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Impact of Social Media Marketing on development of brand awareness among target customers.

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Preface

This thesis was prepared as part of the Master's degree requirement for the duration of six months at Nord University Business School. The subject concentration of the thesis is on International Business and Marketing that contains 30 ECTS.

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Abstract

Marketing is regarded as one of the most important operations of a company as its success is reliant on it. Nowadays most organizations are hesitant to spend large sums of money on marketing budget; so aggressive brand marketing is done efficiently but within a limited budget. To serve this strategy, social media marketing strategy came into being. In this research, the researcher has made the investigation on how social media marketing can be effective enough to create brand awareness among target customers. To attain in-depth knowledge on the research topic, the researcher has studied different literature related to the research topic. On the basis of the extracted knowledge from the theoretical chapter, the research has developed close-ended questionnaire to conduct survey.

For this research, the researcher has followed quantitative research method and survey technique was followed to collect primary data. Total of 150 respondents participate in survey process on XXL brand. SPSS software has been used to analyze data.

The research findings are showing that social media marketing has huge impact on the creation of brand awareness among target customers. Through direct communication on social media platforms, customers become confidence about the reliability of products as well as brands.

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Chapter One

Introduction

1.0 General Introduction

Marketing is regarded as one of the most important operations of a company as its success is reliant on it. Organizations are attempting to develop new avenues of marketing in today's competitive business environment. This has happened due to the recent economic regression. Nowadays most organizations are hesitant to spend large sums of money on marketing budget, so aggressive brand marketing is done efficiently but within a limited budget (Adomavicius et al., 2013). For businesses or individuals all around the world, social media marketing has evolved as a solution to this challenge (Rishika et al., 2013). The newest platform for mass communication is social media. Among all other usual social media and traditional media, Facebook has the maximum number of users which is 1.86 billion users per month (Perkins, 2014). And this number is growing on every singly day significantly not only in Facebook but also other platforms of social media. Considering the present trend of growing number of users of social media platforms, it is to be predicted that the number of social media users will mountain up to 2.7 billion by 2022 and it will be around 3.5 billion by 2025 (Statista, 2017a).

In present business scenario, one of the key marketing strategies for organizations is to create effective social media marketing strategy (Smith. K, 2016). Considering social media's impact on the marketing strategy of organisations, this research aims to assess the impact of social media marketing on brand awareness among the target customers. In this chapter, the researcher we will discuss about the research background, research rationale, research aim, objectives and questions.

1.1 Research Background

Marketing is one of the most effective operational and strategeical tasks of an organization since it is the way to reach target customers with products, establish relationships with customers, and familiarize the brand in a competitive market. However, due to global economic inflation, the cost of traditional marketing channels has continually soared, requiring organizations to boost funds for marketing campaigns that have been using an aggressive marketing approach to familiarize the brand and maintain market leadership

(Kapferer, 2012). Because of the current economic catastrophe in developed countries, all the world's large and medium-sized businesses have had to deal with the effects of the recession. Many businesses have begun to be hesitant to invest large sums of money only for marketing, due to the harmful impact of the recession on companies' financial performance. Moreover, they have been implementing a cost-cutting approach (Geelhoed, 2013).

But, this is also true that, without effective marketing activities it is difficult for the companies to stay tuned with the customers and earn edge over the competitors for the same sort of services or products (Naylor et al., 2012). In such fixing situation, the marketers of the organisations have been pushed hard to find out new avenue of marketing through more effective and direct marketing can be done and at the same time the investment of the marketing will be minimal. And here a proverb can be cited, "Necessity is the mother of inventions". However, without good marketing campaigns, it is impossible for businesses to stay in touch with clients and gain a competitive advantage over competitors that offer similar services or products (Kemp, 2014). In such a precarious environment, organizations' marketers have been pressed to find new ways of effective and direct marketing while marketing investment is kept to a minimum. And, as the proverb goes, "Necessity is the mother of inventions." When marketers are pushed to come up with new marketing methods, they begin to think outside of the box, and the consequence of this thinking is social media marketing (De Vries et al., 2012).

The term "social media" is often used interchangeably with "online interpersonal organizations" to refer to sites like Facebook, Google+, and LinkedIn. However, other types of web-based life are included in the general concept of web-based life, such as blogging, miniature scale blogging, web-based rating, social news, social bookmarking, conversation, and various mixed media stages (Cite, 2012; Grahl, 2016). At least two of these classifications are present in many social media phases (Cite, 2012).

Social networks are electronic platforms or applications that allow clients to communicate via data, comments, messages, photographs, or other forms of communication (Dictionaries, 2016a). This network includes sites like Facebook, Google+, and LinkedIn, and client profiles are usually the main component of the platform (Cite, 2012). The term "web-based social networking" is mostly used to describe this type of online networking.

Online journals are sites that are updated on a regular basis and contain articles (Dictionaries, 2016b). Usually, they are oriented around a specific theme or an individual blogger's life (Cite, 2012). If a digital journal gets 20 comments on blog entries, then it is considered social.

Marketers from large corporations have observed that social media networks is now a popular platform for modern technology-oriented people to socialize, create their own communities, and share everything. Because many prospective clients of the products have gathered to discuss various topics on social media, marketers have identified this social media network as the most promising marketing platform for direct marketing via direct engagement with the target customers. Since no means or media is used in marketing operations, businesses will not have to spend a large sum of money on a marketing campaign (De Vries et al., 2012). Following the introduction of social media, there has been a dramatic change in the overall landscape of marketing channels. Social media's influence has largely eclipsed that of other traditional marketing channels (Gensler et al., 2013). Statistics shows that, 80 percent of teenagers and young adults in industrialized countries have gotten addicted to social media (Li, Wang and Chai, 2011). Seeing the enormous potential of social media marketing for organizational benefits, most organizations around the world are developing strategies to exploit this media's potential through marketing activities. This strategy is being adopted by those companies that believe that in this modern era the company will obliterate very quickly without the virtual world (Gallaughner & Ransbotham, 2010).

Because of the overall impact it has on your firm, branding is vital for a commercial enterprise. It may strengthen new business and increase corporate awareness by altering how people discover your brand (Alhaddad, 2015). According to Smithson (2015), one of the most fundamental reasons branding is important to a business is that it determines how a company is perceived and recognized by its customers. The symbol is the most significant piece of branding, particularly when it comes to this aspect, because it is the company's true face. Therefore, a professional brand design must be effective and noticeable at first glance. This can be accomplished through printed promotional materials.

An assisted review test is a marketing research process that determines how well a brand or, for example, its commercial is remembered by a test group of people when they are offered proposals or prompts concerning it (Inc, 2017d). Brand recognition is greatest when

individuals in general, or an organization's target market, can express a brand without being explicitly provided with the company's name, but rather through other attributes or visual signifiers, such as logos, trademarks, or colors (Investopedia, 2003) When a consumer is provided the brand as a signal, brand recognition, also known as aided review, refers to their ability to confirm previous experiences with that brand. This implies that a consumer can tell if a brand has been seen or heard before under different circumstances. On the other hand, organization must persuade the target consumer to make them participate in brand-related activities, so that customers become aware of the brand and become active participants in the company's brand development process (Tsimonis & Dimitriadis, 2014).

Because social media allows businesses to communicate directly with customers, they may participate in the brand awareness process. Organizations are eager to build an efficient social media marketing plan that integrates with the company's overall corporate and business strategy. The greatest amount of brand awareness may be produced, and the greatest amount of sales performance can be improved. The goal of this research is to determine the influence of social media marketing on brand awareness among target customers.

1.2 Research Rationale

1.2.1 Academic Relevance

In this research, the researcher will analyse different literature from different scholars on related research topic to find out research gap, so that the researcher of this research can fill the prevalent research gap through this research. From the literature review, it is evident that to enhance brand reputation, the impact of social media marketing is huge (Kim & Ko, 2010). On the other hand, scholars like Laroche et al. (2012) mentioned that to boost the brand recognition the impact of social media marketing is huge. To enhance the image or awareness of brand, social media marketing plays a significant role (Shen & Bissell, 2013) whereas to establish better communication with target customers the impact of social media marketing strategy is huge (Michaelidou et al., 2011). But no research findings have shown how social media activities help the organization to develop brand equity which is a research gap, and the researcher of this research will fill this research gap through findings from this research.

1.2.2 Managerial Relevance

Managers and organizations will be benefitted from this research in following ways—

- Managers of the organizations will be able to realize the importance of social media marketing for the better communication with the target customers and to influence their buying decision in favor of their brands. This research will also help them to make the effective strategy on social media marketing for their organization and implement the strategy, if they have not implemented yet.
- The organization will be able to see the importance of multi-channel marketing and encourage the marketing managers of the organization to invest more money and time on social media marketing.
- Managers will be able to acquire necessary skills to implement social media marketing strategy and will be able to enhance better brand awareness by doing direct communication with the customers.

1.3 Aim and Objectives of the Research

This research is carried out to investigate the impact of the Facebook marketing which is widely known as social media marketing on creation of brand awareness among the customers.

Here are the objectives of the research—

1. To critically evaluate the impact of multi-channel marketing strategy on the development of brand.
2. To critically analyse the impact of social media marketing on brand awareness among the customers of XXL.
3. To find out relationship between E-WOM and development of brand image.
4. What is the effect of social media on brand development in contrast of conventional media?

1.4 Research Question

For this research, the key research question is –

How effective social media marketing can be to create or enhance awareness among the target customers of XXL.

1.5 Significance of the Research

This research will establish empirical evidence on the issue that social media marketing has huge impact on the development of brand awareness. After completing this research, the researcher has gained lots of practical experience through which the researcher has been able to relate between the theoretical knowledge and practical implementation. This knowledge will surely help the researcher in the later phase of life.

1.6 The rationale behind selecting XXL

XXL is one of the biggest fashion retail brands in Norway. This company has the reputation of being active social media with their social media marketing strategy. As the researcher has aimed to conduct research to find out the impact of social media marketing to create brand awareness among target customers, so I will find out how effective the social media marketing strategy of XXL and how they conduct this strategy. And this knowledge will help me to develop or enhance social media marketing strategy when I will start my career.

1.7 Structure of the Thesis

This research paper begun with an introductory chapter where all the relevant topics are discussed. To begin with a research work, the researcher must have the idea about the background of the study on the basis of which the research will be conducted. To serve this purpose this researcher has discussed research background in which the researcher has discussed which platform has inspired the researcher to conduct the research. In this chapter the researcher has discussed the rationality for conducting this research and the main rationality for conducting this research has been that the researcher wants to develop the career in the marketing field and social media marketing is the latest dimension of marketing which has created new avenue of challenges to reach to the target customers. After these two topics, the researcher has discussed the core aim of this research along with the objectives for this research. One research questions have also been discussed which answers will be seek in the data analysis chapter.

The second chapter is termed as the storehouse of knowledge for this research as here the researcher has studied and discussed all the relevant literature which are necessary for

conducting this study. As the researcher of this research paper was very much novice at the beginning of this research, the researcher did not have enough knowledge to conduct this research. To overcome this shortage, the researcher has designed this chapter where all the relevant literature on the research topic has been discussed.

The third chapter is the research methodology chapter where the researcher has discussed all the relevant research methodology knowledge, the selection of different methodologies and the rationale behind this selection have been discussed.

It is the belief of the researcher that the fourth chapter of this research paper is very much belonged to the researcher only as here all the discussion and findings are unique and fully managed by the researcher. In other chapters, the researcher has mentioned others' findings and literature and the fourth chapter is fully fresh and reflecting the unrest efforts of the researcher. This chapter is the certificate of the researcher's authenticity and transparency in the research findings.

The final chapter is the conclusion and recommendation chapter where the researcher will discuss whether the set objective for this research has been attained or not and whether the answers of the questions are found or not. At the end of this chapter, the researcher will provide some recommendation on the basis of the findings from the data analysis along with narrating the further scopes for the research.

Chapter Two

Literature Review

2.0 Introduction

Many changes are visible in our current communities and economy, which are thought to be the result of the significant transformations that have occurred during the 19th century (Wirtz et al., 2013).

Consumption committees were formed because of modern marketing and mass media communication. As a result, people's social identities have begun to form around their consumption roles, and this identity formation is closely linked to the brands that they consume (Wirtz et al., 2013). These brand communities grew prior to the advent of social media based on customer-brand engagement. However, as the internet and social media have advanced, proliferated online brand communities have developed, and to use these brand communities for further brand expansion, various companies have adopted aggressive social media marketing, which is assisting the brand in creating brand awareness among more people on the virtual environment (Onishi & Manchanda, 2012). To influence clients' purchasing decisions, brand awareness is required. This brand awareness can be increased significantly if consumers become active rather than passive participants in brand-related activities (Tsimonis & Dimitriadis, 2014).

This is the best use of social media because consumers can participate actively in brand-related activities on social media, and based on their feedback, necessary changes can be made in the brand's product design, making the product more customizable and, as a result, increasing the company's performance.

2.1 Definition of Branding

A brand is defined as a distinctive name, term, words, sign, symbol, design, or mix of these features that distinguishes a company's products and services from the competition (BusinessDictionary.com, 2016). Davis (2006) claims that brands help consumers "choose one product over another in a complex environment of increased choice." Brands assist customers in identifying and selecting products that they believe are superior to alternatives. Although brands were originally used on cattle as a symbol of ownership, their position as a "guide to choice" has remained in the same way until the present day (Ahmad, 2003).

The characteristics listed above define a brand's basic concept. What has changed, however, is that the concept of a brand today encompasses more than just a symbol or a name for a product. Today, brands can represent things like ideals, emotions, and lifestyles, in addition to actual objects and their features and attributes.

Like brand's modern concept, advertising has evolved from product descriptions to advertisements that attempt to elicit emotions in customers and position the brand as representing something other than the product.

Davis (2002) define a brand as "an intangible component of what a corporation symbolizes". Positive brand equity allows businesses to charge higher prices for their goods and services, as well as increase sales. Brands assist businesses in forging an emotional bond with their customers. As a result, many businesses strive to create distinctive and strong brands (Keller & Kotler, 2012).

The experience that a consumer has with a brand determines its success. A brand is successful if customers believe it is superior to the competition, and it is unsuccessful if they do not (Weilbacher et al., 1999). This is becoming even more apparent in the age of social media, as communication becomes increasingly focused on the consumer.

2.2 Brands on Facebook and Instagram

Instagram began its advertising business in the most recent year, and most regular users are now following a higher number of accounts than they were previously. This, together with the increased number of dynamic companies on Instagram, has increased commotion inside the platform and increased the amount of content in users' feeds. As a result, brands' natural reach and commitment levels have shrunk from what they were previously (Cohen, 2016).

However, according to the most recent data, brands still receive multiple times more engagement on Instagram than on Facebook, prompting advertisers to place a greater emphasis on Instagram. In any event, in terms of scope and reach, Facebook is recognized as spectacular. (2017, Heine) In this way, the combined use of these stages is legal.

More than 60 million dynamic brand pages and 50 million active company Pages exist on Facebook. Even while 75% of brands pay to promote their posts, just 2.5 million businesses

pay to be active sponsors (Smith K. 2016). As a supplement to a brand's online live presence, Facebook offers a wide range of advertising possibilities that can be used to meet a variety of marketing objectives.

Instagram has also been recognized as a major advertising tool due to its visual style and high client commitment rate. The number of firms using Instagram has steadily increased. Approximately 50% of firms utilize Instagram, but this percentage is expected to rise to more than 70% in 2017. (2017, Myers).

2.3 Brand exposure in Facebook and Instagram

Social media platforms such as Facebook and Instagram allow for frequent exposure of people, particularly among those who are interested in the business. Brands can create brand pages on Facebook and Instagram to ensure that they are easily identified, to provide information, to attach links to firm-owned destinations (such as a web store), and to disseminate brand-related material. Distributing brand posts frequently and consistently increases the brand's overall exposure among its followers. Additionally, earned shares, likes, and comments (e-WOM) posts can be visible (to some extent) by devotees' contacts through earned shares, likes, and comments (e-WOM) (in Facebook). As potential customers see and interact with a brand on multiple occasions, they get more familiar with it and may develop a more positive attitude toward it (see e.g. Halliburton 2013).

The use of Facebook and Instagram for brand promotion is supported by records. According to a study conducted by Sprout Social with over 1.000 Facebook, Instagram, and Twitter users, over 58 percent of respondents were likely to buy from a brand they followed on social media, and more than 60 percent anticipated to see gifts two to four (2-4) times before making a purchase decision. Only 15% of those polled said that seeing a post once was enough to make them want to read more about it.

2.4 Establishing brand awareness through social media

Nowadays, social media is proving to be one of the most effective platforms for marketing products and services while also standing out from the crowd. When done effectively, social media branding can and can help you connect with your target market in a more effective

way. Using the correct tactics to engage with your target market on social media platforms is what social media branding is all about. The goal or purpose of using social media is to raise brand awareness among the public. A corporation may establish a strong network of clients that are not only loyal to the brand but also eager to buy from it by using the power of social media branding (Standberry, 2019).

Branding is an important stage for any firm since it allows it to stay in business for a longer amount of time. Branding is the process of identifying what a company stands for while also attracting prospects who are likely to become customers. Every company lead is crucial at the start of the branding process. By offering individuals a reason to trust a company on social media, a firm may easily pull more relevant people into the sales funnel (Standberry, 2019).

Here are four main areas in social media marketing where a business can boost its brand image using social media. When it comes to social media marketing, every organization should concentrate on these four important areas.

Identity: Marketers must understand their own business in order to be effective with social media branding. What, specifically, characterizes the brand and how does it vary from others? What does it want to achieve by using social media to brand itself? When a marketer is aware of his or her own brand's identity, it is easier to design the appropriate message.

Audience: The important component of social media branding is to understand and know your target audience. The ability to take a precise, personalized approach to branding initiatives is enabled by the audience. If a marketer truly wants to assist his audience, he must put himself in their position.

Content: The type of content a company posts on social media that has a significant impact on its brand. The substance of a social media marketing strategy may make or destroy it. As a result, generating and sharing appropriate content is critical for building a brand image.

Design: Because visual components are so important in how followers view your brand on social media, aligning your brand design with your marketing goals is a step you can't afford to skip (Standberry, 2019).

2.4.1 Brand exposure

Advertising exposure provides for the presentation of promotions to buyers in the hopes of achieving organizational goals, such as inspiring target clients to acquire a product or service (Hearst Newspapers, LLC 2017b).

In addition, brand exposure can be defined as the introduction of a brand to target customers to achieve organizational goals. Familiarity is linked to exposure (and acknowledgment). The Mere Exposure Effect, also known as the familiarity principle, is a phenomenon in which people assess or feel objects and people more positively if they are exposed to them repeatedly and consistently. (Kenon, 2012)

H1 By means of frequent updates of contents on social media, brand awareness can be enhanced

The above mentioned hypothesis is revealing the fact, when the customers get constant updates from the brand then they become convinced about the quality of the brand as well as quality of the products of the brands. And if the features of the products match with the requirements of their choice, then they will feel urge to give a try to the product and if they become satisfied then become loyal customers to brand. This loyal customers take part in the brand related activities quite intentionally and unintentionally and work as word of mouth agent for the brand. In addition to this, when the customers find all the information on the brands' fan page or social media page, then they become more convinced about the brand and by thus positive brand awareness can be created (Shojaee and canister Azman 2012)

However, familiarity is simply one aspect of the entire issue of promoting a brand. It's crucial that a brand is linked with positive rather than negative associations. How well-known a product is does not necessarily imply that it is important to a specific market or that it is well-liked by people (Aaker, 1996). Overexposure is one of the worst enemies of branding: customers become weary of the "buzz" quickly and are always looking for something new (p. 306 in Gobé, 2001) According to the Sprout Social Index (2016), the most aggravating thing that marketers can do on social media is to broadcast an overwhelming number of limited-time content. Indeed, 46% of respondents had unfollowed firms that sent out too many promotional messages, and 41% had unfollowed brands that sent out unnecessary

information.

Even though social networking sites allow for repeat exposure, marketers must consider the type of content and the amount of content published. With the right marketing method, brand recognition and familiarity can be increased, but the top 27 brands are managed for strategic rather than broad awareness (Aaker, 1996).

H2 Communication in social media has positive effect on the perception of consumers about brand awareness

2.5 Marketing and Social Media

Social media is a type of social networking site that facilitates the creation of relationships between businesses and consumers, businesses and businesses, and people in the virtual world (Kown and Wen, 2010). Exchanging knowledge, experiences, and events, resulting in the establishment of communities with similar interests and preferences here, forms relationships. People may readily debate firms and their brands on social media, and as a result, the brand's actual functional and social performance becomes viral very rapidly (Kotler et al., 2019). This viral information and communication help to raise brand awareness among the target audience. Furthermore, because printing and visual media are both expensive and passive marketing channels, they have lost favour as marketing channels. Modern businesses, on the other hand, are looking for a direct route through which they may create a direct contact with their clients and involve them directly in brand development initiatives (Palmer & Koenig-Lewis, 2009).

Social media, such as Facebook, YouTube, and various blogs, provide this service incredibly well, and as a result, firms are increasing their budgets for social media marketing. According to data, 52 percent of Europeans use the internet at home and 28 percent use it all of the time, and this significant number of individuals rarely watch TV or read newspapers. Rather, to enjoy themselves and gather knowledge, some people prefer to spend time on social media and other online links (Palmer & Koenig-Lewis, 2009)Essentially, because social media allows for two-way direct connection, businesses are using it to conduct marketing activities. This allows for target customers to be reached directly and their purchasing decisions to be influenced by direct conversation (Lipsman et., 2012).

Because of the influence of social media marketing, businesses are allocating a significant portion of their marketing budget on virtual marketing. The key approach of virtual marketing is that organizations create marketing messages for brands and communicate these messages with consumers in such a way that consumers spread the messages to their networks via social media (Van der Lans et al., 2010).

However, the success of this virtual marketing effort is contingent on active management, since managers must devise efficient techniques for disseminating the message in such a way that people are drawn to it and become involved in the brand building process (Hinz et al., 2011). This method is being adopted in social media marketing,

2.6 The differences of branding and marketing

There exists some confusion over the concepts of branding and marketing as their meanings seem to overlap each other in some ways and sometimes the terms are used almost interchangeably. To understand the differences between branding and marketing, first it must be understood what marketing is.

Miletsky and Smith (2009, 69) define marketing as “the act of bringing a product, service, company, or brand to market”. Almost all authors in this topic regard marketing to be a crucial aspect of any firm. The most successful modern businesses are market-driven and committed to addressing the needs of certain target markets (Armstrong et al., 2014). To win new customers and retain existing customers, provide a value proposition that meets or exceeds their expectations. Marketing, according to Kotler (2015), is defined as the actions that discover a target market's needs and produce and deliver value to meet those needs while making a profit.

Marketing is not a separate function from other business activities; rather, it is the entire business as perceived through the eyes of the client (Armstrong et al., 2014). Kotler (2015) seems to agree, stating that an organization's marketing operations should be present in all of its activities rather than being performed in a single department.

Brands require marketing, according to Miletsky and Smith (2009, 69), "to spread the word to bigger audiences, aid boost recognition, and imprint expectations in customers' brains." To put it another way, marketing is a function that is required to carry out a brand strategy.

However, as previously said, marketing is a broad notion that encompasses a variety of different components.

2.7 Electronic Word-of-Mouth (e-WOM)

Word-of-mouth marketing is an unpaid kind of advertising in which one customer informs others about a company's products and services (Entrepreneur). As a result, electronic word-of-mouth (e-WOM) enables for brand or product progression through digital channels depending on consumer feedback. Word-of-mouth has a direct link to brand recognition (Xu & Chan, 2010), and it has proven to be one of the most potent promotional methods, as people place a higher value on businesses and organizations recommended by friends and family. WOM is the most trusted source of product recommendation, according to 84 percent of global customers. 77 percent of buyers, on the other hand, are more likely to buy a new product after hearing about it from family or friends. (Goehring 2016).

H3 Brand awareness can be created among target customer by offering the contents, which are popular among the friends on social media

Electronic WOM, according to Trusov et al. (2009), is linked to the amount of new people that join brand sites afterward (sing-ups). Furthermore, Trusov et al. (2009) claim that WOM's carryover effects endure longer than standard boosting activities and result in significantly higher response elasticity. As a result, encouraging WOM may be beneficial to a brand. One possibility is to create a challenge, a reward system, or some other type of incentive that will help persuade new clients. Buyers may want motivation to provide information, and incentives tied to a campaign might help them feel like they're sharing something valuable. Although incentives vary every business, some incentives are likely to be similar, such as free shipping, samples, or trials. Incentive programs can be costly, making them unsuitable for enterprises with minimal resources (Bailey 2014).

However, boosting a company's number of followers by offering incentives has a negative impact on engagement because it may lead to an increase in the number of followers who aren't expanding the brand (Sprout Social 2016). It's also worth remembering that not all WOM is positive. Negative WOM has the potential to raise negative brand awareness. In this way, social media behaviors, content, and brand awareness can be reviewed quickly to avoid

mistakes that could harm a company's image.

H4 By offering advantageous campaigns on social media, brand can create awareness immensely among targets customers

2.7.1 Client engagement

As shown by Sprout Social (2016), 86 percent of the internet organizing customers need to and do seek after brands by means of informal communication media. Essential exercises that impacted people to seek after brands via online media is their excitement towards labour and products, energy towards brand headways and engaging substance. Then again, following a brand doesn't clearly relate with responsibility. According to Haven (2007), responsibility contains of four fragments: inclement, association, closeness and effect.

According to Sprout Social (2016), 86 percent of online networking clients require and use social networking media to pursue companies. Individuals' excitement for products and services, passion for brand developments, and amusing material are all factors that have influenced them to pursue companies on social media. Following a brand, on the other hand, is not always synonymous with dedication. According to Haven (2007), commitment is divided into four parts: inclusion, connection, intimacy, and impact. Site visits, time spent, site visit and hunt terms, contributed comments, exchange and dialogue, feeling tracking, and content shares are some of the commitment components that can be tracked.

H5 Creation of brand awareness and client engagement on social media platform has significant relationship

2.7.2 Social media versus traditional media

Conventional media includes traditional forms of advertising such as television, print, radio, normal postal mail, and outdoor advertising (Quilici, 2011). Publicizing in traditional media has a number of drawbacks, including a large number of ineffective connections, expensive expenses, and a diminishing effect associated with changes in media behavior and computerized disturbance (Karjaluo 2010).

A one-to-many paradigm is used in traditional media. As a single-direction conversation, the brand message is created and communicated to a large audience through traditional media

means. In contrast to online life, this single-direction correspondence isn't as attractive in terms of establishing commitments or advancing informal relationships (Hausman, 2014).

Internet-based existence is multidirectional and continuous, allowing for need-based communication and substance consumption at the perfect moment in time and in the perfect amount. Social media deviates from the traditional media correspondence model and alters the fundamentals of correspondence marketplaces (Juslén 2009). Clients can engage in direct dialogue with companies and one another via web-based networking media, making it an ideal setting for building relationships and informal advertising.

When Web 2.0 was introduced, it turned communication into a two-way street, allowing clients and businesses to communicate with one another. This two-way vertical commitment can be seen farther down (Blanchard, 2011).

Today, social media allows users to quickly exchange content, links, comments, and their own thoughts with a large number of other users.

H6a Branding activities in social media are effective to create brand awareness

H6b Branding activities in traditional media are effective to create brand awareness

2.8 Challenges in utilization social media for branding purposes

2.8.1 The liquification of the economy challenge

The majority of the value produced by the global economy comes from agricultural to manufacturing in the nineteenth century, manufacturing to service in the twentieth century, and service to information in the twenty-first century (Martin & Midgley, 2003). According to Lambrecht et al. (2014), businesses buy and sell digital information as a product because of its distinctive characteristics: Information is (1) un-rival, suggesting that consuming does not reduce other people's accessibility, (2) has near to zero marginal cost of production and distribution even over vast distribution, (3) has a lower cost of inquiry than things offered in offline stores, and (4) lowers transaction costs.

As a result, information, unlike products and services, is very liquid, suggesting that it moves freely in our age of pervasive digital network systems. It makes previously impenetrable

boundaries, such as national borders, permeable, complicating web rules, such as content copyright or global trade licenses. In any case, the firm's perimeter has become increasingly permeable, which can be troublesome at times. Database trades or robberies by hackers are common, as are real-world network attacks by organized groups or governments (Fernandes, Soares, Gomes, Freire, and Inácio,2014).

2.8.2 Challenge to manage customer creation and engagement

Marketers have long held the view that the consumer contributes to the creation of value (Vargo and Lusch, 2004). Promoting is the act of executing acts in interaction with the consumer, who is the firm's operant and most important asset. Labor, data, service specifications, quality control, knowledge exchange, and stated capabilities are all examples of consumer collaboration (for example design) (Mustak, Jaakkola, and Halinen, 2013).

In many prototype new firms, however, the client provides nearly all of the value. Organizations with limited human capital or other resources, such as Facebook, AirBnb, and Uber, are examples of this. This is in line with Grönroos and Voima's (2013) viewpoint, which emphasizes the consumer's role in value creation because co-creation is primarily dependent on the enhanced value created as a result of the buyer-seller connection.

We may now argue that product management is giving way to product management in terms of promoting and branding. As a result, we may discover that understanding how to manage an offline stage platform may be applied to an online platform as well. Technology stability, ease of use of the interface, and lower prices become even more important in an online environment (Mikkola and Skjøtt-Larsen, 2006).

Key boosting capacities in this shift to online platforms include encouraging involvement (Hollebeek, Glynn, and Roderick, 2014) and the ability to handle two-sided markets. Using traditional marketing tools online, such as customer service, tailoring the offer, approaching social media influencers, and employing customer ingenuity to develop along with customers, are all active ways to interact with customers through social media (Constantinides, 2013). Furthermore, encouraging user-generated content and recognizing significant users are frequently required (Smith, Fischer, and Yongjian, 2012). (Trusov, Bodapati, and Bucklin, 2010).

The following research questions may arise:

2.8.3 Challenge of targeting the right platform and audience

Twitter, Facebook, Instagram, and LinkedIn are all social media platforms with varied purposes and people who use them for different reasons. It might be a trial and error process to match the reasons and purposes of users with what they want to view and connect with. Unlike public speaking, delivering content on social media is a curatorial effort that is tailored to a specific audience. It can be difficult to figure out what their interests are and who they are. Persistence is required. In all of your posts, avoid sounding the same and equivalent. It has the potential to bring new eyes to the content. However, when it's a one-person show, being the voice for the numerous people in the company can be quite difficult (Pasare B 2019).

2.8.4 Challenge of staying up-to-date with latest trends on a daily basis

Because social media is constantly evolving, staying up to speed with it will be the most difficult challenge. Changes to one of the platforms, such as Facebook introducing a new algorithm or function, a client dealing with a community management issue, or even just day-to-day trending occurrences in popular culture that necessitate a reactionary social post Given how quickly space develops, this is almost a full-time job in and of itself, and it becomes a genuine balancing act for the most mundane jobs. Consumers are constantly keeping a company on its toes, so responsive content and posts are another challenging part of the job to balance activities. Given that these normally require customer signoff time and design resource, customers are always keeping a firm on their toes. (Thrope H (2019).

Chapter Three

Research Methodology

3.0 Introduction

In order to bring the credible and validate conclusion of this research with the help validate result, the researcher is well aware of the importance of primary and secondary data. To make the outcomes of this research, the researcher has been very firm and dedicated to collect as much primary data as possible through bias-free way. The subject of this research demands to collect quantitative data and to serve this demand, the researcher has followed quantitative research method. Survey was the main instrument, which had been followed to collect primary data for this research. Online survey strategy had been followed to conduct survey on the customers of XXL, which is the case study company for this research. In this chapter, the researcher has discussed different issues related to research methodology, such as research philosophy, research approach, research method, data types, collection of data, data analysis process and tools and rationale behind the selection of this issues related to the research methodology. For the comprehensiveness of the reader, the researcher has added research questions and research objectives here in this chapter one more time. This will be helpful to understand clearly, what sort of data has been extracted from the data analysis and how this extracted data will be used to prove the hypothesis set in the theoretical chapter.

Here are the objectives of the research—

1. To critical evaluate the impact of multi-channel marketing strategy on brand development.
2. To critically analyse the impact of social media marketing on brand awareness among the customers of XXL.
3. To find out relationship between E-WOM and development of brand image.
4. What is the effect of social media on brand development in contrast of conventional media.

And the research question for this research is as follows—

“How social media marketing can be used to create brand awareness among the target customers of XXL”.

3.1 Research Philosophy

Having in-depth and precise knowledge on research philosophy is very important to conduct the research in professional manner and to select rationale research method(s) for the research (Saunders *et al.*, 2009). Interpretivism, positivism and pragmatism, these are the three kinds of research philosophies from which the researcher has to choose one on the basis of the merit of the research. Interpretivist research philosophy will be followed for this research as in this research; the researcher will follow quantitative research method to collect primary data.

3.2 Research Approach

Usually, researchers have to choose one of the research approaches from two options for their researches, and these two options are inductive and deductive (Yin, 2003). These two research approaches have their own distinctive features and on the basis of these features, these two approaches can be separated from each other easily. But among all other features, there is one feature, on the basis of which, the researchers can choose, which research approach will be suitable for their researches. This distinctive feature is that test of theory is done in deductive approach whereas to generate new ideas from the data analysis findings inductive approach is being followed (Gamage, 2013). Top-down is the nature of deductive approach as here dealing is done with more general to precise outcomes from the research. On the other hand, the nature of inductive approach is down-top as here the researchers more often intend to do more generalization to develop new theories. In this research, the researcher has tested theories to develop hypothesis, which are the nature of deductive approach. So deductive approach is the best selection for this research.

3.3 Research Design

By using scientific techniques, the researchers can be able to develop outline of the research through rational selection of research design (Gamage, 2013). There are three types of research design available to choose from, such as explanatory, exploratory and descriptive (Saunders *et al.*, 2009). In this research, the researcher has tried to develop relationship among different variables of the research topic and for this reason, the researcher has followed explanatory research design. Here in this research, research has been done on a situation or problems and primary and secondary data have been collected to reach to a solution. On the basis of the research findings, the researcher has developed relationship among different variables of the research topic. In this research, the independent variable is social media marketing and dependent variable is brand awareness and this research has been conducted to develop relationship between these two variables. On the basis of above discussion, it can be said that, explanatory research design is the best option to choose from for this research.

3.4 Development of Questionnaire and Data Collection Process

To develop questionnaire to collect primary data for the research, the researcher has to keep few things in mind, such as objectives and hypothesis of the research (Esterbyu-Smith *et al.*, 2012). In this context, extraction of clear knowledge from the theoretical chapter is very important. At the beginning chapter, to set objectives for this research, different key terms from the research topic have been considered and on the basis of the research objectives, different literatures have been discussed in the theoretical chapter along with different hypothesis have been developed. So when questionnaire were developed, the extract knowledge from the theoretical chapter played the most significant role. To collect primary data for this research, the researcher has followed survey strategy. Google Forms had been used to conduct the online survey. E-mails were sent to different classmates and dorm mates of mine and asked them to involve more of their friends to take part in the survey process. Basically, to conduct the survey Snowball strategy had been followed. In the questionnaire, two segments were kept, one for demographic information of the participants and another segment for hypothesis testing. The sources of secondary data have been different journals, newspapers, books and web page information of Case Study Company. At the time of making questionnaire, the questions were asked in simplest of form, so that it could reduce response time of the participants.

3.5 Research Instruments

According to Akinwande and Owolabi (2009), questionnaire is the most effective and broadly used research instrument to collect data in most reliable way. For this research, the researcher has implemented this research instrument. In this questionnaire, the nature of the questions is close-ended. Survey is the research technique, which had been used to use this questionnaire. Five points sort rating scale had been used to measure the reaction of the participants on most of the questions.

3.6 Sampling Method

Due to the bias-free characteristic of non-probability sampling method, in this research, the researcher has followed this sampling method (Asante-nnuro, 2015). Non-probability sampling method is considered the most bias-free sampling method, because here the researcher cannot select the participants of his/her choice rather participants take part in the survey process unanimously. In fact, this sampling method is most effective for novice researcher like this researcher to collect primary data as here the researcher can collect primary data in quickest possible time and inexpensive way. For this research, the researcher got responds from 150 participants. So the sample size for this research is 150.

3.7 Data Analysis Plan

To analysis collected data through survey SPSS software will be used. With the purpose of testing hypothesis, using SPSS, regression analysis has been done as regression analysis is the most effective statistical method to develop or measure relationship among different variables of the hypothesis. To present analyzed data, bar, like-art pie chart and tables have been used in data analysis chapter.

3.8 Ethical Issues

Different ethical issues have been followed throughout the research process. Before conducting survey on participants, consent paper was given to participants. Along with consent paper, the purpose of conducting survey also attached. All the participants were ensured that no personal data would be disclosed without having consent from the

participants. Sheer transparency has been maintained in the data analysis process to ensure ethical issues.

3.9 Research Limitations

The researcher of this research paper had the true intention to make this research work as a reference work for the future researcher and to serve this intention, the researcher has tried every possible way to make this research work flawless. But, the researcher feels that some limitation still exists in this research paper. First limitation is the sample size, which are only 150 participants. Second limitation may be the language proficiency of the researcher. Time constraints have been one more limitation for this research to make it more reliable and valid.

CHAPTER FOUR

Data Analysis and Presentation

4.1 Descriptive statistics

For this research, the researcher has collected primary data through survey. To conduct this survey, a close-ended questionnaire was developed, which had two segments. One segments consisted of demographic questions and another segment consisted of fact-oriented questions. To analyze data, the researcher has used SPSS software. In this chapter, presentation of analyzed data will be made. This chapter has two sections, in first section; description of statistics will be made whereas in second section, test of hypothesis will be done.

From the analysis of collected data through the survey, it is evident that majority of sample size is consisted of male as 93 respondents were male whereas 54 respondents were female (See Appendix A). Data analysis on age group is showing that the sample size is most comprised of young generation as 114 respondents which is 77.6% of total population of this study belongs to the age group 20-30 years. It is important to mentions here one more time that, this survey was conducted on all over Norway and total of 150 people took part in the survey process. Analysis of extracted pool of data is showing that 105 participants who comprised 72.4% of total population of this study use social media quite frequently whereas 22.8% of total respondents use social media only five hours per day.

There was another question kept in questionnaire about the frequency of use of traditional media by the respondents. The pool of analysed data is showing that only 37 respondents out of 150 population use traditional media quite frequently whereas 49 respondents use it sometimes, 45 respondents use it occasionally. The noteworthy fact from the analysis is that there were 7 respondents who never use the traditional media.

There was a question asked in the questionnaire about to know the status of brand awareness among the participants about XXL as how much they are familiar with the brand XXL. From the pool of extracted data, it is known that most of the participants are well aware of the brand XXL as 88 respondents are familiar with the brand which comprised 60.3% of total population whereas 41 participants are extremely familiar with the brand which is 28.1% of total population. 8 of the total respondents are somewhat familiar with XXL brand where 7 respondents are not that much familiar with the brand. In the theoretical chapter, it was

discussed that in present days, credibility of the brand is being ensured by the fact that whether the brand is present on social media or not. Analyzed data is also supporting this statement as 95 from total 150 respondents believe that people trust a brand if it is present on social media. The rational behind this finding or statement is that if the brand is present on social media then every information regarding this brand can be extracted within minutes.

To check on the status of client engagement of XXL, one question was asked in the questionnaire and that is how often the participants share the post of XXL in social media within their own community. The finding for this question is revealing that clients of XXL are really engaged with XXL as 106 respondents share or experience XXL on social media sometimes or occasionally, whereas 17 of total respondents share the contents or experience XXL brand on social quite always (See Appendix A). Here it is important to mention that all the above mentioned analysed data is the summary of different questions from questionnaire, which is available at Appendix A section.

4.2 TEST OF HYPOTHESIS

Model 1

H1 By means of frequent updates of contents on social media, brand awareness can be enhanced

H2 Communication in social media has positive effect on the perception of consumers about brand awareness

Model one

Summary of Model				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.665 ^a	.443	.436	.461

a. Predictors:

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.506	.141		3.621	.000
	Creating brand awareness through updates of contents	.146	.081	.136	1.837	.067
	Social media communication has positive effect on brand awareness	.557	.072	.581	7.798	.000
a. Variable (Variable): Brand awareness of XXL						

This is the presentation of multiple regression on relationship among brand awareness, updates of contents of brand frequently and brand communication. From the model summary, it is evident that the relationship between the awareness of brand and frequent updates of information about brand on social media is 0.146 and on the contrary, the relationship between brand communication and brand awareness is 0.557. In this model analysis, brand awareness is dependent variable and communication and information of brand are independent variables. So from the above analysis, it is revealing that there has an impactful relationship between dependent variable and independent variables. In the summary of model table, it is seen that, R-square is 0.443 which reveals that 44.3% variation on brand awareness, which means there is a strong relationship among continuous updates of information and brand communication on creation of brand awareness among the target customers. From this

above analytical description, it can be concluded that Hypothesis 1 and Hypothesis 2 are valid.

H3 Brand awareness can be created among target customer by offering the contents, which are popular among the friends on social media

H4 By offering advantageous campaigns on social media, brand can create awareness immensely among targets customers

H5 Creation of brand awareness and client engagement on social media platform has significant relationship

Model Two

Model Summary				
Model	R	R Square	Adjusted RSquare	Std. Error of theEstimate
1	.528 ^a	.281	.265	.518
a. Predictors: (Constant)				

Coefficients				
		Standardiz		

Model		Unstandardized Coefficients		ed Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.578	.177		3.254	.001
	Offering popular products among friends can create effective brand awareness	.036	.044	.061	.779	.438
	Offering advantageous campaigns brand can create awareness immensely	.195	.071	.217	2.796	.007
	Brand awareness and client engagement are significantly related to each other	.405	.085	.392	4.827	.000

a. Dependent Variable: Brand awareness of XXL.

This is the presentation of multiple regressions on relationship among brand awareness, sharing popular products among friends, offering advantageous campaigns and client engagement. From the model summary, it is evident that the relationship between the awareness of brand and offering information on popular products among friends is 0.036, on the contrary, the relationship between offering advantageous campaigns and brand awareness is 0.0.195 and the relationship between brand awareness and client engagement is 0.405. In this model analysis, brand awareness is dependent variable and client engagement, offering information of popular products and offering advantageous campaigns are independent variables. So from the above analysis, it is revealing that there has an impactful relationship between dependent variable and independent variables. In the summary of model table, it is

seen that, R-square is 0.281 which reveals that 28.1% variation on brand awareness, which means there is a strong relationship among brand awareness, sharing popular products among friends, offering advantageous campaigns and client engagement. From this above analytical description, it can be concluded that Hypothesis 4 and Hypothesis 5 are valid. On the contrary, though there is a positive relationship between offering information on popular products among friends on social media and brand awareness, but the Hypothesis 3 is rejected because its significant level is 10%. So, it can be said that no effective relationship exists between offering information on popular products among own community and brand awareness.

H6a Branding activities in social media are effective to create brand awareness

H6b Branding activities in traditional media are effective to create brand awareness

Model Three

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.413 ^a	.171	.146	.567
a. Predictors: (Constant)				

Coefficients				
			Standardized Coefficients	

Model		Unstandardized Coefficients			t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.781	.330		2.368	.018
	Types of gender	.078	.102	.062	.761	.448
	Social media marketing has huge impact on brand awareness	.557	.072	.581	7.798	.000
	How familiar do you withXXL brand	.195	.062	.267	3.091	.001
	Marketing on traditional media has positive impact on brand awareness	.107	.047	.193	2.251	.025
	a. Variable (Dependent): Brand Awareness of XXL					

This is the presentation of multiple regression on relationship among brand awareness, impact of social and traditional media on brand awareness. From the model summary, it is evident that the relationship between the awareness of brand and the impact of social media marketing is 0.557 and on the contrary, the relationship between traditional media and brand awareness is 0.107. In this model analysis, brand awareness is dependent variable and social media marketing and traditional media marketing are independent variables. So from the above analysis, it is revealing that there has an impactful relationship between dependent variable and independent variables. In the summary of model table, it is seen that, R-square is 0.413 which reveals that 41.3% variation on brand awareness, which means there is a strong relationship among social media marketing and traditional media marketing and creation of brand awareness among target customers. From this above analytical description, it can be concluded that Hypothesis 6a and Hypothesis 6b are valid.

Chapter Five

Conclusion and Recommendations

5.0 Conclusion

This research has been carried out to find out the impact of social media marketing strategy on creating brand awareness among the target customers. From the literature review, it is known that social media marketing has become one of the main and most effective channels to do the marketing for the company. The best feature of the social media marketing is that through this marketing channel, the marketers of the organizations can establish direct relationship with the target customers and by means of open and effective communication; they can create brand awareness among customers as well as create effective influence on the buying behavior of the customers. Basically, the key purpose of this research is to find out how the marketers of the organizations create brand awareness among the target customers and how is the impact of this strategy on customers. To conduct this research, the researcher has split the key words from the research topic and keeping the merit of the research agenda in mind, the researcher has developed few objectives for this research. To attain this objectives, the researcher felt the urge to develop the horizon of literature knowledge related to research topic. For this, the researcher has studied numerous publications and books on social media marketing. The extracted knowledge was discussed in the theoretical chapter. This knowledge has also been helpful to develop hypothesis for this research. On the basis of the extracted knowledge from the theoretical chapter and keeping in mind the objectives of the research, the researcher has developed a close-ended questionnaire to collect primary data through survey process. In the fourth chapter, the analyzed data have been presented. From the findings from the analyzed data, here now the researcher will discuss whether the set objectives for this research have been attained or not. At the end of this chapter, research limitations and further scope for the research will also be discussed.

The first objective for this research has been to critically evaluate the impact of multi-channel marketing strategy on the development of brand. From the literature review, it is evident that the best feature of multi-channel marketing is that through this strategy the marketers of organization can reach to the customers directly and can communicate with them and be able to influence their buying behavior.

Another mentionable feature of this marketing strategy is that through this strategy, brands can engage their customers with brand awareness and brand development process. This is also cost savings for the company as satisfied customers act as marketing or advertisement agent for the brands. Another important feature of that multi-channel marketing is that through this marketing strategy, brands can reach every category of customers. For example, young people prefer to get information through social media, on the other hand, aged people still prefer to get information from traditional media. So, by means of multi-channel marketing strategy, brand like reach to both young and aged customers and inform them about the update or different information on products. From the survey analysis, it is evident that, customers of XXL love to share their experience about brand's product on fan page of XXL. Through this page, marketers and fans of XXL can communicate with each other directly. By thus, XXL can maintain a huge log of loyal and satisfied customers. So, it can be said that the first objective of this research has been attained.

The second objective of this research has been to critically analyze the impact of social media marketing on brand awareness among the customers of XXL. From the data analysis, the findings for this objectives are that XXL has been doing excellent social media marketing strategy to create brand awareness among customers. Whoever click on XXL Facebook or Instagram page, XXL keep posting latest information and offers about the products. The strength of the brand node or trace memory, which we may assess as the consumer's capacity to identify the brand under various settings, is related to brand awareness. The more a consumer interacts with a brand by seeing, hearing, or thinking about it, the more likely he or she is to remember it. By thus, customers establish effective brand awareness among them. In addition to this, XXL has been able to develop huge loyal customers through direct communication. By means of this direct communication, the marketers of XXL listen to the complaints and demands of the customers and encourage them to take part in different brand related activities. Through fan page of XXL in Facebook, XXL has been maintaining effective relationship among customers who are also helping brand to create brand awareness among other new customers. Though this social media marketing strategy, XXL is getting better response from the target customers and by thus, enhancing their financial performance.

The third objective of this research has been to find out relationship between E-WOM and development of brand image. From the theoretical analysis and data analysis in fourth chapter, it is evident that

electronic word of mouth communication and development of brand image is directly related to each other. When customers become satisfied about the products, they share their experience through social media which become available to the new potential customers. And when people want to try something new than usual, most of the cases they prefer to rely on the feedback from the experienced customers of that product. This is exactly how Facebook works. On Facebook, the typical person has 130 Facebook friends. As a result, when someone "Likes" a brand, their endorsement rapidly spreads to the news feeds of many of their friends, who may then distribute it to their friends, possibly reaching millions of people in a matter of seconds. As XXL has fan pages in different social media platforms, so their loyal customers can share their positive feelings in those fan pages and the people who will visit those pages will be influenced by this positive feedback and by thus, XXL has been boosting their sales through E-WOM communication through social media.

The fourth objective is what is the effect of social media on brand development in contrast of conventional media? The finding is that now a days, people, especially the young and middle age people are not that much interested in conventional media. As a result, advertisement or marketing strategy through conventional have not been that much effective in comparison with social media marketing strategy. But at the same time, findings are suggesting that combination of both media marketing strategy have been proved very effective in brand development.

5.1 Managerial Implications

Here are some managerial implication, which have been derived from this research---

- To develop and maintain positive brand image among the target customers, marketing managers should maintain brand exposure on social media quite consistently as from this study, it is evident that consistent and informative posts from the brand make the brand reliable and develop positive brand image among the target customers.
- Direct communication strategy from brand through social media platforms should be maintained on regular basis as its makes the brand credible, attractive and popular.
- Informative posts should be regular about the brand on social media.

- From the data analysis, it is evident that most of the cases people become convinced about the existence of the brand in the competitive brand by means of consistent presence on social media platforms. So to make the brand popular, credible and leader in developing brand image, marketing managers of brands have to ensure that their brands are present on social media regularly with precise information and lucrative offers.

5.2 Limitations and Further Scope for Research

Because of the abstract nature of some of the concepts explored in this study, it was a little difficult to narrow down what variables were important to the study's subject and what questions might be utilized to effectively evaluate these factors in a questionnaire emailed to respondents. More precise variables should be considered in future researches.

This study's data is based on a consumer survey, therefore the respondents provided all of the information on their own. As a result, respondents may not always respond to the questions in a way that is accurate. The quantitative research method is not well suited to the development of more in-depth explanations for specific behaviors (Madrigal and McClain 2012). Moreover, with the range of questions in the questionnaire, which was being used to conduct to survey, might not enough to cover every aspect of the research questions. In further research, there has the scope to add more questions in the questionnaire, may be on different perspective related to research question. Furthermore, the findings from this thesis may be applicable for only fashion or fitness industry, which may not be same kind of applicable for other industry. So here is the scope in the further research approach to do the research on varied industry.

Last but may not be the least limitation of this research is the time constraints to collect data. Only 7 days were allotted to collected data from the respondents, which was the main reason to significant numbers of non-response and shrink in size of sample. Here is the scope for the future research to arrange more time to conduct the survey so that maximum number of responses can be gathered.

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Appendix B:

4.3 ANALYSIS OF RESPONDENT'S BIO DATA

Table 4.3.1

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing	3	2.0	2.0	2.0
	Female	54	36.7	36.7	38.7
	Male	93	61.3	61.3	100.0
	Total	150	100.0	100.0	

From the above table, it is evident that male respondents were more than female respondents in the survey process. Among all 150 respondents, 93 respondents were male and 54 were female. 3 respondents were missing.

Table 4.3.2

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing	3	2.0	2.0	2.0
	20-30	115	76.0	76.0	78.0
	31-40	26	18.0	18.0	96.0
	41-50	2	2.0	2.0	98.0
	Under 20	4	2.0	2.0	100.0
	Total	150	100.0	100.0	

From the above table, it is evident that most of the respondents were belong to the young categories, such as 115 respondents belonged to 20-30 years whereas 26 respondents belonged to 31-40 age group. Only 3 respondents were missing.

Table 4.3.3

How much time you spend on social media per day					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing	5	3.2	3.2	3.3
	Frequently	104	70.1	70.1	73.3
	5 times a day	6	2.6	2.6	76.0
	more than 5 times	34	22.0	22.0	98.0
	May be once	3	2.0	2.0	100.0
	Total	150	100.1	100.0	

From the above table, it is known that maximum number of respondents use social media frequently, which is 104 respondents of total 150 respondents. On the other hand, only 6 respondents use social media 5 times a day, whereas 34 respondents use it more than five times a day. 3 respondents are missing.

Table 4.3.4

Do you prefer to trust a brand on the basis of presence on social media					
		Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Missing	6	4.0	4.1	4.0
	Extremely likely	28	18.1	18.1	22.0
	Extremely unlikely	1	.7	0.8	22.7
	Likely	94	63.2	63.4	86.0
	Neutral	16	11.2	11.2	97.3
	Unlikely	5	2.8	2.6	100.0
	Total	150	100.0	100.0	

The above table is showing that most of the people prefer to trust brand if the brand is present of social media as 122 respondents out of 150 respondents choose either likely or extremely likely option. On the other hand, 1 respondent don't believe on the presence of brand in social media while 16 respondents choose neutral option.

Table 4.3.5

How familiar are you with XXL brand					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		4	2.7	2.7	2.7
	Extremely familiar	42	27.2	27.2	30.0
	Moderately familiar	87	58.8	58.6	88.7
	Not at familiar	3	2.1	2.1	90.7
	Slightly familiar	7	4.1	4.0	94.7
	Somewhat familiar	9	5.4	5.2	100.0
	Total	150	100.0	100.0	

From the above table, it is evident that most of the respondents are familiar with XXL brand as 147 respondents are familiar with XXL brand whereas only 3 respondents provide negative response in context of familiarity of the brand.

Table 4.3.6

How frequently do you experience XXL on social media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing	5	4.1	4.1	4.0
	Always	59	38.6	38.6	42.6
	Never	11	6.8	6.6	49.2
	Occasionally	11	8.1	8.1	57.2
	Often	9	5.2	5.2	62.6
	Sometimes	55	37.2	37.2	100.1
	Total	150	100.0	100.0	

From the above table, it is evident that 59 respondents always experienced XXL on social media where 55 respondents use XXL sometimes on social media. Only 11 respondents never use XXL on social media whereas 9 respondents use it often.

Table 4.3.7

Relevant information is being provided by XXL on their fan page					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing	5	2.6	2.6	2.6
	Agree	93	62.8	62.6	65.4
	Disagree	4	2.1	2.0	67.4
	Neutral	15	10.8	10.6	78.0
	Strongly agree	34	22.1	22.0	100.0
	Total	150	100.0	100.0	

The above table is showing that 127 respondents feel that XXL provides relevant information on their products to the customers on their social media fan page whereas 4 respondents are disagreed with the statement and 15 respondent remained neutral.

Table 4.3.8

Timely information are being provided by XXL to the customers					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing	6	3.2	3.2	3.2
	Agree	91	60.0	60.0	63.2

	Disagree	1	1.2	1.2	64.6
	Neutral	21	13.2	13.2	78.0
	Strongly agree	31	21.2	21.2	99.2
	Strongly disagree	1	.8	.8	100.0
	Total	150	100.0	100.0	

The above table is showing that most of the respondents which is 122 respondents are either agreed or strongly agreed with the statement which means XXL brand provide timely information to the customers through their social media platforms. But for this statement, 32 respondents feel that they don't get timely information from XXL on social media platform.

Table 4.3.9

Information on products is being provided by XXL					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing	5	2.6	2.6	2.6
	Agree	99	65.2	65.2	68.0
	Disagree	1	1.2	1.2	69.2
	Neutral	14	8.6	8.6	78.0
	Strongly agree	32	22.0	22.0	100.0
	Total	150	100.0	100.0	

The above table is showing that 131 respondents feel that XXL provides precise information of their products to the customer through their social media platform whereas 14 respondents choose to remain neutral for this statement.

Table 4.4

Repetitive posts from XXL have been making this brand reliable to the customers					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing	6	3.4	3.4	3.4
	Agree	96	64.6	64.6	68.0
	Disagree	3	1.3	1.3	69.3
	Neutral	17	12.0	12.0	81.3
	Strongly agree	29	18.6	18.6	100.0
	Total	150	100.0	100.0	

The above table is showing that 125 respondents feel that they become confident about the brand XXL through their repetitive posts on social media platforms whereas 3 respondents disagreed with this statement and 17 respondents were not sure about the statement.

Table 4.4.1

Brand can be more reliable through social media communication					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing	7	5.4	5.4	5.4
	Agree	96	63.2	63.2	68.6
	Disagree	3	2.6	2.6	71.2
	Neutral	12	8.0	8.0	79.3
	Strongly agree	29	20.0	20.0	99.3
	Strongly disagree	2	.7	.7	100.0
	Total	150	100.0	100.0	

The above table is showing the result of respondents on the statement that brand can be more reliable through social media communication. From the table, it is evident that 125 respondents either chose agree or strongly agree to the statement whereas 5 respondents disagreed with the statement. 12 people remain abstained to make any comment to this.

Table 4.4.2

How important are the following things to your purchase decision. Brand or company's communication on social media, advertising and recommendation from friends					
		Frequency	Percent	Valid	Cumulative Percent

		y		Percent	
Valid		6	4.0	4.0	4.0
	Extremely important	35	23.3	23.3	27.3
	Not important	2	1.2	1.2	28.6
	Slightly important	11	8.0	8.0	36.6
	Somewhat important	3	2.0	2.0	38.6
	Very important	97	61.3	61.3	100.0
	Total	150	100.0	100.0	

The above table is showing that almost every respondent feel that recommendation from friends, Brand or company's communication on social media and advertising play important role to make the buying decision of products.

Table 4.4.3

XXL is a leading company					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing	4	2.7	2.7	2.7
	Agree	86	57.3	57.3	60.0
	Neutral	17	11.3	11.3	71.3

	Strongly agree	42	28.0	28.0	99.3
	Strongly Disagree	1	.7	.7	100.0
	Total	150	100.0	100.0	

The above table is showing that most of the respondents are convinced that XXL is leading company as 126 respondents either choose agree or strongly agree option to express their opinion, whereas 15 respondents choose neutral option.

Table 4.4.5

XXL is a customer-oriented company					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing	5	2.6	2.6	2.6
	Agree	93	62.6	62.6	65.2
	Neutral	15	10.0	10.0	75.2
	Strongly agree	37	24.0	24.0	99.2
	Strongly Disagree	1	.7	.7	100.0
	Total	150	100.0	100.0	

The above table is showing that most of the respondents are convinced that XXL is customer-oriented company as 126 respondents either choose agree or strongly agree option to express their opinion, whereas 15 respondents choose neutral option.

Appendix A

Survey Questionnaire

1. Gender

- Male
- Female
- Other

2. Age

- Under 14
- 15-20
- 21-25
- 26-30
- 31-35
- 36-40
- 41-45
- 46-50
- 51-60
- 60-70
- 70-80

3. How much time you spend per day on social media?

(your answer)

4. How much time you spend per day on traditional media?

(your answer)

5. Have you done any of these following activities on social media in last 30 days?

- Recommendation of product or brand to friends
- Provided negative feedback on product or services of brands
- Shared companies' or brands' contents like posts, photos or video
- Provided comments on social media page of companies or brands
- Put request for customer service
- 'liked' or 'followed' the page of companies or brands

6. Have you ever been influenced by your friends to ‘like’ or ‘follow’ brand(s) on social media?

- Very much influenced
- Moderately influenced
- Not sure
- Not influenced at all

7. Do you prefer to trust a brand on the basis of presence on social media?

- Very much influenced
- Moderately influenced
- Not sure
- Not influenced at all

8. Do you prefer to trust a brand on the basis of presence on traditional media?

- Extremely likely
- Likely
- Neutral
- Unlikely
- Extremely unlikely^[1]

Choose one of the following on a scale of 1 to 5

- a. Absolutely agreed
- b. Agreed
- c. Not sure
- d. Disagreed
- e. Absolutely disagreed

Brand can be more _____ by being present on social media

8. Reliable

a b c d e

9. Attractive

a b c d e

10. Desirable

a b c d e

11. Memorable

a b c d e

12. Credible

a b c d e

14. Does your impression of the brand image can be created through communication on social media?

a b c d e

How important are the following things to your purchase decision?

Please rate on a scale of a to e

- a. Not important
- b. Slightly important
- c. Somewhat important
- d. Very important
- e. Extremely important

15. Communication from brand through social media?

a b c d e

16. Comments and posts by other social media users.

a b c d e

17. Advertising in social media.

a b c d e

18. Recommendations from friends.

a b c d e

19. How familiar are you with brand XXL?

a) Extremely familiar b) Familiar c) Somewhat familiar d) Slightly familiar d) Not at all

20. How often you share the post of XXL in Facebook within your own community?

I love to share the post of XXL in Facebook within my own community.

- A) Never
- B) Almost never
- C) Occasionally/ Sometimes
- D) Almost every time
- E) Always

21. XXL's social media supplies relevant information about its products.

a) Strongly Agree b) Agree c) No comment d) Disagree e) Strongly Disagree

22. I have great brand awareness about XXL through Facebook

a) Strongly Agree b) Agree c) No comment d) Disagree e) Strongly Disagree

23. How can you differentiate brand 'XXL' with other competing brands quite convincingly?

- Extremely convincingly
- Convincingly
- Not Sure
- Not at all

24. Due to the active interaction with the brand 'XXL' through fan page in Facebook, I can easily know different products of XXL and imagine clearly its brand's look.

a) Strongly Agree b) Agree c) No comment d) Disagree e) Strongly Disagree