SOCIAL MEDIA: A NEW MARKETING STRATEGY

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ABSTRACT

“Where people interact freely, sharing and discussing information about their lives.”

Social media has become a platform that is easily accessible to anyone with internet access. It is growing at an explosive rate with millions of people all over the world generating and sharing content on a scale hardly imaginable a few years ago.

Increased communication for organizations fosters brand awareness and often, improved customer service. Additionally, social media serves as a relatively inexpensive platform for organizations to implement marketing campaigns. The success and recognition of the business brand are the most crucial points which must be kept in mind while making a business plan. Today no one can deny the role of social media marketing to set and market throughout the globe. Social media is getting popular these days to promote various brands. The World is full of new media and digital communication technologies. There are many ways to promote the brand with the help of social media. The impact of promotion through social media is immense and gives a combination of speed and relevance. Brand awareness is one of the important factors which boost up the sales ratio of the product of the company. The present paper is an attempt to find out the purpose and benefits of using social media in present scenario. The paper also highlights some important social media networks and gives a glimpse of the hindrances of the same.

Key Words: Social Media, SWOT, Quality Communication, Network
INTRODUCTION

Social Media, today, is among the ‘best opportunities available’ to a brand for connecting with prospective consumers. Social media is the medium to socialize. It has a strong impact on the purchasing process of a consumer. The traditional buying process of a consumer includes search detail information of a brand/product, and after getting detailed information they consider many brands and then from those brands they evaluate a few brands and in the end, the final decisions are taken according to his/her needs.

Nowadays, due to advancement of technology, social media is considered as the right way to get right information at the right time by the consumer. Social media give consumers high control as it enables the buyers to gather much more information, watch reviews, and make comparison of different products, while sitting at home.

These techniques have proved to be quite cost-effective and have attracted many customers. In today’s world internet is considered as the best way to spread messages. Therefore many companies have gained a lot from digital marketing and fans through social networking. Social Networking Websites including Facebook and Twitter which are now being used by various multinational companies in order to convey their message to the customers.

Social Media has become a major factor in influencing various aspects of consumer behavior which leads to brand commitment.

According to Barnes, N. G., & Mattson (2008) social media takes less time to reach out to customers and has endless possibilities. It helps to grab attention of a customer by writing a blog or leaving a comment on someone else’s blog. One can reach out to potential clients in a cost effective manner by advertising on social websites, especially if one is a small business owner who doesn’t have the budget for television and advertising campaigns.

In the 21st century, brands need to have a social story to leverage the emotional and persuasive elements that make offerings successful. There are three strategic roles that help to build the brand. Marketers must use social media to serve their brand building objectives. It can help the brand to:

1) Build a relationship to become more trusted;
2) Differentiate through an emotional connection to become more remarkable and unmistakable; and
3) Nurture loyal fans to become more essential.

Status of Different Social Media

Facebook

- Currently, there are 45899920 Facebook users in the India, which makes it no. 2 in the world.
- In June 2011, Mumbai had the highest FB user base in India with 3.7 million FB users and ranked 18th in the world
- Chennai currently has 1.2 million FB users showing 101.64% penetration (among internet users). So at an average, every Chennai internet user has at least 1 profile/page on FB

There are 73% male FB users and 27% female FB users in India, compared to 45% and 55% in United States and 46% and 54% in Brazil
Twitter and Linkedin

- **Twitter**
  - Top 3 brands on Twitter in India: MTV India, Times of India & Vodafone India. Since 2010, Twitter users in India have increased by 191%, with more than 20,000 users having 500+ followers that read their updates daily
- **LinkedIn**
  - India ranks #2 in terms of the total number of visitors on LinkedIn globally by the country, following UK at #1
  - In India LinkedIn has 10.6 million users. Mumbai leads on the professional front with 9,26,562 users while Delhi follows with 8,78,690

Social Media India on professional social networking site highlights that most registered user on LinkedIn are from Engineering field with 7,67,624 followed by Job function of Information Technology with 4,19,288

Google Plus

- **Google Plus**
  - Indian ranks at #2 in the number of Google Plus users in July 2011 with 142,339 users.
- **Pinterest**
  - Indians are pinning! 4.8% of the Pinterest users come from India and they generate 3.9% of the page views on Pinterest.
  - India ranks second after US.

Similar to the global phenomenon Social media in India is driven by young and educated in the cities and towns across India and 2011 saw a tremendous rise in the number of users and their activity in terms of time spent, engagement levels and quality on various social networking sites. According to Telecom Regulatory Authority of India there has been rapid rise in the number of internet users in India and has reached 121 million users in 2011. Broadband too has seen significant growth in 2011 with 13.30 million users (22% YoY) compared to 10.92 million users in 2010 and is expected to reach 15.9 million users by end of 2012. 80% of the internet users are urban users and 20% are rural users in India and educated young people and professionals across industry verticals like IT, BFSI, Retail, Automobile, Pharma, etc are driving the social networking sites usage in India. Indians migrate to United States (US) for education and jobs and most of them will be in constant touch with friends in India which led to the rise in usage of social networks and it was even more increased as US companies set up offices in India employing thousands of people here, Indians using more technology products like mobiles, laptops, other computing devices like PCs, tablets and finally the voyeuristic appeal with open networks drove the usage further.

Most popular social networking site in India is Facebook as recently it has dethroned Indonesia from the number 2 slot with 46 million monthly active users in February 2012 on the site, an increase of 132% from the prior year. 75% of Facebook users in India are male and metro cities dominate the usage in India. Google+ has a total user base of 12.3 million in India with 86% of the users being male and dominated by students and young professionals. Twitter has a total user base of more than 14 million in India and is the sixth largest country in terms of accounts and the micro blogging in India has not risen in India when compared to
other social networking sites as Indians are not comfortable with a 140 character limit. LinkedIn the professional networking site has more than 14 million user base in India and is one of the rapidly growing social networks in India. Orkut was the initial dominant social networking site in India until Facebook entry and it has around 18 million user base in India but the network which was acquired by Google is fading into oblivion as Google is more focused on Google+. Indian social networking sites too have significant user base in India and Ibibo has around 12 million users base and BharatStudent has around 7 million users base.

**OBJECTIVE OF THE STUDY**

The objectives of this study were the following:

1) To highlight the usage of Social Media in India.
2) To find out the advantages the society can get through social media.
3) To highlight the usages and impacts of social media on society.
4) To find out the importance of Social Media for Brand Awareness.
5) To make a SWOT analysis of Social media initiative.

**RESEARCH PROBLEM**

According to the above stated objectives, the research problem can be concluded as Social networks/social media can be used by companies to create brand awareness and the challenges faced by the companies. Moreover the research problem area is further divided into the following points –

1. Role of social media and its impact.
2. Challenges faced by companies using social media.
3. To conclude that the social media tools/channels are the best to adopt in the present world.

**LIMITATIONS OF THE STUDY**

The researchers faced lot many problems while conducting the research study. The first and the foremost problem was related to the sample size. The findings cannot include all the companies that use social media but other than this, the objective of adopting the social media is also different.

**REVIEW OF LITERATURE**

The first sociologist who started to use the term social network systematically is J.A. Barnes who used the term for the first time in his 1954 study “Class and Committees in a Norwegian Island Parish”. Barnes (1954) used the term to describe the existence of social networks, “largely a system of ties between pairs of persons who regarded each other as approximate social equals”, next to the other terms that were used in sociology in those days. Social media are described by Blackshaw and Nazzaro (2006) as consumer–generated media. This form of media, describes a variety of new sources of online information that are created, initiated, circulated and used by consumers’, intent on educating each other about
products, brands, services, personalities and issues. (Blackshaw and Nazzaro 2006) Another definition of social media by Larson, (2011) is rare in that the author defined social media from the perspective of companies, bypassing the fact that social media exists by favor of users and not by companies. Kaplan and Haenlein (2010), put more emphasis on the underlying technology when defining social media,” Social media is a group of internet based applications that build on the ideological and technological foundations of web 2.0 and that allow the creation and exchange of user generated content”. Mangold and Faulds (2009) define, social media encompasses a wide range of online, word of mouth forums including blogs, company sponsored discussion boards and chat rooms, consumer to consumer email, consumer product or service ratings’ websites and forums, internet discussion boards and forums, moblogs (sites containing digital audio, image, movies or photographs), and social networking websites to name a few. Kaplan et al (2010) gives a more categorized version of this list and mentions the following different types with accompanying examples,” collaborative project (e.g. Wikipedia), blogs, content communities (e.g. youtube), social networking sites (e.g. facebook), virtual game world (e.g world of Warcraft) and virtual social worlds (e.g. second life ).

RESEARCH METHODOLOGY

For making this research successful and worthy, a questionnaire was structured. Through the help of the questionnaire, primary data has been collected. Informal interviews have been taken of 200 respondents. The research also includes secondary data which has been collected from various websites, books, journals etc.

Sample Size

The respondents in the sample consisted of consumers who used to see and shop through the social media networks. 200 (two hundred only) respondents from Kota city (Rajasthan) were interviewed. The samples are further presented in the tabulation form with their responses.

Analysis of Data

Table 1: Age of Respondents

<table>
<thead>
<tr>
<th>Response</th>
<th>Number of Respondents</th>
<th>Percentage (%) of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 25 Yrs</td>
<td>75</td>
<td>75</td>
</tr>
<tr>
<td>26 – 35 Yrs</td>
<td>65</td>
<td>65</td>
</tr>
<tr>
<td>36 – 50 Yrs</td>
<td>40</td>
<td>40</td>
</tr>
<tr>
<td>Above 50 Yrs.</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>200</td>
</tr>
</tbody>
</table>
The above table and figure shows that most of the respondents are up to 25 Yrs. of age.

Table 2: Gender of Respondents

<table>
<thead>
<tr>
<th>Response</th>
<th>Number of Respondents</th>
<th>Percentage (%) of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>85</td>
<td>85%</td>
</tr>
<tr>
<td>Female</td>
<td>115</td>
<td>115%</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100%</td>
</tr>
</tbody>
</table>

The table number shows that most of the respondents who are engaged in networking sites are Females.
Table 3: Occupation of Respondents

<table>
<thead>
<tr>
<th>Response</th>
<th>Number of Respondents</th>
<th>Percentage (%) of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business</td>
<td>35</td>
<td>35</td>
</tr>
<tr>
<td>Service</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Student</td>
<td>90</td>
<td>90</td>
</tr>
<tr>
<td>Housewife</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>Retired</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>200</td>
</tr>
</tbody>
</table>

The table and figure represent that maximum respondents are students and the least are retired and housewives.

Table 4: Preference of Social Networking sites

<table>
<thead>
<tr>
<th>Response</th>
<th>Number of Respondents</th>
<th>Percentage (%) of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>90</td>
<td>90</td>
</tr>
<tr>
<td>Orkut</td>
<td>30</td>
<td>30</td>
</tr>
<tr>
<td>Twitter</td>
<td>40</td>
<td>40</td>
</tr>
<tr>
<td>You-Tube</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Linked In</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>200</td>
</tr>
</tbody>
</table>
By this we can conclude that, the most preferred social networking site is Face-book.

Table 5: Time spent on Social Media networking sites (Per day)

<table>
<thead>
<tr>
<th>Response</th>
<th>Number of Respondents</th>
<th>Percentage (%) of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-1 Hrs.</td>
<td>96</td>
<td>96</td>
</tr>
<tr>
<td>1-2 Hrs.</td>
<td>45</td>
<td>45</td>
</tr>
<tr>
<td>2-3 Hrs.</td>
<td>26</td>
<td>26</td>
</tr>
<tr>
<td>3-4 Hrs.</td>
<td>27</td>
<td>27</td>
</tr>
<tr>
<td>Above 4 Hrs.</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>200</td>
</tr>
</tbody>
</table>

Maximum respondents surf Facebook up to 1 Hr. only
Table 6: Preference of buying the product through these social networking sites (on Trial Basis)

<table>
<thead>
<tr>
<th>Response</th>
<th>Number of Respondents</th>
<th>Percentage (%) of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>155</td>
<td>155</td>
</tr>
<tr>
<td>No</td>
<td>45</td>
<td>45</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>200</td>
</tr>
</tbody>
</table>

The respondents usually prefer to buy the products on trial basis.

Table 7: Reason for using these sites by the respondents (Respondents have selected more than one option)

<table>
<thead>
<tr>
<th>Response</th>
<th>Number of Respondents</th>
<th>Percentage (%) of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keeping in touch with friends</td>
<td>170</td>
<td>170</td>
</tr>
<tr>
<td>Making new friends</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>Shopping (for trial basis)</td>
<td>155</td>
<td>155</td>
</tr>
<tr>
<td>Local Events Information</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Planning Events</td>
<td>20</td>
<td>20</td>
</tr>
</tbody>
</table>
Table 8: Type of product which influence the most

<table>
<thead>
<tr>
<th>Response</th>
<th>Number of Respondents</th>
<th>Percentage (%) of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jewellery</td>
<td>55</td>
<td>55</td>
</tr>
<tr>
<td>Accessories &amp; Clothes</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Foot-wears</td>
<td>40</td>
<td>40</td>
</tr>
<tr>
<td>Stationary</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Electronic Products</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>Household Products</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>Others</td>
<td>_</td>
<td>_</td>
</tr>
<tr>
<td>None of the above</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>200</td>
</tr>
</tbody>
</table>
Table 9: Type of Payment mode they prefer

<table>
<thead>
<tr>
<th>Response</th>
<th>Number of Respondents</th>
<th>Percentage (%) of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash on Delivery</td>
<td>174</td>
<td>174</td>
</tr>
<tr>
<td>On-Line payment</td>
<td>26</td>
<td>26</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>200</td>
</tr>
</tbody>
</table>

Cash on delivery is mostly preferred.
### Table 10: Whether cinema is losing battle with Internet

<table>
<thead>
<tr>
<th>Response</th>
<th>Number of Respondents</th>
<th>Percentage (%) of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>130</td>
<td>130</td>
</tr>
<tr>
<td>No</td>
<td>70</td>
<td>70</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>200</td>
</tr>
</tbody>
</table>

Out of 200 respondents, 130 respondents think that internet and social networking sites are having a big impact on a person’s life, especially on youth.

**EVOLUTION OF SOCIAL MEDIA MARKETING**

According to the survey done by Marketing Profs., a big change has been found from 2009 to 2012 i.e. 86% of the companies maintain a Facebook presence, 84% are active on Twitter, and 72% show up on LinkedIn.

Sources: Marketing Profs

**BENEFITS OF SOCIAL MEDIA**

In a survey, when asked to some people about why social media would be more of a priority in 2013, more than 65 percent said it was for building brand awareness. Close to 50 percent said social network-based marketing efforts help to create more brand loyalty, and more than 46 percent look to social media to find and create new audiences.
Social media enables companies to:
· Share their expertise and knowledge.
· Tap into the wisdom of their consumers.
· Enables customers helping customers.
· Engages prospects through customer evangelism.
Thus the benefits of social media include: brand reach and awareness, consumer interactions through transactions, referrals and reputation management.

SOCIAL MEDIA OR SOCIAL NETWORKING SITES LEADS AS TOP ONLINE ACTIVITY IN INDIA

Today, social networking is truly a global phenomenon. While word-of-mouth has always been important, its scope was previously limited to the people you knew and interacted with on a daily basis. Social media has removed that limitation.

<table>
<thead>
<tr>
<th>Top Online Categories by Share of Total Minutes</th>
<th>June 2012</th>
<th>Total Internet: India, Viewers Age 15+ Location Home/Work*</th>
<th>Source: comScore Media Metrix</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Internet : Total Audience</td>
<td>61,004</td>
<td>100.0%</td>
<td>772.5</td>
</tr>
<tr>
<td>Google Sites</td>
<td>57,826</td>
<td>94.8%</td>
<td>155.3</td>
</tr>
<tr>
<td>Facebook.com</td>
<td>50,890</td>
<td>83.4%</td>
<td>224.9</td>
</tr>
<tr>
<td>Yahoo! Sites</td>
<td>39,977</td>
<td>65.5%</td>
<td>63.3</td>
</tr>
<tr>
<td>Microsoft Sites</td>
<td>29,363</td>
<td>48.1%</td>
<td>19.8</td>
</tr>
<tr>
<td>Wikimedia Foundation Sites</td>
<td>21,031</td>
<td>34.5%</td>
<td>11.1</td>
</tr>
<tr>
<td>Times Internet Limited</td>
<td>20,535</td>
<td>33.7%</td>
<td>16.9</td>
</tr>
<tr>
<td>Network 18</td>
<td>17,891</td>
<td>29.3%</td>
<td>31.6</td>
</tr>
<tr>
<td>Ask Network</td>
<td>15,829</td>
<td>25.9%</td>
<td>3.5</td>
</tr>
<tr>
<td>Rediff.com India Ltd</td>
<td>15,346</td>
<td>25.2%</td>
<td>28.3</td>
</tr>
<tr>
<td>NIC.in</td>
<td>13,308</td>
<td>21.8%</td>
<td>23.6</td>
</tr>
</tbody>
</table>
SOCIAL MEDIA MARKETING FUNNEL OR OBJECTIVES

There are the 5 ways to use social media to build the brand awareness:-

1) Bring Your Brand to Your Customers
2) Generate Quality Content
3) Be Active on Social networking site
4) Connect Customers, Contacts
5) Make Yourself Available

Why businesses need to consider social media marketing services?

1) **Size:** Face book has over 250 million users globally. On an average, 70-100 tweets happen by the second. An average user on Facebook has 120 friends.

2) **Transparency:** No cheat code involved. No black hat techniques allowed. Everything that happens in the social networking landscape is fool proof. Companies cannot fake authenticity in an attempt to get more people involved.

3) **Reach:** It is possible to make a mark globally and do it quickly using social networking sites.

4) **Branding:** Buying a candy may have been impulsive all your life, but if it is discussed on a social networking site, there is likelihood to get brand conscious even with a candy. Social media is a smart way to build brands. Social media platforms are known to be one of the most powerful and fast means of branding. Some of the big brands like Coke, Ford, Dell, IBM, Burger King are some of the well-known brands that have powerfully used social media platforms to endorse themselves.

*Source: Social media sales funnel: (http://socialmediatoday.com/SMC/176665)*
The Process of Social Media

**Social media enables targeted marketing responses at individual touch points along the consumer decision journey.**

<table>
<thead>
<tr>
<th>Steps in the consumer decision journey</th>
<th>1. Monitor social channels for trends, insights</th>
<th>2. Respond to consumers’ comments</th>
<th>3. Amplify current positive activity/tone</th>
<th>4. Lead changes in sentiment or behavior</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consider</td>
<td>Brand monitoring</td>
<td>Crisis management</td>
<td>Referrals and recommendations</td>
<td>Brand content awareness</td>
</tr>
<tr>
<td>Evaluate</td>
<td>Product launches</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Buy</td>
<td>Targeted deals, offers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Experience</td>
<td>Customer service</td>
<td>Fostering communities</td>
<td>Customer input</td>
<td></td>
</tr>
<tr>
<td>Advocates</td>
<td>Brand advocacy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bond</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Expert interviews; McKinsey analysis

**SWOT ANALYSIS OF SOCIAL MEDIA**

Without the help of SWOT Analysis it is not possible to make a effective marketing strategy. To set up a product or service in the market through the help of social media it is first needed to make a analysis of Strengths, Weaknesses ,Opportunities and Threats of it.

Following are the some questions which can help the strategists to find out the SWOT of their company regarding the usages and requirements of Social Media for the products and services.

Is there currently any business using Social Media?
Does the company have the creative people to develop meaningful high quality content and communication on regular basis?
Do we have the budget to develop online shopping?
Does your business understand the keywords of customers?
Do the company will able to create the positive image by using social media for the products?
Does the company feel safe to deal with the customers through the help of social network?
What social network the competitors using?
CONCLUSIONS

There is no escaping the social media these days, either for individuals or for businesses. Today, it is impossible to separate social media from the online world.

Social media is a strong and potent communication tool. It presents brands with enormous reach and endless communication possibilities. It allows brands to emerge into a world of peer--to--peer dialogue and therefore the possibility of harnessing the brand building potential of the richest communication form available. However, it is important to do it right.

To approach communities and engage in dialogue that seems relevant and motivating for an audience of extremely sophisticated and literate users. Therefore, for building up a brand, a marketer must remember to:-

1) Be personal
2) Be in dialogue
3) Be a Product
4) Be a community
5) Be social now

Examples of Social Media

Here’s the most surprising result of Com Score's research:

1) Nestle: 2.7 billion impressions - The Company has 670K followers on Facebook, excluding separate pages for its brands. Its head of marketing and consumer communication, Tom Buday, is on Face book's client council.

2) Procter & Gamble: 2.66 billion impressions - The Company believes that using social media rather than traditional media can help it save up to $10 billion a year.

3) Kellogg: 1.89 billion impressions - Kellogg doesn't just use social media only for promotion, it also uses it for consumer research/listening and new product ideas.

4) Nokia – To promote its new E75 device with its own e-mail service, the company set up a community website where members could contribute and talk about e-mail and help each other. Nokia also created accounts on Orkut, Twitter and Face book to promote its device.

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17) http://www.linkedin.com/advertising


19) http://www.youtube.com/advertise/watching.html

20) www.socialmediacases.blogspot.com

21) http://mashable.com/category/social-media-marketing/

22) http://www.uncp.edu/home/acurtis/NewMedia/SocialMedia/SocialMediaHistory.html

23) Trends in Social Media : Persistence and Decay

   Sitaram Asur Social Computing Lab HP Labs Palo Alto, California, USA
   Bernardo A. Huberman Social Computing Lab HP Labs Palo Alto, California, USA
   Gabor Szabo Social Computing Lab HP Lab Palo Alto, California, USA
   Chunyan Wang Dept. of Applied Physics Stanford University California, USA
   http://seowizardry.ca/social-media-swot-analysis
QUESTIONNAIRE

Hello Sir/Mam
I, Shruti Arora, with the guidance and support of my supervisor am here to conduct a research survey on the topics “Social Media: A New Hybrid for Brand Awareness, A study on the Selected Social Media Networks”. Please give your honest opinion and understand that this information collected will be purely confidential and will not be shared for any purpose other than research.
(If you are aware of Social Networking Sites, then please fill this questionnaire)

A) Personal Profile

Name –
(Please tick √ below)

Age -
1) Up to 25 Yrs. □
2) 26 – 35 Yrs. □
3) 36 – 50 Yrs. □
3) Above 50 Yrs. □

Gender –
1) Male □
2) Female □

Occupation -
1) Business □
2) Service □
3) Student □
4) Housewife □
5) Retired □

Education Level -
1) 12th □
2) Under-Graduate □
3) Post-Graduate □
4) Others □

Income-Group (Monthly) –
1) Below 10,000 □
2) 10,000-15,000 □
3) 16,000-30,000 □
4) Above 30,000 □

B) (Please tick √ below)

1) Which social networking site you prefer the most?
   a) Facebook □
   b) Orkut □
   c) Twitter □
   d) You Tube □
   e) My Space □
2) How much time do you currently spend on Social Media networking sites (Per Day)? (i.e. Facebook, Linked In, Twitter, Orkut etc.)
   a) 0-1 Hrs. □
   b) 1-2 Hrs. □
   c) 2-3 Hrs. □
   d) 3-4 Hrs. □
   e) More than 4 Hrs. □

3) Does your social media presence effectively promote your personal brand?
   a) Yes □
   b) No □

4) Do you prefer to buy the product (on trial basis) through these social networking sites?
   a) Yes □
   b) No □

5) Does the company create goodwill on you while using these sites?
   a) Yes □
   b) No □

6) You prefer to use these sites mostly for? (You may select more than one answer)
   a) Keeping in touch with friends □
   b) Making new friends □
   c) Shopping □
   d) Local Events Information □
   e) Planning Events □

7) What type of products influence you the most through social networking sites? (You may select more than one answer)
   a) Jewellery □
   b) Accessories & Clothes □
   c) Foot-wears □
   d) Stationary □
   e) Electronic Products □
   f) Household Products □
   g) Others (Please Specify) □
   h) None of the above □

8) Do you prefer to buy the products frequently through these social networking sites?
   a) Yes □
   b) No □

9) Which type of payment mode you prefer?
   a) Cash on Delivery □
   b) On-Line payment (Debit/Credit card) □

10) Do you think that Cinema is losing the battle with Internet (Social Sites)?
    a) Yes □
    b) No □