

**Project Proposal
(Group 1)**

**Impact of Social Media marketing and EWOM on
Purchase Intention and Brand Perception**



MBA633A – Marketing Research

Submitted By:

Saroj anjesh (170634)
Vivek verma (170810)
Rahul Verma (19214266)

Submitted To:

Prof. Shankar Prawesh
IME Department
IIT Kanpur

Research Problem

Currently there are approximately 700 million internet users in India, out of these around 376 million are active on various popular social media platforms. These figures are projected to grow up to 876 million (for internet user) and 447million (for social media users) respectively [1]. These figures have forced the organizations to consider social media platforms as a vital instrument to promote their products and to build their brand value through various activities (directly and indirectly). This is evident from the fact that the digital advertisement grew at the rate of 15.3% in 2020 to reach 157820 million [2].

Social media platforms have also empowered the ordinary consumers {or popular critics/influencers) to share their experience (or opinion) through the means of video logs (vlogs), blogs, online communities, or by simply a review on e-commerce websites (or a review website) et al. Many such critics/influencers/online communities are very popular among social media and internet users and thus, are very capable of influencing potential buyer's brand perception and purchase intentions towards particular brand and products [3].

Considering the above discussion, this study aims to understand the influence of social media marketing and EWOM (electronic word of mouth) on the purchase intention and brand perception behavior among teens and young adults in India [4][5].

Research Design

Initially we'll try to gather insight and understanding of the nature of the relationship between "social media marketing" & "EWOM" on the purchase intentions and brand loyalty. This process may include expert interview/opinions, case studies, qualitative research etc.

Later, the insight/understanding gained through the exploratory research approach will be utilized as a precursor to conclusive (descriptive) research. To carry out descriptive research, we'll collect primary data through the means of structured questionnaires, preferably using Google survey form.

Finally, quantitative data analysis techniques like Hypothesis testing, correlation and regression analysis, Anova and design of experiments will be utilized to arrive at a reasonable conclusion in a scientific manner.

We'll validate our research findings by testing the significance of null hypothesis by examining the "p-value" of associated effect (for example: social media marketing and EWOM has a positive influence on consumer's purchase intention and brand perception).

References

1. Internet users in India: <https://www.statista.com/statistics/255146/number-of-internet-users-in-india/>
2. Digital advertising in India 2021: Dentsu Aegis Network (DAN) report. (<http://www.e4media.net/maile2018/dentsu-e4m-DigitalAdvertisingReport2021.pdf>)
3. Influencers gain traction: Mint, 16 November, 2020. (<https://www.livemint.com/industry/media/brands-deepen-influencer-engagement-as-consumers-spend-more-time-online-11605436755088.html>)
4. Wibisurya, I. (2018). The effect of digital marketing implementation through location based advertising on customer's purchase intention. *Binus Business Review*, 9(2), 153-161.
5. Chan, T. H., Chen, R. P., & Caleb, H. T. (2018). How consumers in china perceive brands in online and offline encounters: a framework for brand perception; *Journal of Advertising Research*, 58(1), 90-110.
6. Malhotra, N. K., & Dash, S. (2016). *Marketing research: An applied orientation*. Pearson.