoters before purchasing a product. Further the study found that more than 60 percent of the consumers do believe that customer evangelists spread the word about items for free and their reviews are favourable. According to the research only 17 percent disagree, and 6 percent strongly disagree hence the data suggests that the words of customer evangelist may be trusted and are valuable. These evangelists are an asset to the company and should be awarded by any new products of company as a complimentary gift. The companies should approach the evangelist first in order to attract more consumers through them because they all believe in these evangelists. Further the research results signifies that 46 percent of the people agree with social media is an ideal platform to conduct a review or determining the items benefits. Consumers

are utilizing more social media nowadays and they often read the product review and benefits which allows the companies to target individuals easier through online. evaluating the goods physically is not at all required nowadays because of the evaluated content already present on the social media. so, we can argue that social media is a platform for brand advocates or firms to advocate their products. And there is no better notion or venue to promote things online as it is significantly less than offline, and the target is wide as well.

11. Findings, Suggestions and Limitations

More than fifty percent of consumers believe that social media word of mouth supports online products. 60% of participants selected the option indicating agreement with the stated statement. When advertising products online, marketers should focus on their most dedicated customers, as consumers place greater stock in their opinions than those of hired advocates. Over sixty percent of customers believe that customer evangelists positively promote free items, and their reviews are positive. With only 17 percent disagreeing and 6 percent strongly disagreeing, the evidence indicates that the customer evangelist's remarks are credible and significant.

In social media, brand advocates and corporations can sell their products. There is no better location to promote things than online, as it is far less expensive than physical marketing and its audience is large. Customers support customer evangelists since their labour is free and they have no intention of advertising or selling anything. The majority of people actually submit a review of their products online, and these reviews are crucial for those who have yet to make the same purchase. This shows that social media is now a new arena for selling products, and that older sites will disappear within a few years. In a few years, online advertising or campaigns may be the only way to market products, and all others may become extinct. These evangelists are observed more frequently on social media than offline platforms. The value of online word of mouth is greater than that of physical word of mouth. The pie chart 10 depicts the proportion of or answers provided by 100 respondents for the statement "Products purchased after reading a positive review from an evangelist proved to be accurate when tested." Those who strongly agree and agree outnumber those who disagree.

The primary purpose of this study was to determine how customer evangelism influences social media users to purchase electrical products. The study reveals that buyers are substantially more satisfied with customer evangelist reviews and that their social media promotion is successful. This promotion is more valuable than endorsement, so the organisation or company

should change their marketing strategy to focus on customer evangelists or loyal fans of the company and promote directly to them; in return, they will help the company by promoting your products or services for free.

Like all other studies, this one has certain limitations. Several obstacles arose during the phase of data collection and analysis. Initially, the available time and resources for data collection were severely constrained. Consequently, the amount of data accessible to the urban population of Bangalore was limited. This restriction limits the applicability of our findings to the entire district, despite the fact that they were collected with care to include responses from people of varying ages and from different parts of Bangalore. In addition, this study focuses solely on electrical devices and disregards brand categories, further tainting its conclusions. Despite these limitations, the present study provides a solid foundation for future academic research on the impact of social media on customer evangelism in Bangalore.

12. Conclusion

The conclusion of this paper is that not all reviews are fraudulent, but all reviews cannot be believed at the same time. To address the issue of whether the reviews are genuine or not, execute an experiment in which you buy the product advised by the evangelist, try it, and then believe it. Moreover, the study demonstrates that individuals have greater faith in these evangelists than in celebrities who advertise the product but do not use it themselves, whereas the evangelist uses the product before recommending it to consumers. Further, Entertainment was the first industry to utilise social media as a promotional tool. Every organisation must utilise the potential that social media communication platforms offer. From social media marketing to relationship marketing, businesses must shift their emphasis from "selling" to "building relationships".

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