Czech University of Life Sciences Prague

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Master's Thesis

Evaluation of Social Media Communication

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DIPLOMA THESIS ASSIGNMENT

Bc. Neha Kabra

Business Administration

Thesis title

Evaluation of Social Media Communication

Objectives of thesis

The aim of the diploma thesis is to evaluate the influence of marketing communication tools at the social media platforms of the selected brand. Based on the evaluation the recommendations will be stated.

Methodology

The theoretical part will be based on the secondary data analysis of the literature resources aimed at marketing communication and more specifically at social media.

Within the practical part own empirical study will be conducted. The secondary and primary data will be collected. The gathered data will be then processed, analyzed and evaluated. Based on the evaluation the author will be possible to state basic recommendations.

The proposed extent of the thesis
60 – 80 pages

Keywords
Marketing, marketing communication, social media, media, customer

Recommended information sources

CLOW, Kenneth E.; BAACK, Donald. *Integrated advertising, promotion, and marketing communications*. New Jersey: Prentice Hall, 2007. ISBN 978-0-13-607942-2.

KOTLER, Philip; ARMSTRONG, Gary; OPRESNIK, Marc Oliver. *Principles of marketing*. 2021. ISBN 978-1-292-34113-2.

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Declaration

I declare that I have worked on my master's thesis titled "Social Media Assessment - Haldiram's" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the master's thesis, I declare that the thesis does not break any copyrights.

In Prague on 30.11.2023

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I would like to express my sincere gratitude to my supervisor Ing. Tereza Balcarová, Ph. D. for her support and encouragement throughout the writing of this thesis.

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Evaluation of Social Media Communication

Abstract

This Master thesis deals with the evaluation of marketing via social media for Haldiram's in India. This study looked at the various marketing communication techniques and strategies used in order to advertise the goods and services of the selected company.

In the theoretical part of this thesis the basic overview about marketing communication is provided. The marketing communication mix are discussed together with the concept of consumer buying behaviour. Based on this theoretical background the practical part is build up.

The practical part is divided into the two parts according to analysis of data. The whole practical part is based on the survey among customers of the „The Selected company". Based on the retrieved data, the author accepts or rejects the stated hypothesis with the help of the statistical tests and procedures. The findings of the thesis are intended to give recommendations for an effective marketing communication in the selected company.

Keywords: Marketing communication, customer, evaluation, online and offline marketing communication, marketing communication mix.

Hodnocení komunikace na sociálních sítích

Abstrakt

Tato diplomová práce se zabývá hodnocením marketingu prostřednictvím sociálních médií pro Haldiram's v Indii. Tato studie se zabývala různými technikami a strategiemi marketingové komunikace využívanými k propagaci zboží a služeb vybrané společnosti.

V teoretické části této práce je uveden základní přehled o marketingové komunikaci. Marketingový komunikační mix je diskutován společně s konceptem nákupního chování spotřebitelů. Na základě těchto teoretických východisek je sestavena praktická část.

Praktická část je rozdělena na dvě části podle analýzy dat. Celá praktická část je založena na průzkumu mezi zákazníky „Vybraná společnost". Na základě získaných dat autor pomocí statistických testů a postupů přijme nebo zamítne uvedenou hypotézu. Závěry práce mají poskytnout doporučení pro efektivní marketingovou komunikaci ve vybrané společnosti.

Klíčová slova: Marketingová komunikace, zákazník, hodnocení, online a offline marketingová komunikace, marketingový komunikační mix.

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List of Abbreviations

FMCG   -   Fast Moving Consumer Goods

USP   -   Unique Selling Proposition

SEO   -   Search Engine Operations

WOM   -   Word of Mouth

eWOM   -   Electronic Word of Mouth

SNS   -   Social Networking Sites

1   Introduction

In the era of digitalization and rapid technological advancements, the landscape of marketing has undergone a profound transformation. Among the myriad platforms and strategies available, social media marketing has emerged as a powerful and influential tool for companies, both large and small, to connect with their target audience. The Fast-Moving Consumer Goods (FMCG) industry. One such exemplary company is Haldirams, a household name renowned for its delectable snacks and sweets.

This thesis delves into the multifaceted world of social media marketing focus on Haldirams in India. Haldirams has a rich legacy dating back to 1937. By using Haldirams as a case study, we aim to scrutinize the intricate dynamics of their social media marketing strategies, uncover the tactics that have contributed to their success, and evaluate the impact of these strategies on their brand image, customer engagement, and sales.

The following pages will explore the theoretical underpinnings of social media marketing The thesis will then transition to an in-depth analysis of Haldirams' social media marketing initiatives, highlighting the platforms they utilize, the content they generate, and the interactive features they employ. Furthermore, the study will examine the challenges encountered by Haldirams in their social media marketing journey and how they have tackled them.

In addition to these investigations, this research will utilize surveys and interviews with key stakeholders to gain first-hand perspectives on the impact of social media marketing on Haldirams' brand perception and sales. These primary data sources will be instrumental in comprehending the real-world implications of their social media marketing strategies.

Ultimately, the findings of this research will not only serve as a valuable resource for academics and marketers. The study's focus on a renowned company like Haldirams exemplifies the potential of social media marketing to influence the FMCG sector's future strategies, encouraging businesses to stay agile and adapt to the digital realm while enhancing their market presence and consumer engagement.

2   Objectives

This diploma thesis asses social media marketing and communications of a company i.e., Haldiram's in FMCG industry. In order to sell its goods and services, Haldiram's, uses a variety of social media channels and strategies. To pinpoint the marketing communication strategy that customers are using to choose the company's goods and services. To determine whether there is a correlation between the performance of Haldiram's and the social media strategies, as well as to identify the factors that can be used to determine whether traditional offline marketing communication has been replaced or complemented by online marketing communication.

The main objective of the thesis is to investigate the impact of social media on Haldiram's performance in India.

- What are the tools used by Haldiram for their social media marketing?
  To analyse Haldirams' presence and activity on major social media platforms: This objective aims to examine the brand's presence, frequency of posts, and types of content shared on popular social media platforms such as Facebook, Instagram, Twitter, and LinkedIn during 2022-2023.

- The message and content of the Haldiram's marketing communication (for all campaigns, tools they use)?
  This objective will involve measuring the extent of audience engagement (likes, comments, shares) and the reach (impressions, views) of Haldirams' social media posts to determine the level of user interaction and brand exposure.

- What is the image Haldiram is performing?
  This objective seeks to determine the influence of Haldirams' social media marketing efforts on brand awareness and the perception of the brand among its target audience.

3   Methodology

The study conducted quantitative research, which necessitates numerical data that will be studied and interpreted throughout the investigation. Quantitative research is a structured and controlled method that focuses on numbers to get results that can be measured and analysed. Few variables are looked at, but a lot of things are looked at. The objective of quantitative research is to examine a problem from multiple perspectives and derive overarching conclusions based on the collective findings.

The theoretical framework of this study is based on marketing strategy theory, which emphasizes the importance of understanding consumer behaviour and building effective marketing strategies (Armstrong, 2017) and marketing Communication theory (Pelsmacker, 2010).

This research is descriptive and correlational in nature, assessing the dependent variables, the moderate variable, and the independent variable. A descriptive research design is a plan that shows how the research questions, the results of the research, and the conclusions of the research all fit together. A descriptive research design is when data is collected through questionnaires, structured interviews, or observations to get quantitative data about two or more variables in order to find relationships between them in the analysis.

The study employed structured questionnaires to conduct the survey and acquire the necessary primary data to establish the actual effect. When doing a descriptive study, the questionnaires are a good choice. So, the author thought that a structure questionnaire would be better for the purpose comprising of 24 questions. Two sections comprised the questionnaire: The first component contained the personal information of the respondents. The second component of the survey measured respondents' sentiments on Electronic Word-of-Mouth, customer trust, and consumer purchase intent using a 5-point Likert scale scale, open and close ended questions.

The following research methods and techniques were employed:

A.   Primary research: Questionnaire
         Sample size: Between 200 - 250
         Target audience location: India

Surveys distributed to Haldirams' social media followers to gather their perceptions and feedback regarding the brand's social media marketing efforts. Interviews were also conducted with marketing professionals within the organization.
Tools used: Excel, SPSS

The questionnaire regarding this survey is described under appendix 1, This questionnaire emphasised on understanding how electronic word-of-mouth can influence the consumer confidence and their intentions towards online shopping, the author conducted the survey within the people living in India.

A population is all the units that belong to different groups, and this is where the sample has been taken from. In research, a sample refers to a carefully selected group of individuals from the entire population under study. In a probability sample, participants are selected at random, giving every member of the population an equal opportunity to be included in the study. The study will concentrate solely on a convenient sample of the collected data. To examine the impact of electronic word-of-mouth on customers' trust and online purchase behaviour, a random sample of 229 people who had previously made online purchases was drawn from the larger population.

In this study, descriptive statistics were employed to illustrate the demographics of the data, and line regression analysis, correlation analysis, and other statistical instruments or methods were utilized to analyse the data. Statistics that are used to describe numbers in a way that is easy to understand are called descriptive statistics. We can make sense of a lot of information with the help of descriptive statistics.

B.   Secondary research: Secondary research Content Analysis (Social Media Audit of Haldirams)

A content analysis will be conducted using technique to examine the types of content shared by Haldirams on its social media platforms. This will involve categorizing posts, analysing messaging, and assessing the visual elements used. Key social media metrics (e.g., likes, comments, shares, impressions) will be collected and analysed to measure engagement and reach. This will provide quantitative insights into the impact of social media marketing.

Tools used: Semrush, Sprout Social, other AI-powered Analytics software.

The correlation coefficients were examined to determine the type and level of the association between the factors and the text's dependability. Correlation is a statistical method for figuring out if two continuous variables might be linked in a straight line. Regression analysis is used to figure out how much the dependent variable will be for each case. Using the results of these tests, an evaluation of the inquiry was then prepared to test the researcher's hypotheses. All the analyses were done with the SPSS software, and a p-value of 0.05 was considered statistically significant for each method.

The Cronbach's alpha (Brown, 1997) coefficient can be calculated using the formula $\alpha = \frac{n}{n-1}(\sigma X^2 - \Sigma_{i=1}^{n}\sigma i2)/\sigma X^2$, where n represents the number of items, σX^2 denotes the total test score variance, and $\sigma i2$ refers to the variance of individual items.

The formula for correlation coefficients is $\rho(X,Y) = cov(X,Y)/\sigma X.\sigma Y$. Here cov is the covariance. σX is the standard deviation of X and σY is the standard deviation of Y. The formula for simple regression is expressed as $Y = a + bX + \varepsilon$, where 'a' denotes the y-intercept, b represents the slope of the regression line, and ε signifies the error term.
Hypothesis
   H1 - Electronic Word-of-Mouth has significant impact on Online Purchase Intention
   H2 - Electronic Word-of-Mouth has significant impact on Online Customer Confidence

Significance: Several studies have focused on the relationship between electronic word-of-mouth and online customers' desire to purchase. Consequently, the significance of this study cannot be overstated. Similar research is performed in the other countries, where technology is the driving force. It is visible that getting information from different parts of the world takes more work if the study wants to get a clearer picture. This study prominently focuses on the students from university, which can clarify the perspective of youngsters towards electronic word-of-mouth in the current scenario.

Limitations: The current study has only focused on a qualitative data collection approach and some experiment-based qualitative studies could have worked better. The data is collected only from northern region of the country and it is possible that other part of the country might have some different views. The study has considered less sample size and more respondents can be added here.

4 Literature Review

By reading relevant publications, the literature review seeks to gain understanding of the role of social media marketing of Haldiram. This section will consist of three parts: Understanding of Marketing Communication Landscape, The Customers, Haldiram's social media strategy.

4.1 Marketing Communication Landscape

India has 71 million active internet users. Social Media is really picking up new heights in India. Marketing is the heart of business success. Marketing is constantly evolving in line with the evolution of communication systems. Social Media Marketing is currently the most discussed new marketing concept and every business owner wants to know how social media can generate value for their business. Social Media Marketing is about understanding how technology is making it easier for people to connect socially with their social networks and how business can profit from that understanding. Social networking and Social media differ in the fact that networking is about personal communication, while Social media is a tool for sharing and discussing information which encourages every member for feedback and contribution. It is defined as a social instrument of two-way communication facilitating the sharing of information between users within a defined network via web 2.0 (Tuten, 2015). Chaffey (Chaffey, 2016) describes social media as "a variety of new sources of online information that are created, initiated, circulated and used by consumer's intent on educating each other about products, brands, services, personalities, and issues". Social Media provides an online platform for people to discover, read, and share information and content. In the words of Kotler (Kotler, 2018) it is the "shift from a broadcast mechanism, one-to-many, to a many-to-many model, rooted in conversations between authors, people, and peers".

4.2 Marketing Mix

It is a clear indication of the fact that the company's marketing operations cannot be seen as simply the sum of individual actions, but rather as a complicated affair in

which the final whole must be harmoniously interwoven if it is to be effective (Harlow, 2010).

The marketing mix is a collection of tactical marketing elements - product, price, place, and promotion - that enable a company to tailor its offer to customers in the target market. Thus, the marketing mix consists of all operations that expand the firm in order to boost demand for the product. These activities are classified into four categories known as the "4P": Product includes assortment, quality, design, and brand. Price covers price lists, discounts, allowances, payment arrangements, and so on. Place -distribution channels, distribution network availability, sales range; Advertising, personal selling, sales promotion, public relations, and other forms of promotion are all examples of promotion (Kotler, 2018).

Tourism and hotel marketing mix represents another "4P" that includes people, partnership, programming, and packaging. Variations in marketing mixes do not happen by happenstance. Astute marketing managers design marketing strategies to achieve a competitive advantage in order to best satisfy the demands and desires of a specific target market segment (Palmer, 2010). Marketing managers can fine-tune the client offering and achieve competitive success by changing parts of the marketing mix. Focusing on customers and target markets entails understanding all of the features that enable a company to design, manufacture, and sell products and services at reasonable rates in the predicted location under the conditions that consumers will learn about them.

Following the formulation of a company's marketing strategy, the subsequent phase entails choosing a set of strategic marketing tools to facilitate the achievement of desired objectives within the target market. This assortment of tools is widely recognized as the marketing mix or the renowned four Ps: Product, Price, Place, and Promotion (Armstrong, 2018).

4.2.1 Product

Section below specifically delves into the "Product" aspect. Consumer products, encompassing both goods and services for personal use, undergo categorization

depending on the manner in which customers make their acquisitions. A more detailed classification is presented in Figure1.

Figure 1. Consumer products classification

Marketing Considerations	Type of Consumer Product			
	Convenience	Shopping	Specialty	Unsought
Customer buying behavior	Frequent purchase; little planning, little comparison or shopping effort; low customer involvement	Less frequent purchase; much planning and shopping effort; comparison of brands on price, quality, and style	Strong brand preference and loyalty; special purchase effort; little comparison of brands; low price sensitivity	Little product awareness or knowledge (or, if aware, little or even negative interest)
Price	Low price	Higher price	High price	Varies
Distribution	Widespread distribution; convenient locations	Selective distribution in fewer outlets	Exclusive distribution in only one or a few outlets per market area	Varies
Promotion	Mass promotion by the producer	Advertising and personal selling by both the producer and resellers	More carefully targeted promotion by both the producer and resellers	Aggressive advertising and personal selling by the producer and resellers
Examples	Toothpaste, magazines, and laundry detergent	Major appliances, televisions, furniture, and clothing	Luxury goods, such as Rolex watches or fine crystal	Life insurance and Red Cross blood donations

Source: (Kotler & Armstrong, 2018)

Objects necessary for the production of another item for the end consumer are known as industrial products. These are classified into specific groups, as elucidated by (Kotler & Armstrong, 2018):

- Materials and parts: This category covers raw materials, along with manufactured materials and parts. The crucial marketing considerations for this category center around pricing and service.

- Capital goods: These are vital for the operation of a business, such as office space or a computer system.

- Supplies and services: Consumables and items for repair and maintenance fall under supplies. Moreover, business services play a crucial role in the smooth functioning

of the firm, including elements like office cleaning and stress management consulting.

There are three levels of decisions related to products and services:

1. Decisions at the Level of Individual Products and Services:

- Product Attributes (Kotler & Armstrong, 2018):

  Product Quality: This pertains to the product's characteristics that enable it to meet consumer expectations.

  Product Features: Companies should consult with consumers about desired features, assess the cost, and incorporate significant features.

  Product Style and Design: Style influences the product's visual aesthetics, providing consumers with visual enjoyment, while design aims to enhance the user experience.

- Branding: The brand is pivotal in differentiating a product from its competitors, formed by a combination of name, term, sign, symbol, or design (Kotler & Armstrong, 2018).

- Packaging: Most products necessitate packaging, involving both design and production (Kotler & Armstrong, 2018).

- Labelling and Logos: Labels and logos should be memorable and enjoyable for consumers, aiding in brand positioning and providing uniqueness (Kotler & Armstrong, 2018).

- Product Support Services: Support services contribute to heightened customer satisfaction by delivering convenient and efficient solutions to problems (Kotler & Armstrong, 2018).

2. Decisions at the Product Line Level:

A product line encompasses similar products targeting comparable customer groups, employing a parallel sales method, and falling within a similar price range. The number of items in a product line is critical, with the length of the line determined by optimizing profitability for the company (Kotler & Armstrong, 2018).

3. Product mix decisions

The composition of a company's product mix involves distinct product lines, each comprising a set of brands and products. A comprehensive understanding of the characteristics of the Product Mix is essential for shaping business influence and delineating product strategy. Mooij (2018) delineate four significant characteristics:

- Width of the product mix: This quantifies the number of distinct product lines within the company.
- Length of the product mix: It signifies the overall number of products manufactured by the company.
- Depth of the product mix: This indicates the number of variations available for each product line.
- Consistency of the product mix: It evaluates the level of interconnection among different product lines based on factors like end use, production requirements, distribution channels, and other attributes.

Presently, there is a notable trend in the global economy, with services comprising nearly 63 percent of the gross world product. Services, akin to goods, exhibit unique features, as depicted in Figure 6 (Kotler & Armstrong,2018):

- Service intangibility: Because services cannot be experienced before purchase, customers seek cues to inform their decision-making. Companies must strategically create signals to motivate potential consumers to engage with the service.
- Service inseparability: Services are sold prior to being produced and consumed, involving active client participation. The ultimate outcome depends on all parties involved in the service provision process.

- Service variability: Each instance of service provision is unique due to uncontrollable factors. Companies aim to standardize services, minimizing variations to ensure consistent experiences.
- Service perishability: Services cannot be stored for subsequent sale due to their intangible nature. Demand for services fluctuates, and companies strive to manage this by adjusting prices based on demand, such as raising prices during peak periods and lowering them during non-holiday periods.

Figure 2. Service characteristics
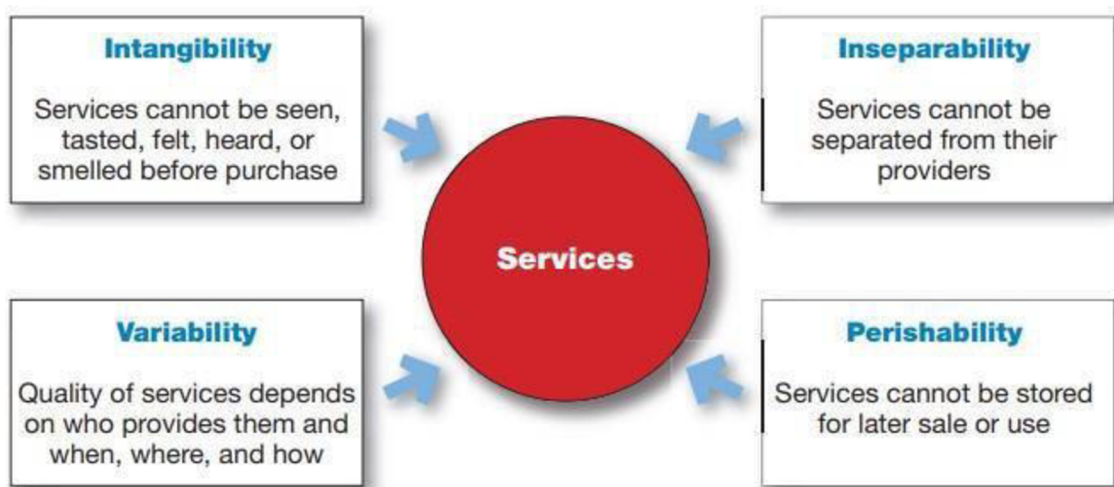
Source: (Kotler & Armstrong, 2018)

The Service Profit Chain, as said by (Clow, 2007), underscores the significant impact of employee professionalism and well-being on service quality. A company's focus on employee well-being, including monitoring and fostering close interaction between the support service, employees, and clients, is crucial.

4.2.2 Price

Defined as the amount consumers pay for a good or service as said by (Kotler & Armstrong, 2018) note a historical emphasis on price as a pivotal factor in consumer decisions. However, contemporary trends highlight the growing influence of non-price factors, such as quality and user experience. Unlike other elements in the marketing mix that incur costs, price directly generates revenue. Pricing remains the most crucial factor

in creating and obtaining customer value, with even slight adjustments significantly impacting a company's profits.

This figure schematically depicts 3 main pricing strategies: customer value-based pricing, cost-based pricing, competition-based pricing:

Figure 3. Pricing strategies

Source: (Kotler & Armstrong, 2018)

Customer value-based pricing involves establishing the price of a product or service by examining the perceived value it holds for consumers within a specific market. Consumers develop opinions about the product based on internal factors related to the perceived value of goods or services. It falls upon the marketer to comprehend the price customers are willing to pay for the emotional experiences and benefits associated with the product (Kotler & Armstrong, 2018).

In contrast, cost-based pricing initiates with the computation of the costs tied to producing a service or product. Before entering the market, a company meticulously evaluates production costs, appraises potential customer value, and assesses market profitability. Production costs include both fixed and variable costs, where fixed costs remain consistent irrespective of production volume, and variable costs can be adjusted based on market demands. Vigilantly monitoring production costs is crucial to avoid being surpassed by competitors (Kotler & Armstrong, 2018).

Regarding competition-based pricing, the prevalence of numerous competitors in most markets necessitates thoughtful pricing strategies. When determining prices, a company should acknowledge that potential customers often have alternative options. Assessing

the value that the product offers to the target consumer is paramount. Various strategies can be employed to surpass competitors, but it is vital to ensure that the established price delivers exceptional value to the consumer (Kotler & Armstrong, 2018).

4.2.3 Place

In the course of producing and delivering a product or service, a company must establish relationships not only with customers but also with partners. Partnerships can be categorized into two groups. Upstream partners are suppliers of raw materials, components, and consultants, essentially anyone essential for production. Downstream partners, on the other hand, are those in close proximity to the consumer, such as wholesalers or retailers, commonly referred to as distribution channels. While the supply chain concentrates on production and sales, it does have limitations. The demand chain, a more contemporary and adaptive method, focuses on market demands and customer satisfaction. Presently, the most advanced and successful approach is the creation of a value chain, which considers the entire process, examining the company, suppliers, distributors, and customers and their interactions with each other (Kotler & Armstrong, 2018).

Effectively addressing distribution challenges requires answering key questions: What distribution channels are present in this market? Which available channels are preferable? Are potential business partners available in the market? How can collaboration be established with the desired business partners? Additionally, what e-commerce tools can be utilized for the firm's distribution, including options such as the company's website, social networks, specialized websites, and other platforms with potential customers (Bailey, 2022).

4.2.4 Promotion

After successfully establishing the value for customers, a company faces the task of communicating the worth of its products or services to the target market. This involves undertaking promotional activities, which constitute a multifaceted entity incorporating various marketing communication tools, as specified by Kotler & Armstrong (2018). Also promotions are deeply conversed in the chapter 4.3.

Promotion holds vital significance for companies operating in diverse industries. The choice of promotional methods demands careful consideration, aligning with the unique characteristics and proven practices within the specific field. Merely replicating promotional strategies from another sector may render the efforts ineffective, leading to a wastage of resources. Promotional endeavours encompass advertising, the development of brochures, publications, promotion within the information space, pricing strategy, and initiatives focused on training and supporting employees, as highlighted by Arditi (2008).

4.2.5 People

In the service industry, the competence and well-being of individuals employed within the organization play a particularly pivotal role. Satisfied and fulfilled employees are more likely to provide exceptional service to the company. Focusing on the following factors is crucial for a personnel strategy, as highlighted by Hooley (2017):

- Job Design and Job Description: It is essential for employees to have a clear understanding of their job responsibilities. Ambiguity regarding duties can lead to confusion and disorder (Hooley, 2017).
- Selection: Clearly outlining the criteria for the type of individuals the company is seeking for specific positions is vital (Hooley, 2017).
- Training: Given the rapidly evolving nature of our world, investing in employee training is imperative (Hooley, 2017).
- Evaluation: providing employees with feedback on their work results and offering suggestions for improvement is important (Hooley, 2017).

4.2.6 Processes

A company should create a system, whether through in-house development or by acquiring a ready-made solution, to supervise internal processes and customer interactions. These systems are crafted to streamline the effective management of individual customer relationships. The introduction of customer relationship management systems significantly elevates the quality of services provided by the company, resulting in a positive impact on customer satisfaction. Such systems monitor

customer interests, preferences, and buying behaviours, allowing the company to address individual needs (Hooley, 2017).

4.2.7 Physical evidence

The customer develops impressions of the product or service influenced by the surrounding environment. In the retail sector, significant emphasis is placed on crafting the design of the sales space, including factors like lighting setup and furniture arrangement. These efforts are directed towards providing an excellent user experience and establishing a favourable impression. The overall image is also influenced by the appearance and conduct of the staff. For example, university professors may choose a more "business-like" attire when delivering lectures to executives or MBA students, in contrast to an undergraduate lecture. Adhering to an appropriate dress code heightens the chances of fostering a positive interaction with a client (Hooley, 2017).

4.2.8 Connected marketing mix

To better address customer needs, the marketing mix concept has undergone a transformation, emphasizing active customer participation in its development. The process of product development has evolved into co-creation, involving potential customers early in the development stages to express their specific preferences. The concept of price has advanced into currency, with prices adjusting more frequently based on factors like demand, purchasing power, and individual indicators within consumer groups. The availability of extensive company data allows for in-depth analysis and dynamic pricing strategies. The concept of place has shifted into communal activation, driven by the customer's desire for quick and convenient access to products or services. Uber, for example, disrupted traditional taxi fleets globally by providing convenience and standardized pricing. Promotion has transformed into communication, facilitated by advancements in digital technology. Customers are now active participants rather than passive recipients, empowered to offer feedback through social networks and thematic sites, where they can share their opinions (Kotler, 2017).

4.2.9 New customer path

The progress in communication technology has increased consumer mobility and connectivity, resulting in shortened attention spans and reduced time spent by customers in familiarizing themselves with various brands. In the era before the Internet, information was limited, but the widespread use of the Internet has led to an overflow of information for individuals. Due to intense competition, advertising messages may seem appealing, but potential buyers often exhibit scepticism towards ads, preferring more reliable sources within their immediate social circles. The most influential form of media is now recognized as customer-to-customer communication, underscoring the significance of converting customers into loyal advocates who actively promote a brand (Kotler, 2017).

The renowned AIDA (Attention, Interest, Desire, Action) customer journey was formulated before the digitalization of society and now necessitates adjustments to align with the contemporary reality. In the age of Internet connectivity, the initial perception of a brand is shaped by the communities surrounding the customer, playing a pivotal role in their decision-making process. Loyalty is redefined not solely as the likelihood of a repeat purchase but as the inclination to actively endorse the brand. The revised customer journey acknowledges the perpetual connection between customers, leading to the evolution of the AIDA framework into the Five A's: Aware, Appeal, Ask, Act, and Advocate (Kotler, 2017).

Aware: Customers maintain a mental list of brands shaped by past experiences, recommendations, or marketing communications. This stage aims to create or expand awareness of market offerings, crucially targeting a specific audience, especially in the early stages of a firm's development (Hooley, 2017).

Appeal: Not all items from the mental list become attractive and are transferred to long-term memory. To generate customer interest, businesses must anticipate what might captivate the target audience and emphasize the benefits of their product or service (Hooley, 2017).

Ask: Customers express curiosity and seek more information about an appealing brand from available sources. The brand's attractiveness must be validated by others for the

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journey to continue. At this stage, customers are already interested, and businesses need to confirm their interest by providing reasons why the brand is worth attention (Hooley, 2017).

Action: Customers decide to take action, making a purchase, interacting with the product, and forming their own experience. Satisfying customers in all interactions with the product is crucial to moving them to the next stage. Completing the buying process involves providing special offers, discounts, and other incentives (Hooley, 2017).

Advocate: Satisfied customers become advocates, actively promoting the product among people and becoming loyal evangelists for the company (Kotler, 2017).

The journey through all five stages is not always a straightforward process, and individuals, particularly those with attention deficit disorder, may follow a non-linear path. The customer's path often takes a spiral pattern, involving revisits to different stages and a more thorough evaluation. The importance of the product to the consumer impacts the time devoted to decision-making. The company's goal is to guide the customer from the awareness stage to the advocacy stage, with the ask and act stages exerting the most influence. Consumer decisions are shaped by three primary sources (Kotler, 2017):

- Outer Influence: This includes advertising, marketing communications, sellers, and other employees of the firm. Outer influence is under the control of the company.
- Others' Influence: The impact of other people mainly emanates from the immediate communication circle, individuals in Internet communities, and similar sources. This influence strongly correlates with purchase decisions and is challenging to control. The optimal strategy is to foster as many loyal customers as possible.
- Own Influence: This influence arises from past experiences, interactions with other brands, personal judgments, and individual preferences. Own influence is highly reliant on the previous two types and is the most subjective. The influence on a customer varies based on their level of experience. For example, a person making an initial purchase of a specific product is more susceptible to external factors. Conversely, individuals with more experience tend to seek

advice, and the most seasoned buyers rely on their internal influences. Companies can refine their marketing strategies by aligning efforts with the predominant source of influence that resonates with their target audience (Kotler, 2017).

4.3   Marketing Communication

The communication concept entails creating and executing a communication strategy that defines the content, target audience, and critical elements like target group definition, company positioning, and the refinement of competitive product properties, ideally condensed into the Unique Selling Proposition (USP) (Bailey, 2022).

In tandem with global evolution, customer communication methods have naturally transformed. Traditional methods have given way to digital approaches, wherein companies utilize advertising and content on social networks for customer acquisition. Banner advertisements have shifted from traditional media to thematic websites, with advertisers now emphasizing payment for clicks and optimizing websites based on search engine standards (SEO). Email campaigns have taken the place of conventional postal mailings. Digital methods facilitate more focused and efficient advertising campaigns directed at specific audiences, ensuring increased effectiveness and timeliness. Moreover, these novel approaches foster a deeper client engagement with the product (Chaffey & Ellis-Chadwick, 2016).

4.3.1   Promotion mix

The company's promotion mix, also known as the marketing communications mix, encompasses five key tools:

- Advertising:
  Non-personal representation of a product in available-for-sale media provided by an identified sponsor (Majaro, 2012). It involves the promotion of ideas, goods, or services for a fee by a specific sponsor, utilizing customer interaction tools such as broadcasting, print, outdoor advertising, mobile advertising, and others (Kotler & Armstrong, 2018). The Objective is Primarily aims to increase awareness. The Pro is Significant visual impact, wide audience reach, and ease

of repetition for reinforcement. Cons are Lack of flexibility, impersonality, and inability to complete the sales process (Hooley, 2017).

- Sales Promotion:

Demonstration of the product to potential buyers, e.g., shows and exhibitions (Majaro, 2012). It involves time-limited encouragement to buy or sell a product or service, utilizing customer interaction tools like coupons, discounts, events, etc. (Kotler & Armstrong, 2018). The Objective is Prompting immediate purchase or sales. With the Pros of various methods, e.g., bonus packages, discounts, free samples, contests, are effective in impacting customer behaviour, with easy evaluation and monitoring of effectiveness. And Cons are High cost, short-term effect, and potential weakening of the brand image if overused (Hooley, 2017).

- Personal Sales:

Private demonstration of the product to one or more target consumers (Majaro, 2012). Involves implementing sales and building relationships with customers through personal interaction, utilizing tools like presentations and trade shows (Kotler & Armstrong, 2018). The Objective is Effective for closing a sale and adaptable to different situations and customers, enabling relationship building. The Pros are Highly effective for closing sales and adaptable to various situations and customers, allowing relationship building. And the Cons are Expensive, requiring skilled salespersons, and not suitable for some markets (Hooley, 2017).

- Public Relations (PR):

Promotion of the company, brand, products, or activities in the media without payment (Majaro, 2012). Involves the public presence of the company through socially significant representatives to obtain publicity and improve the brand image, utilizing tools like sponsorship, press releases, and events (Kotler & Armstrong, 2018). The Objective is Enhancing company visibility and brand image. The Pros are Usually more credible as the message is conveyed by a third party, not directly by the company. The Cons are Limited control, which

may result in message distortion or reaching an unnecessary audience (Hooley, 2017).

- Direct Marketing:

  Interaction with carefully selected, targeted potential customers to sell and build relationships, utilizing customer interaction tools like mail, email, social media, and more (Kotler & Armstrong, 2018). The Objective is Highly effective, personalized, and relatively inexpensive method with proper targeting. The Pros are Highly effective, personalized, and relatively inexpensive with proper targeting. The Cons are Ineffective if targeting is done sloppily, leading to scepticism among customers and potential discouragement from future business with the firm (Hooley, 2017).

4.3.2   Integrated Marketing Communication

The customer-customer relationship involves personal and group interactions among consumers, influencing their perceptions during engagement with a company. These interactions significantly mold attitudes toward the brand and impact overall satisfaction. It is pivotal to establish customer loyalty, as content customers can serve as brand advocates, drawing in new customers. Opportunities for such interactions often arise during product purchases or service experiences (Iacobucci, 1996). Previously limited, these relationships have expanded with the advent of social media and communication tools, allowing customers to connect with others associated with the same firm at their convenience.

The rapid evolution of digital technology has triggered significant transformations, especially in the realm of marketing communications. Informed customers now access diverse communication channels and are less dependent on companies for product information, turning to online sources for answers and real customer opinions. Digital advancements facilitate market segmentation into narrower categories through in-depth analysis. The influence of traditional media is waning as the world increasingly embraces digitalization (Kotler & Armstrong, 2018).

A critical concern for companies is the inconsistency of content across various marketing communication sources. Such discrepancies can lead to a confused company image, creating uncertainty among potential consumers. The challenge is to construct and convey a clear, consistent, and compelling message about the company, ensuring seamless integration across multiple sources (Kotler & Armstrong, 2018).

4.3.3 Developing effective marketing communication

In marketing, the term communication pertains to the act of conveying a message to a customer, consumer, or channel to elucidate why a product is a worthwhile purchase (Majaro, 2012).

Marketing communications often transpire in a crowded and competitive landscape, with numerous participants vying for consumer attention in the marketplace. For example, the average American consumer encounters roughly 5,000 marketing messages daily. In such a milieu, it becomes paramount for a message to be both clear and timely (Hooley, 2017).

Efficient communication between the company and the consumer should be forward-looking, emphasizing long-term benefits rather than immediate gains. It should be continuous and reciprocal, acknowledging the diversity among the company's customers. Customizing communication programs for each group, niche, or individual is vital for establishing common ground and reducing the likelihood of misunderstandings. A comprehensive understanding of the communication process is essential for enhancing effectiveness. The communication model encompasses nine elements, with participants being the sender and the receiver, and tools encompassing the message and the media. The primary functions involve encoding, decoding, response, and feedback, with an additional element known as noise. This model is illustrated schematically in Figure 4 (Kotler & Armstrong, 2018).

Figure 4. Communication model
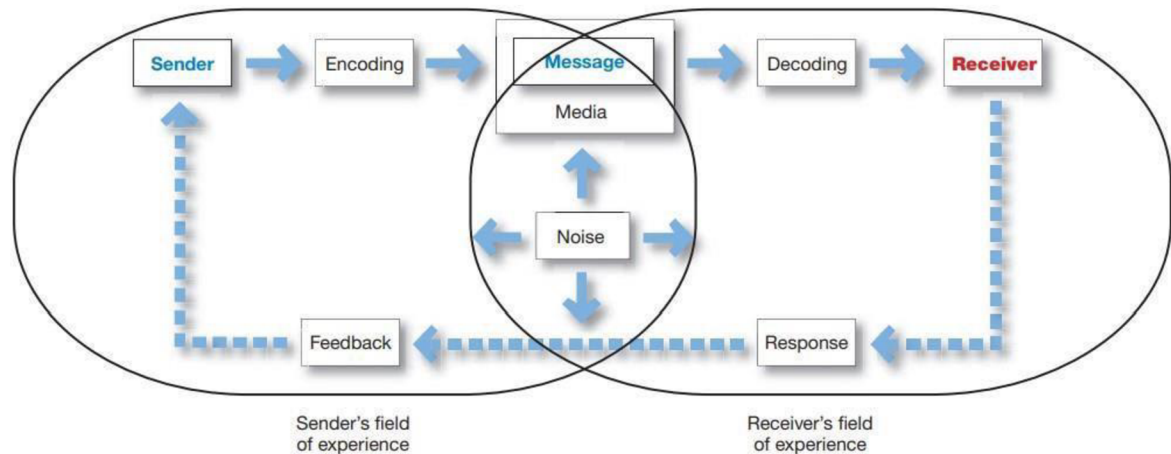
Source: (Kotler & Armstrong, 2018)

Communication necessitates a minimum of three components: a sender, a message, and a receiver. The sender, whether an individual or an organization, can convey the message in any form that allows the recipient to interpret it into meaningful information. In marketing, the message typically imparts information about the product, accentuating its distinctive qualities. The receiver is the individual or entity for whom the message is intended. The ultimate objective of communication is to achieve communion and mutual understanding. To ensure effective communication, the sender must encode the message in a manner that enables the receiver to decode it accurately, ensuring the precise reception of information without distortion (Majaro, 2012).

The sender's precision in encoding is paramount, ensuring that the recipient can correctly decode the message and comprehend its intended meaning. The use of terms familiar to the recipient is vital, establishing a sense of connection and ideally nurturing an emotional bond. Attunement to the recipient's response is crucial for the sender, underscoring the importance of creating feedback channels to facilitate this response (Kotler & Armstrong, 2018).

4.3.4   Promotion budget

The promotion budget denotes the financial resources designated by a company for promotional endeavours. Four primary methodologies are employed for determining this budget (Kotler & Armstrong, 2018):

33

- The Affordable Method:

Frequently adopted by start-ups with limited resources, this approach presents challenges in marketing budget formulation and company expansion. In certain scenarios, insufficient investment in promotion may jeopardize the company's success, potentially leading to bankruptcy. The budget is derived by subtracting projected revenues from fixed and variable costs to estimate the advertising budget (Chaffey, 2016).

- The Percentage of Sales Method:

This technique ties the promotion budget to current or anticipated sales, with each company independently determining the percentage value. Expenses are established as a specific percentage of projected revenues and sales (Chaffey & Ellis-Chadwick, 2016). While straightforward, a drawback is its lack of adaptability during challenging periods and challenges in scaling significantly during pivotal moments, sometimes necessitating heightened focus on promotion for substantial success (Kotler & Armstrong, 2018).

- The Competitive Parity Method:

Involves constructing the budget by considering the average budget of the company's closest competitors in the market. Establishing a mechanism to monitor competitors' advertising expenditures is vital for obtaining current information. However, this method may not yield a competitive advantage from the advertising budget and may overlook the specific requirements of the company (Kotler & Armstrong, 2018).

- The Task and Objective Method:

Executed in three stages, encompassing the definition of clear goals, tasks, and cost calculation for task implementation. While the most demanding method, if effectively employed, it can confer a competitive advantage. This bottom-up approach entails analysing digital media channels based on effectiveness and subsequently allocating funding based on defined goals and objectives (Chaffey & Ellis-Chadwick, 2016).

4.4 Word of Mouth or Electronic word of mouth

Academics and business experts have identified the idea of word-of-mouth (WOM). Word-of-mouth (WOM) is described as non-commercial oral communication between a recipient and a communicator about a product, brand, or service. Before the advent of social media and other technological advances, word-of-mouth (WOM) was the primary mode of communication and marketing (Kapoor, 2020)

With the rise of social media sites and networks, technical advancement has incorporated word of mouth, which is now known as electronic word of mouth (Electronic Word-of-Mouth). As a result, electronic word of mouth (WOM) is an advancement of traditional WOM, which is historically used in marketing communication, product advertising, and the building of brand loyalty and consists of two referral groups. There are recommendations from both customers and non-customers.

Customer-initiated referrals come from current or past consumers who are pleased with the product or brand and promote it without being rewarded. Nonetheless, the company may offer them incentives for introducing their friends. Also, two or more organisations may agree to cross-refer customers to each other; this practise is known as reciprocal referrals and is common among high-ranking marketing services.

Electronic Word-of-Mouth (eWOM) has emerged as a result of the advancement of Internet technology. Nowadays, an increasing number of users send and receive notifications via the internet. An eWOM is a good or negative statement about a product or company posted online in the past, today, or in the future that is accessible to every Internet user (Mishra, 2016). Consumers gather product information before purchasing, and they frequently check for product reviews on the Internet (Mishra, 2016). Beckers (2015) discovered that positive WOM increases purchase intent, whereas negative WOM decreases buy intent (Beckers, 2015). eWOM has four dimensions: intensity, positive comments, negative comments, and substance. Intensity - the amount of thoughts expressed on social media by users on a specific topic. Positive and negative remarks are all part of the opinions that customers have about any goods or services. Customer pleasure or discontent with the product usually results in

positive or negative feedback. Researchers believe that eWOM has a significant impact on purchase intention because customers become aware of and trust eWOM before purchasing a product. As a result, if user ratings on eWOM are good, it allows additional consumers to establish purchase intentions for this product. In general, WOM assists consumers in selecting the things they desire, which are then distributed by other consumers via WOM. The role of social networks in this scenario is expanding as they enable consumers to simply and quickly learn about public opinion. The product experience of online consumers influences their behaviour, and eWOM is one of the primary factors for making a purchasing decision (Beckers, 2016). We should also highlight that eWOM is sometimes the most crucial instrument for consumers to obtain information about the product they seek. . However, such interactions lessen the dangers and uncertainties that consumers frequently experience when acquiring a product.

4.5 Social media Marketing

As previously said, Web 2.0 is a platform with a larger purpose and function than traditional mass media. As a result, in order to investigate the impact of social networks on consumer behaviour, we believe it is necessary to properly define the idea of social networks. It should be noted, however, that various terminologies are used to define social media. As a result, it is not surprising that no formal, widely acknowledged definition of social media exists (Eagle, 2020). According to Eagle (2020), one of the early definitions of social media is: "Social media is the creation, distribution, and use of online information by consumers about products, brands, personalities, and various problems" (Eagle, 2020). According to Kaplan and Haenlein (2010), social media is the Internet and mobile applications whose major purpose is to enhance social interaction between users. The primary concept of social media, according to Eagle (Eagle, 2020), is the interchange of content, opinions, ideas, media, and relationships between corporations and customers through the use of internet tools. Sternkopf, S. provide one current explanation in this regard. They define social media as a set of web and mobile tools that enable people to generate (consuming) material that may then be consumed by others, hence facilitating communication (Sternkopf, 2005).

Individual users, communities, and organisations can examine, change, and share content made by other users in social media (Sternkopf, 2005). This is the fundamental distinction between social media and traditional media, which has greatly contributed to the establishment of a new communication model (Sternkopf, 2005). Table 1 depicts the distinction between traditional media and social media. It clearly demonstrates the benefits of social networking, such as instant feature updates, communication with an infinite number of people and archives, and more. Companies can use social media to listen to their customers, share their opinions, and work with them to enhance products and services (Sternkopf, 2005). While marketing managers have no control over the material spread via social media, they do have the capacity to "organise discussion" with clients (Sternkopf, 2005). The fact that communication has assumed the shape of hypermedia as a result of the growth of new media has brought a new type of engagement in public life (Sternkopf, 2005).

Figure 5: Comparison of traditional and social media

Traditional Media	Social Media
Fixed, unchangeable	Instantly updateable
Commentary limited and not real-time	Unlimited real-time commentary
Limited, time-delayed bestseller lists	Instant popularity gauge
Archives poorly accessible	Archives accessible
Limited media mix	All media can be mixed
Committee publishers	Individual publishers
Finite	Infinite
Sharing not encouraged	Sharing and participation encouraged
Control	Freedom

Source: Stokes (2013)

For all market participants, social media is a significant source of information (Paley, 2007). It is a credible source of thoughts and suggestions regarding goods for customers, while it gives feedback on market offers, buyer wants and expectations, and market communication channels for businesses (Paley, 2007). It is critical to use a variety of social media platforms while developing and sharing information. People can identify groups that are appropriate for their age, gender, hobbies, and beliefs by

categorising social media. This is especially notable in light of the fact that people tend to associate with others who have specific qualities (Paley, 2007).The types of social media and their characteristics are given below (Paley, 2007):

- Social networking sites (SNS) allow Internet users to connect, share information, and have fun while also focusing on subjects and events of interest (e.g., Facebook, MySpace).

- Content communities (multimedia sharing platforms) - They allow users to submit videos, images, and presentations, as well as comment on them and receive ratings from other users (e.g., YouTube, Vimeo, iTunes, Flickr, Slide Share).

- Personal blogs - Individuals' diaries on a certain topic. The blog's creator shares his opinions and advice, which can be commented on (for example, Make life easier).

- Company-sponsored blogs (corporate blogs) - A company's online journal that covers business subjects. It highlights current occurrences in the organisation as well as subjects linked to the organization's relevant industry of activity (e.g., Google Blog, PlayStation Blog).

- Microblogs - Real-time publishing of short messages that users see while browsing a user's profile (e.g., Twitter).

- Forums (Internet Discussion Forums) - Online discussion forums where Internet users may exchange information, opinions, and ideas. They can be broad or specialised, depending on the industry or interests (e.g., Cycling Forum, Audi Club Poland Forum).

- Business networking sites (e.g., LinkedIn) - A community that focuses on professional growth and exchanging experience within a given specialty or hobbies.

- Collaborative websites (Wiki) - Websites that can be changed by anybody or just by certain people (for example, Wikipedia).

- Virtual worlds and games - Online games that simulate reality or fantasy. It is important to establish an avatar, which is the player's virtual alter ego (e.g., Second Life, World of Warcraft).

- Social book marketing sites - Evaluation and suggestion of Internet material (for example, Digg).

- Open-source software communities - A group of people who work together to build software (for example, Linux).

The term "social media marketing" refers to the use of social media platforms for marketing objectives on the internet. Some academics view social media marketing solely in terms of promotion, paying little attention to features of customer interaction and the rewards received from them. Diamond (2023), for example, define social media marketing as the "use of social media platforms to promote a firm and its products" (Diamond, 2023). This point of view is congruent with (Diamond, 2023) definition, which states that "social media is the use of available social media platforms to raise brand awareness among users through WOM principles" (Diamond, 2023). In recent years, organisations have recognised the importance of social media in establishing their corporate image, reputation, and stakeholder connections. As a result, they have successfully integrated social media into their marketing activities. Social media fosters two-way market relationships, allowing businesses to better understand their customers' demands and respond to them in a timely manner. The rapid rise of the digital environment and social media, on the other hand, has had a massive impact on marketing, consumer behaviour, and e-commerce ((Diamond, 2023). Because of social media, all areas of corporate communication are evolving. Companies' ability to manage communications is dwindling as competitors' and customers' access to information grows (Deiss, 2020). The majority of earlier advertising communications were delivered to customers in order to inform or persuade them of corporate objectives. Today's technology allows corporations and consumers to communicate in real time, replacing somewhat static and formal corporate addresses (Deiss, 2020). Figure 4 depicts the social media marketing communication paradigm. It reflects a holistic view of communication flows via social media and traditional means. The offered model envisions multidimensional interactive relationships between the brand and the customer, as well as between users directly (Deiss, 2020). Social media platforms are interactive platforms that allow individuals or groups of people to exchange and collaborate on material (Deiss, 2020).

Figure 6: Communication model through social media and traditional channels
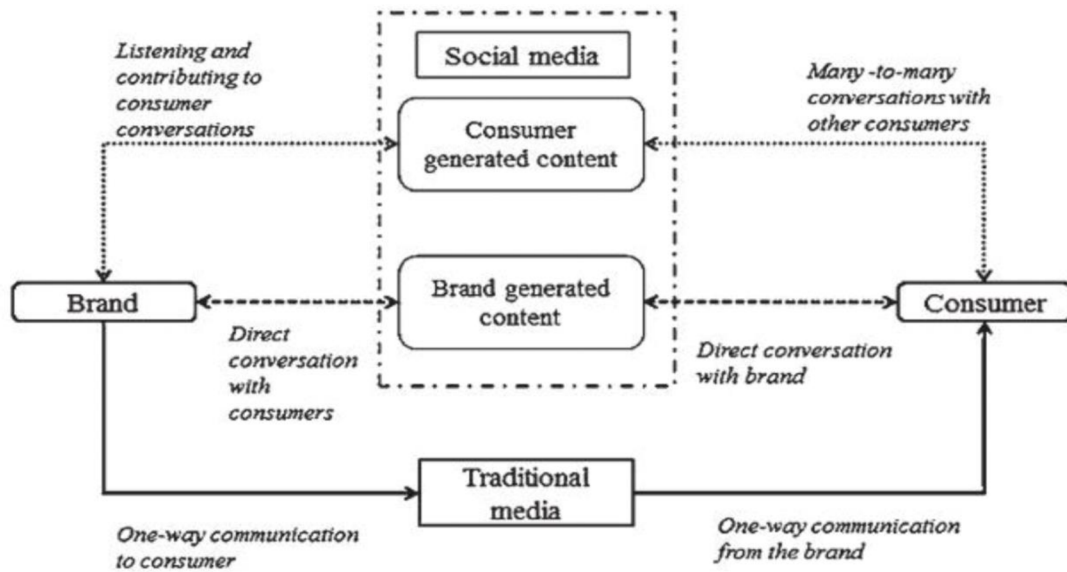
Source: Sharma & Verma (2018)

Scott, D. (2000) performed a poll in partnership with research firms Clutch and Smart Insights and discovered that 52% of social media marketers believe social media has improved their company's performance and generated sales (Scott, 2000). Furthermore, the poll found that the most popular social networks among businesses are: 1) Facebook (89%), 2) LinkedIn (83%), 3) YouTube (81%), 4) Twitter (80%), and 5) Instagram (56%). According to the studies, Instagram is currently the most popular social network for one-third of teens, hence Instagram consumption for businesses will soar in the future years (Scott, D. 2000).

"Social media is important today, but it will be even more important tomorrow, as 90% of 18- to 29-year-olds use social media," writes Wilson, L. (2019). Nonetheless, other academics focus on the anticipated problems. For example, Wilson, L. (2019) contends that, despite a significant growth in the number of social media users, organisations' attempts to use social media have been largely unsuccessful (Wilson, 2019). Wilson, L. (2019) conducted research on how global organisations use social networks, including Facebook and Twitter, to create stakeholder relationships. According to research, platforms are utilised in similar ways by different organisations, but they are primarily focused on delivering information rather than interacting with

people. Platforms are typically designed to establish a one-way relationship rather than a two-way one. A survey conducted by Koekemoer, L. (2020) discovered that 41% of organisations do not know how much money they spend on social media (Koekemoer, 2020).

The rise of social media has resulted in a communication revolution that has aided in the creation of social platforms via the Internet. It also resulted in enhanced social interactions, which improved Internet users' psychological mood (Koekemoer, 2020). Users are turning to social media to voice their ideas and exchange information in today's online landscape, making these media the ideal platform for advertisers to develop positive interactions with their users (Koekemoer, 2020). via turn, Internet users find information about the desired goods via social network reviews.

Consumers are continuously looking for product reviews on social media before purchasing a product or service (Aydin, 2019). According to Aydin (2019), an estimated 60% of online shoppers trust other users' product reviews. However, when compared to traditional marketing messages, users take electronic WOM more seriously. It has also been demonstrated that internet users who utilise social networking sites value the opportunity to share their perspectives with others. It should also be emphasised that those Internet users who value blogs are more likely to actively use them in the future. The level of pleasure influences users' inclinations to continue using blogs (Aydin, 2019). Social media marketing entails using various forms of social media to promote a company's goods and services. This sort of online marketing is frequently used into internet promotion tactics, which also include email and internet advertising campaigns (Juska, 2021). It can be claimed that social media users are similar to marketers or advertisers in that they frequently have a positive or negative impact on the company's values (Juska, 2021). People can use social media marketing to sell their goods and services to the general public and gain feedback from them, which is impossible with traditional advertising (Juska, 2021).

Social networks, on the other hand, help marketers exchange thoughts and information about their goods and services with consumers. Advertisers in this type of advertising first send messages to their targeted clients, who then share the information with others (Juska, 2021).Such an approach has achieved enormous popularity on social media, significantly reducing consumer response time to advertising (Juska, 2021).

Social networking has assisted marketers in converting their target customers into messengers. However, social media has an impact on the purchasing decisions of internet users. As a result, social media has evolved into an integral component of a successful marketing plan (Juska, 2021). Online retailers, for example, aim to completely understand the details of customer behaviour on social media in order to attract a broad target audience (Charlesworth, 2020).

5 Practical Part

Haldiram, like many other brands, has employed a variety of social media strategies to engage with its audience, build its brand, and promote its products. Social media platforms offer a unique space for brands to connect with their customers, and Haldiram has used this space effectively.

Haldiram's caters to a wide range of customers looking for real Indian snacks and desserts. Its appeal extends to professionals wanting convenience, families searching for premium snacks, and a global market curious to try Indian food. Foodies all over the world are drawn to Haldiram's because of its extensive product line and dedication to excellence.

A persona that acts as a point of reference and clarifies the particular target audience of the Haldiram brand must be introduced in addition to the essential elements of the evolution of social media communication. This persona captures the traits, inclinations, and actions of those who participated in the survey actively. By defining this persona, the practical review becomes more contextually rich and enables a more sophisticated comprehension of the ways in which the changing landscape of social media communication interacts with the requirements and expectations of Haldiram's surveyed audience. By bringing the study into line with the experiences and viewpoints of the brand's identified target demographic, this inclusion not only improves the study's relevance but also acts as a point of reference for interpreting survey results

Haldiram's has used a number of interesting social media initiatives to engage their consumers. They have used social media sites like Facebook, Instagram, and Twitter to share delectable images of their products, frequently together with user-generated material, competitions, and recipes. They've also worked with food bloggers or influencers to generate talk about their products in order to reach a larger range of consumers. Interactive marketing strategies, like surveys or quizzes, have been used to elicit audience engagement and feedback. In addition, Haldiram's emphasizes quality standards and production methods through behind-the-scenes looks, building audience trust and openness.

Aisha Kapoor
Marketing Specialist

Age: 28 years	Country: Indian
Sex: Female	Education: Graduate
Marital status: Single	Occupation: Marketing Manager

BIOGRAPHY

Aisha Kapoor is a 28-year-old marketing professional with a wealth of experience in digital marketing and brand management. She has worked with renowned companies in the food sector. Aisha is passionate about exploring unique culinary experiences.

PREFERENCES

Aisha values convenience and quality, and ready-to-eat snacks a perfect fit for her busy lifestyle. She enjoys exploring unique flavor profiles and appreciates the authenticity of traditional Indian recipes.

PERSONALITY

Creative — Methodical

Sentimental — Thoughtful

Extrovert — Introvert

SHOPPING HABITS

Aisha is a tech-savvy individual who is always abreast of the latest trends in digital marketing. She actively engages with social media platforms, leveraging her skills to curate compelling content and build online communities. Aisha appreciates the significance of cultural authenticity.

SOCIAL MEDIA HABBITS

Aisha is an avid social media user, frequently sharing her culinary adventures on Instagram and Twitter. She actively follows food influencers and engages in discussions about diverse cuisines.

SKILLS
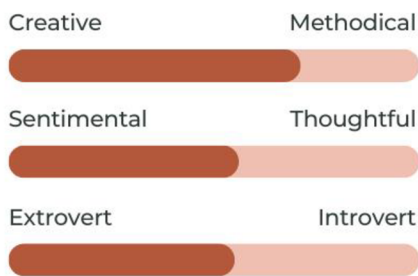
Internet	★★★★☆
Finance	★★☆☆☆
Design	★★★★☆
Social networks	★★★★☆

TASTES AND HOBBIES

ART　　PHOTOGRAPHY　　TRAVEL　　BUSINESS

5.1 Demographic Analysis

Around 230 people in in India were provided with e surveys. This chapter examines the findings of a study conducted among India people understanding for buying the Haldiram product and effect via Haldiram brand; come across Haldiram-related content on social media; influenced; Haldiram products; feedback about Haldiram. The demographic variables were subjected to descriptive analysis to determine the makeup of the respondents. To evaluate the model's assumptions, correlation and linear regression analyses were performed.

1. According to Age

Age	Frequency	Percentage
18-24	157	68.55895
25-34	37	16.15721
35-44	22	9.606987
45-54	10	4.366812
54-64	2	0.873362
65+	1	0.436681
Total	**229**	**100**

Table 1: Age distribution data
Source: Own data
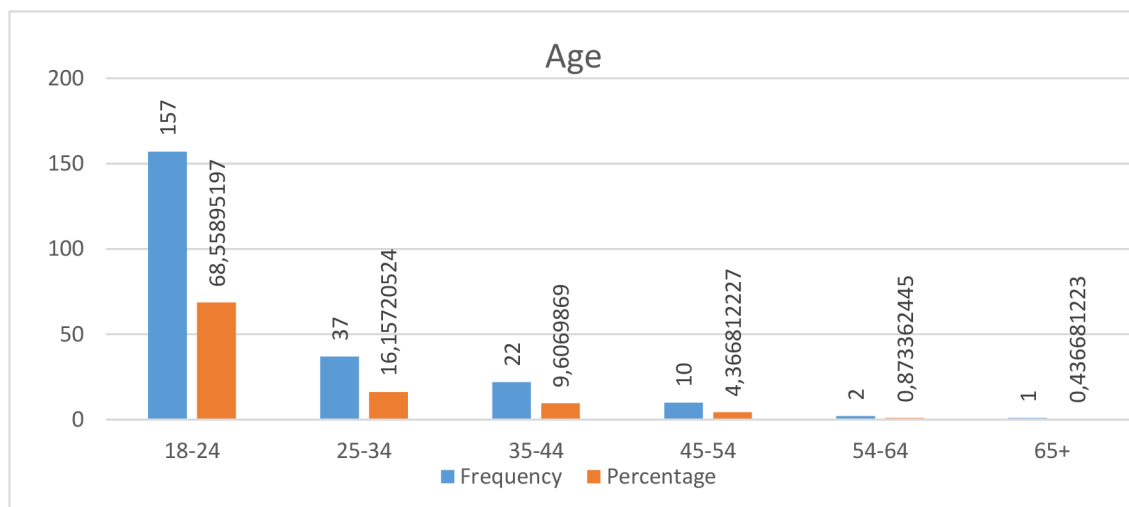
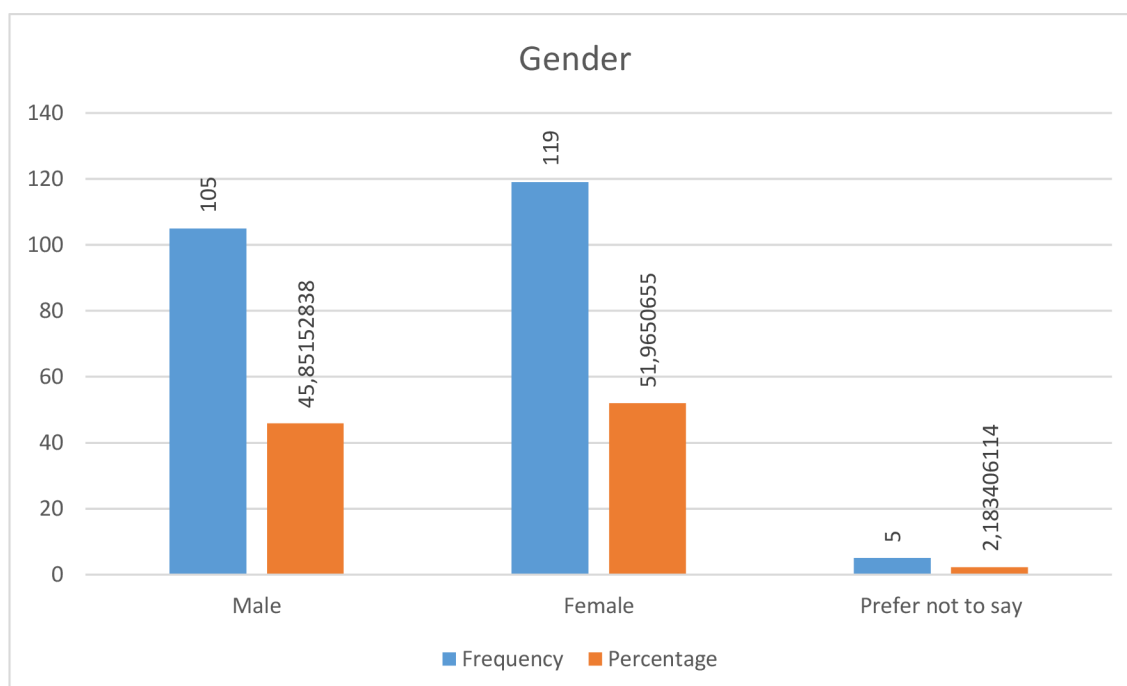Graph 1: Age distribution data
Source: Own data

The age distribution data of the surveyed people from India indicates that a significant proportion of the sample (68%) falls within the 18 to 24 age range, with 16.15% and 9.6% of the sample belonging to the 25-34 and 35-44 age groups, respectively. The remaining 4.37% , 0.87% and 0.43% of the sample is comprised of people who are above 45-54, 54-64 and 65+. This distribution suggests that the people has a relatively young population, with a higher proportion of consuming in early age because they traveling other reason.

2. According to Gender

Gender	Frequency	Percentage
Male	105	45.85152838
Female	119	51.9650655
Prefer not to say	5	2.183406114
Total	229	100

Table 2: Gender distribution data
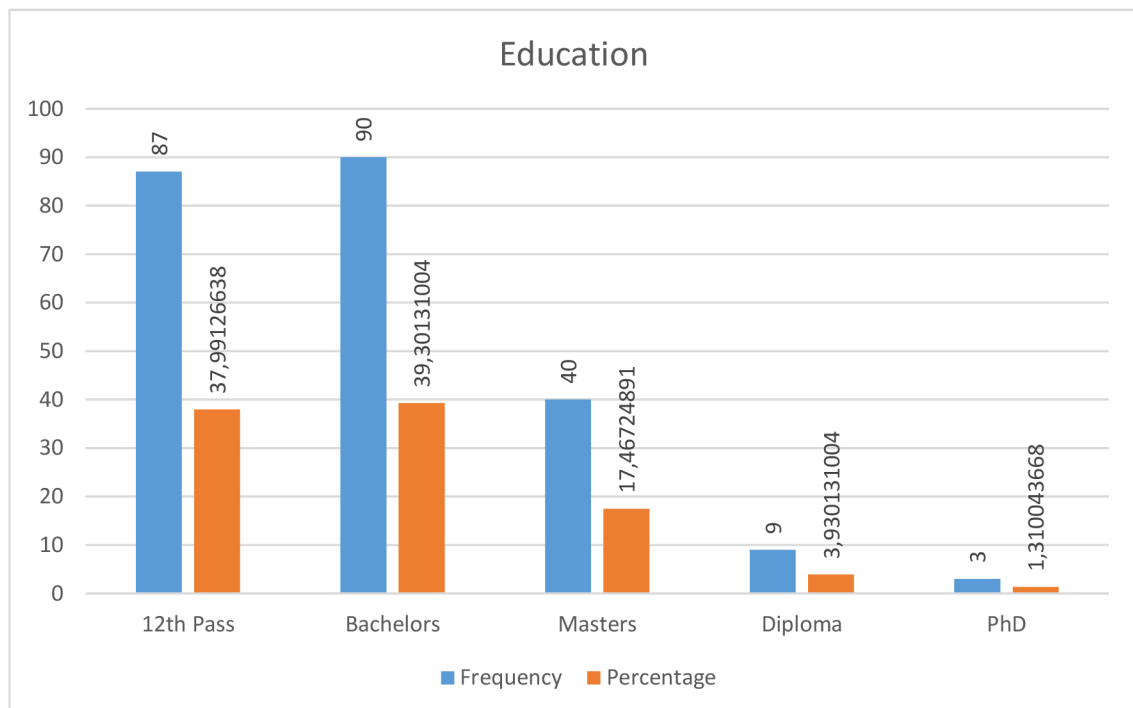Source: Own data

Graph 2: Gender distribution data
Source: Own data

The gender distribution data shows that females constitute a slightly higher proportion of the sample female (51.96%) as compared to males (45.85%). This finding is consistent with women in that female have more consumption Haldiram products.

3. According to qualification

Education	Frequency	Percentage
12th Pass	87	37.99127
Bachelors	90	39.30131
Masters	40	17.46725
Diploma	9	3.930131
PhD	3	1.310044
Total	**229**	**100**

Table 3: Minimum qualification data
Source: Own data

Graph 3: Minimum qualification data
Source: Own data

The data shows that a significant proportion of the sample (39.30%) are completed Bachelors degree, while 37% are completed 12th Std, 17.46% are completed Masters and Other people have completed 9% and 3% of the Diploma and PhD. This suggests that the people are Minimum Qualification in 12std and Bachelors, which could have implications for the on purchasing power.

4. According to occupation

| Occupation	Frequency	Percentage
Student	144	62.88209607
Job	32	13.97379913
Self Employed	40	17.46724891
Other	13	5.676855895
Total	**229**	**100**

Table 4: Occupational data
Source: Own data
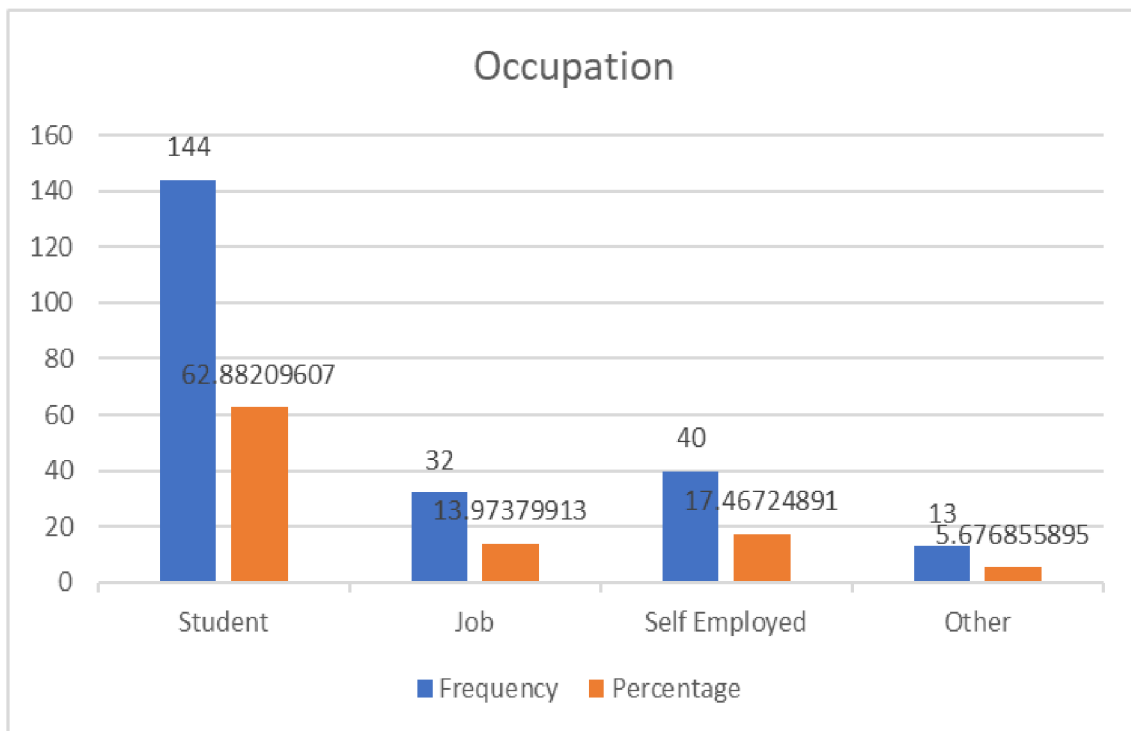
Graph 4: Occupational data
Source: Own data

The data shows that most of the surveyed people (62.88%) are currently enrolled as fulltime people, while 17% are working as Self Employed . A small proportion of the sample (13.98% and 5.%) are working as in employed and Other are the people who are home maker. This distribution suggests that a significant proportion of the population in India engaged in -traditional forms of work, such as running own business and doing corporate job as I had some of the people personal interview.

5- According to Residence

Type of residence in India	Frequency	Percentage
Urban	199	86.89956
Rural	30	13.10044
Total	229	100

Table 5: Residential data
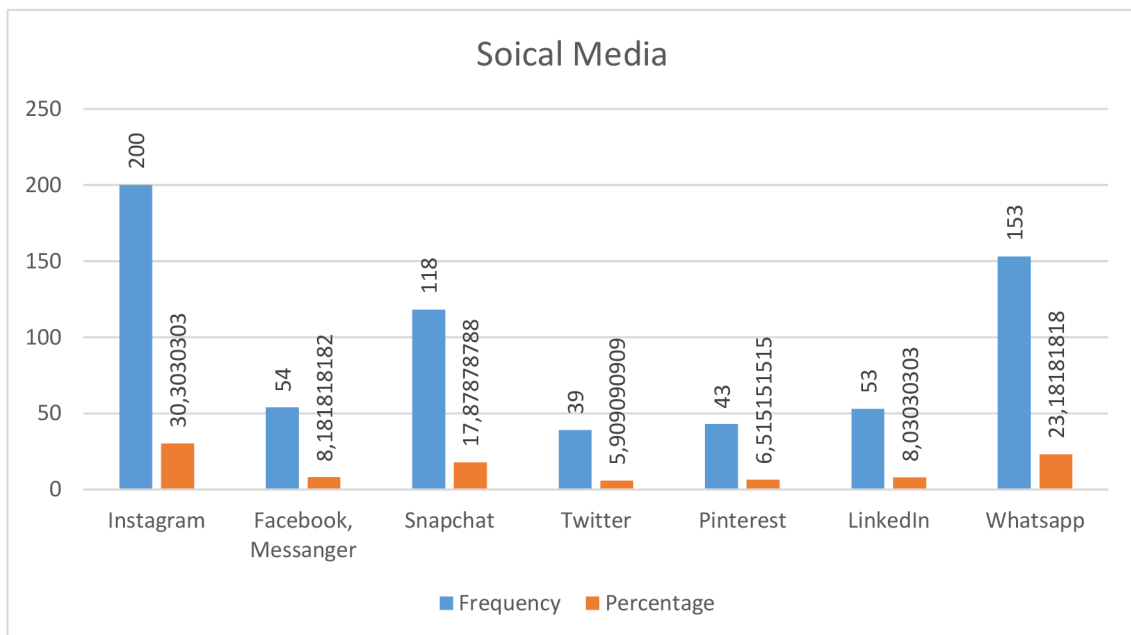Source: Own data
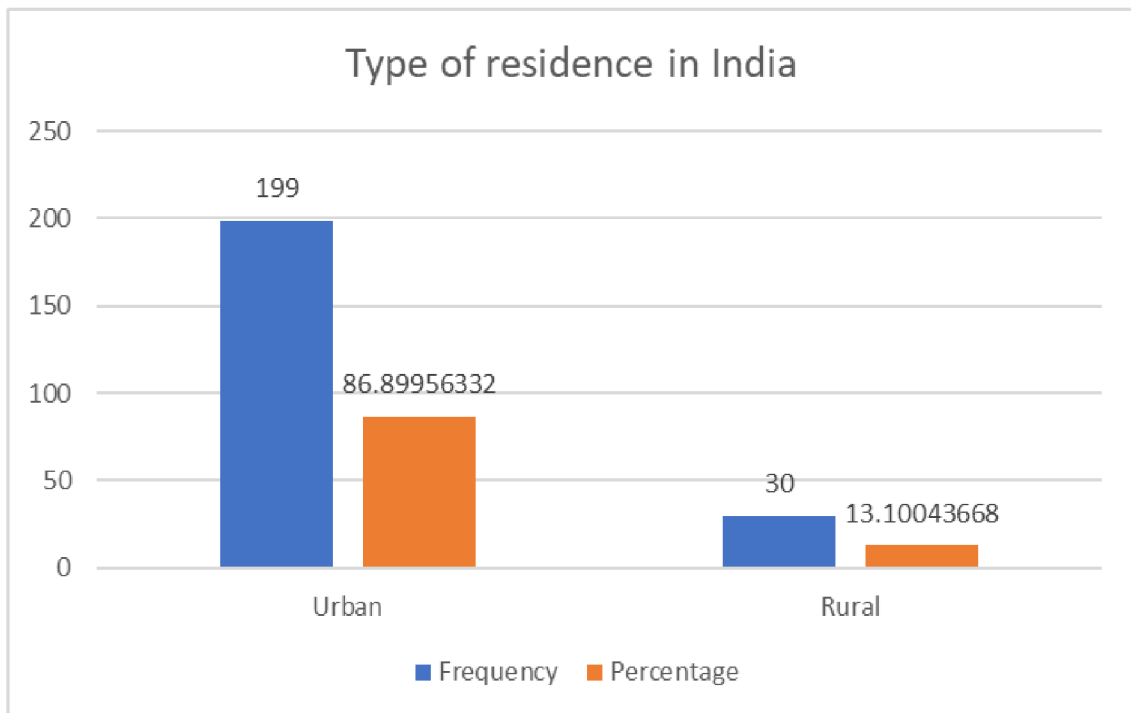
Graph 5: Residential data
Source: Own data

This data shows where people have staying Urban area or Rural where we can see that 86.90% are staying in Urban area and 13.10% people are staying in Rural area. This also show that population and brand awareness and new opportunity for the company.

6. According to type of social media

Social Media	Frequency	Percentage
Instagram	70	30.30303
Facebook, Messenger	19	8.181818
Snapchat	42	17.87879
Twitter	13	5.909091
Pinterest	14	6.515152
LinkedIn	18	8.030303
WhatsApp	53	23.18182
Total	**229**	**100**

Table 6: Social Media
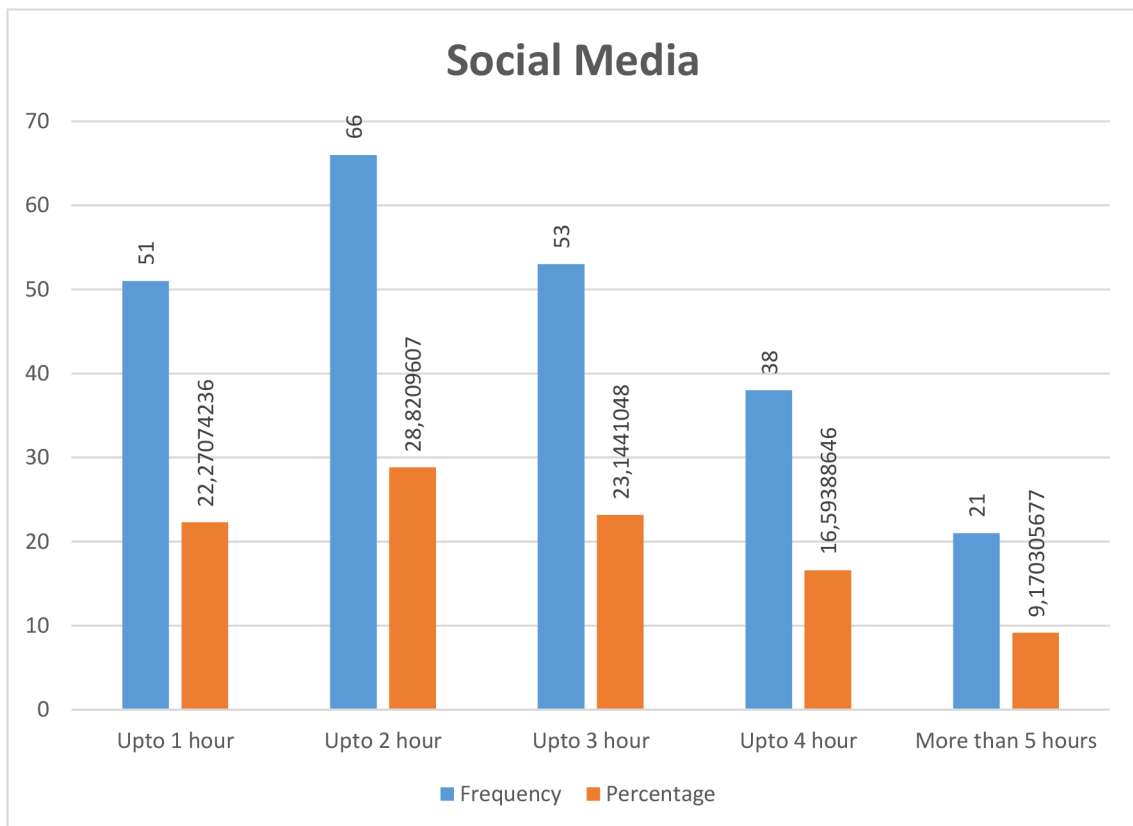
Source: Own data

Graph 6: Social Media

Source: Own data

This data shows how each social media platform has been consuming where we can see that 30% is consumed by Instagram, after that 23% WhatsApp, 17.88% people is used Snapchat, 8.18 % people used Facebook, Messenger, LinkedIn used by 8.03% where 6.51% and 5.90% is people used Twitter and Pinterest.

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7. According to usage of social media

| Usage of social media	Frequency	Percentage
Up to 1 hour	51	22.27074
Up to 2 hours	66	28.82096
Up to 3 hours	53	23.1441
Up to 4 hours	38	16.59389
More than 5 hours	21	9.170306
Total	229	100

Table 7: Usage of social media
Source: Own data

Graph 7: Usage of social media
Source: Own data

This table show the consumption time used on social media daily. 22.27% is of the population is consumed up to 1 hour daily. 28.82% the people used social media up to 2 hours. 23.14% is the people used up to 3 hours. 16.59% is consumed up to 4 hours and more than 5 hours would be only 9.17%.

8. According to frequency of usage of social media

Social Media Platforms	Frequency	Percentage
Daily	86	37.55459
Multiple times a day	118	51.52838
Rarely	25	10.91703
Total	229	100

Table 8: Frequency of using social media
Source: Own data
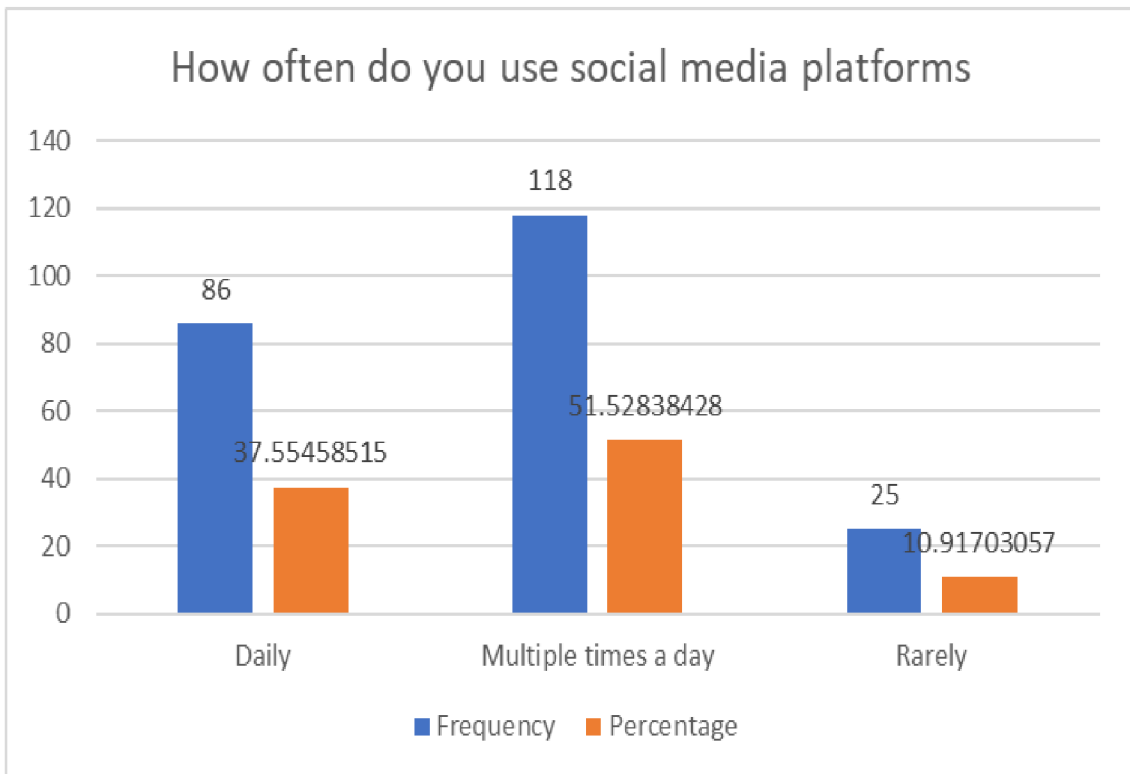
Graph 8: Frequency of using social media
Source: Own data

This table show the consumption frequency used on social media daily. 37.55% is of the population is consumed daily. 51.53% the people used Multiple times in a day. 10.91% is rarely in consumption daily used social media.

9. According to purpose of using social media

Purpose of using social media	Frequency	Percentage
News updates	41	17.5841
Entertainment	71	30.88685
Employment opportunities	15	6.727829
Self-promotion (if you are an influencer)	12	5.351682
Communication with friends and family	47	20.6422
To play games	6	2.752294
Searching information about products or services	16	6.880734
Online Shopping	21	9.174312
Total	**229**	**100**

Table 9: Purpose of using social media
Source: Own data
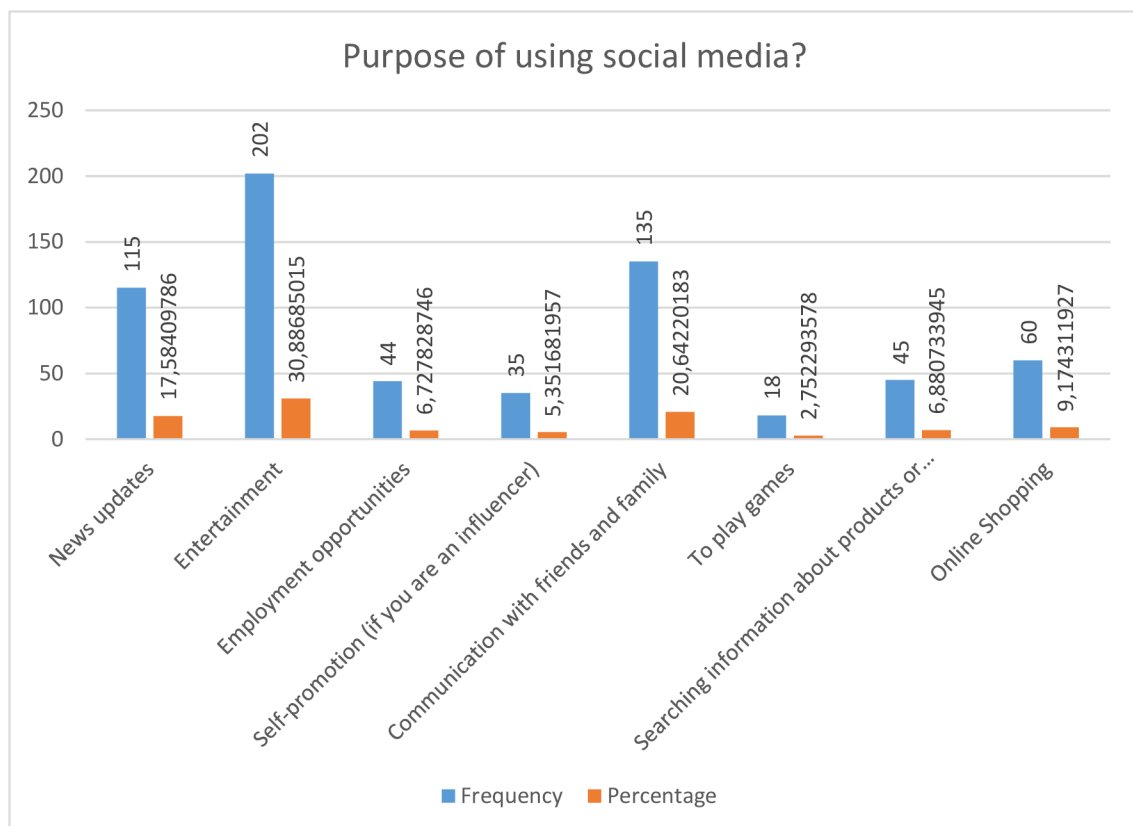
Graph 9: Purpose of using social media
Source: Own data

This data show purpose of used social media where we can see that people 30.88% of population used it for entertainment purposed. 20.64% population used it for communication with friends and family. 17.58% population used it for News updates. 9.17% population is used it for the online shopping. 6.88% and 6.72% used it for Searching information about products or services. And Employment opportunities. And 2.75% people used it for to play game online.

10. According to type of device

use to access these social media platforms	Frequency	Percentage
Smartphone	158	69.3038
Laptop	40	16.77215
Tablet / iPad	32	13.92405
Total	**229**	**100**

Table 10: Type of device used
Source: Own data
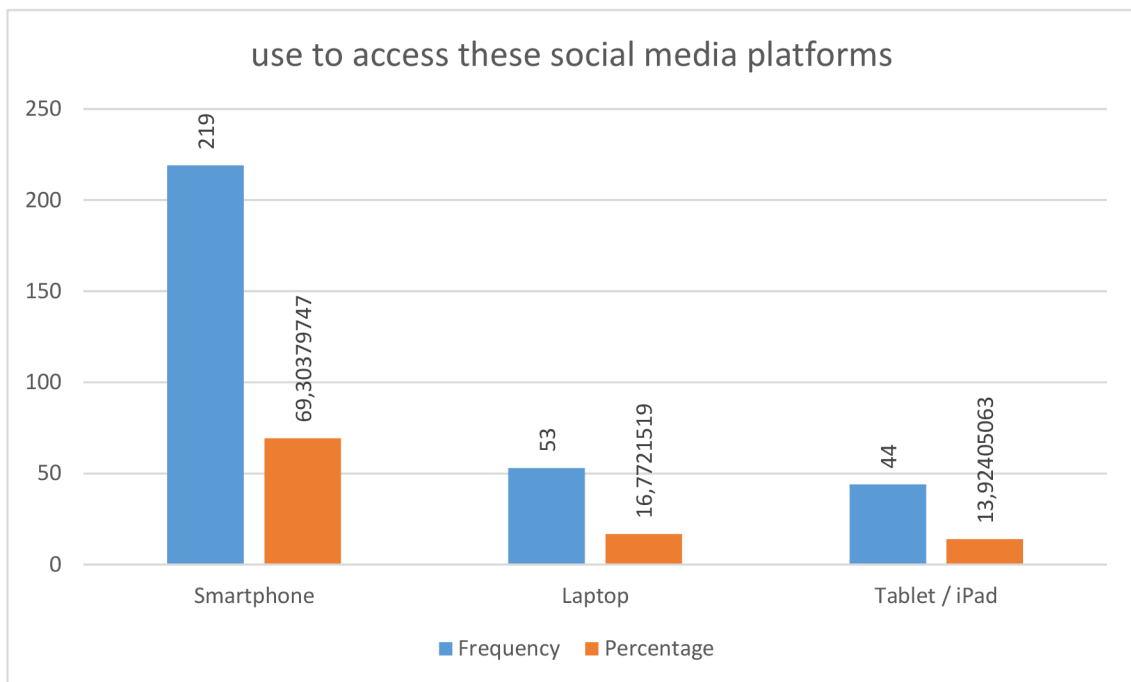
Graph 10: Type of device used
Source: Own data

This data show using which devices to access social media. 69.30% people used smartphone. 16.77% this used Laptop for the access for social media and 13.92% people.

11. According to the number of people who came across Haldirams on social media

Come across Haldiram-related content on social media?	Frequency	Percentage
Yes	94	41.04803
No	135	58.95197
Total	**229**	**100**

Table 11: Haldiram's social media recognition
Source: Own data
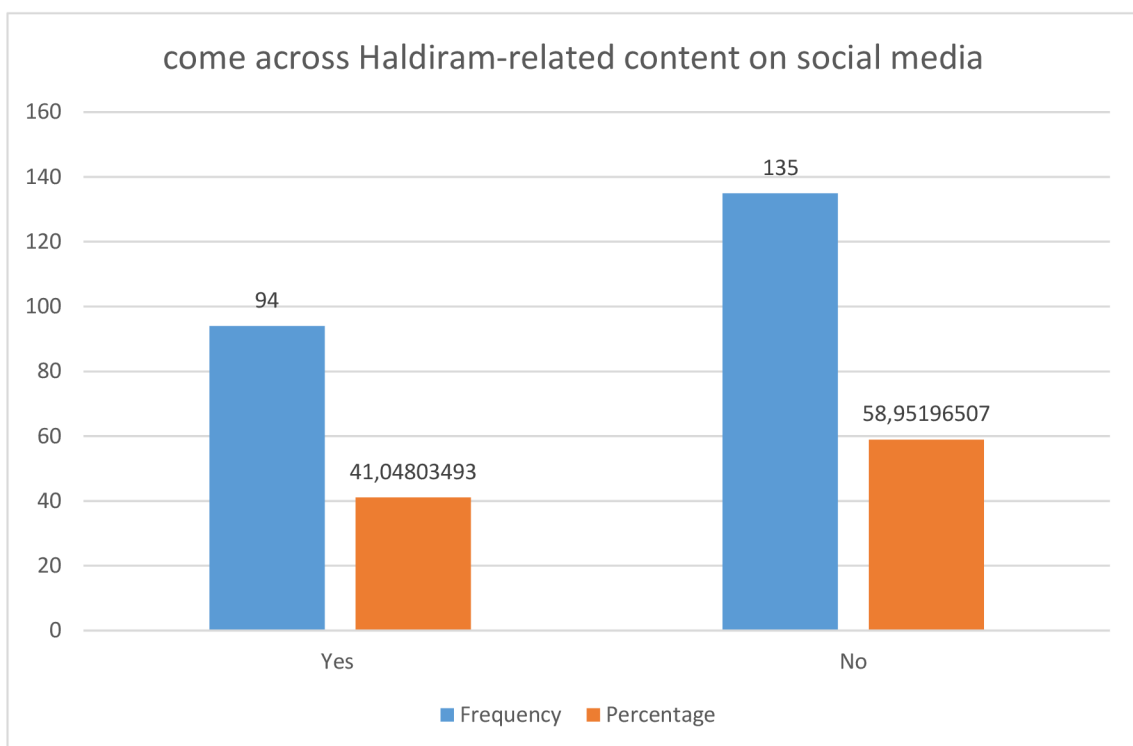
Graph 11: Haldiram's social media recognition
Source: Own data

This data share show people came across Haldiram social media marketing. 58% of people were not aware about the social media marking campaign by the Haldiram and 41% of people were aware about this social medica came across online.

12. According to engagement with Haldirams on social media

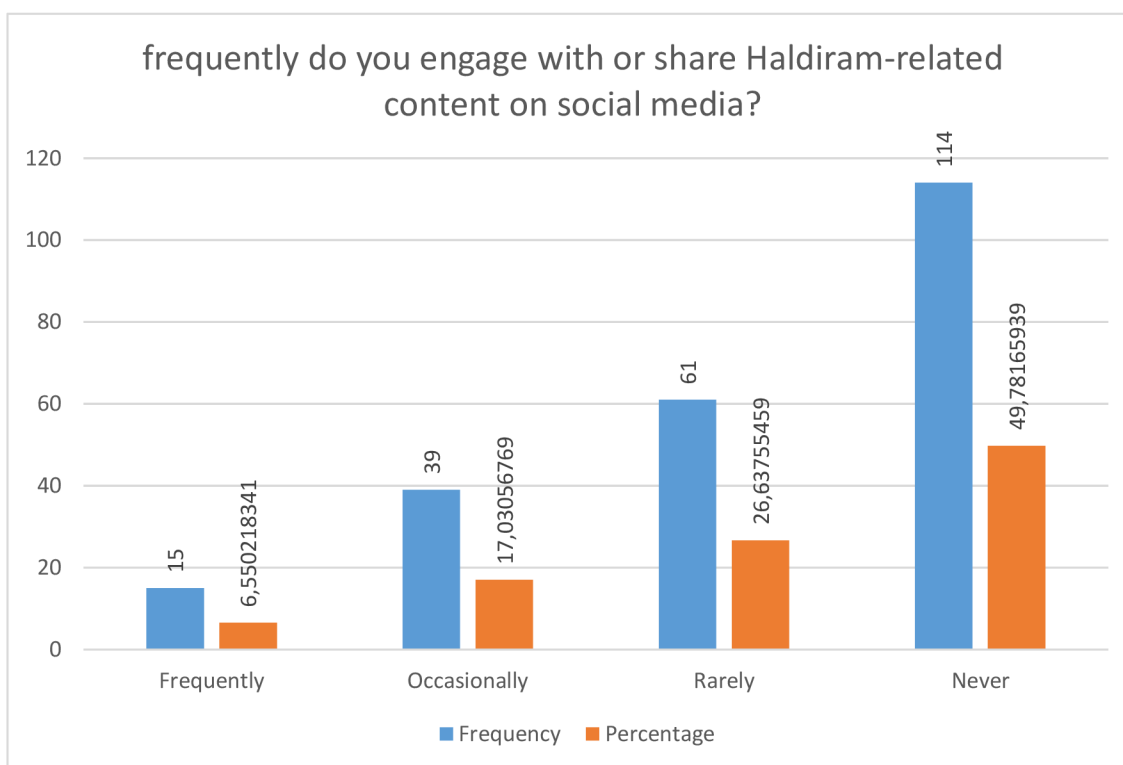| Frequently do you engage with or share Haldiram-related content on social media?	Frequency	Percentage
Frequently	15	6.550218
Occasionally	39	17.03057
Rarely	61	26.63755
Never	114	49.78166
Total	**229**	**100**

Table 12: Frequency of engagement
Source: Own data

Graph 12: Frequency of engagement
Source: Own data

This data shows frequently do the engage with or share Haldiram related content on social media. But 49.78% never got engaged or share it on social media. 26.63 % rarely engage and share Haldiram related content on social.17.03% of people occasionally engaged with Haldiram and share it to the people. 6.55% is frequently received update from Haldiram also share it with people.

13. According to people being influenced by social media

Social Media Influenced Your Perception	Frequency	Percentage
No	185	80.78603
Yes	44	19.21397
Total	**229**	**100**

Table 13: Influence of social media
Source: Own data
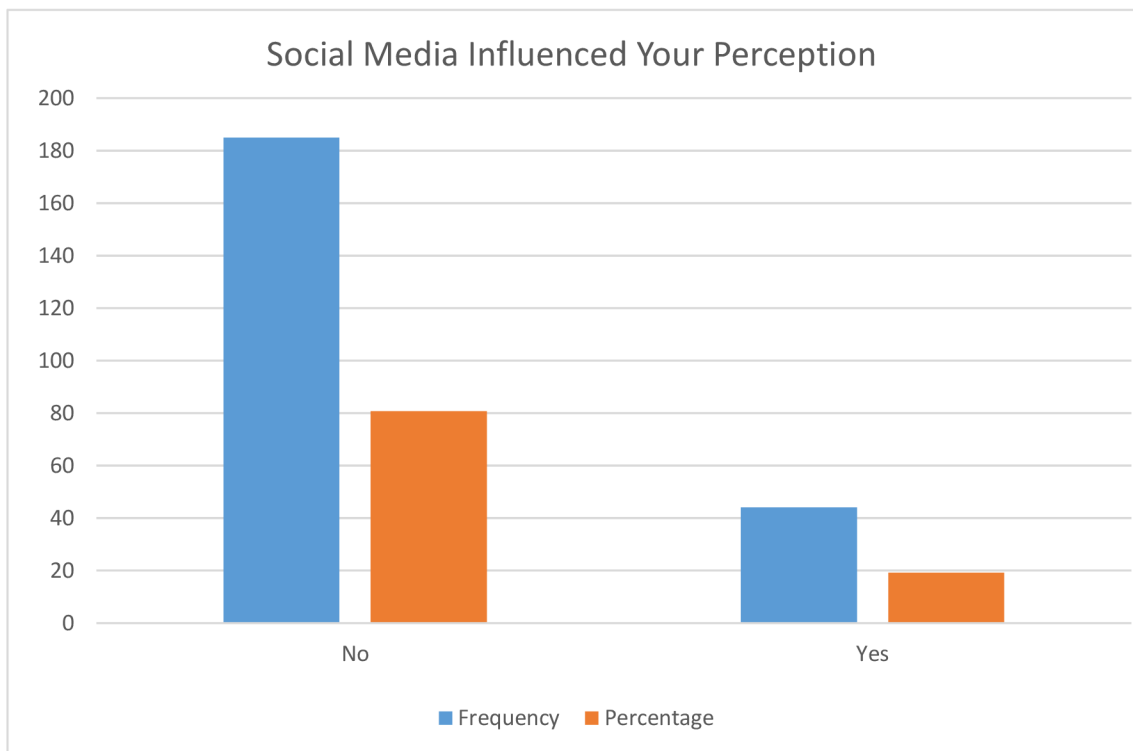
Graph 13: Influence of social media
Source: Own data

This data show people get influenced on social media and purchasing for buying product. 80% of people tell that do not get influenced by social media marketing and 19.21 people told that they get influenced buying produced.

14. According to purchases made by being influenced on social media

Purchased Haldiram Products based on what you saw or read on social media?	Frequency	Percentage
Yes	61	26.63
No	168	73.36
Total	**229**	**100**

Table 14: Purchase of Haldiram Products
Source: Own data
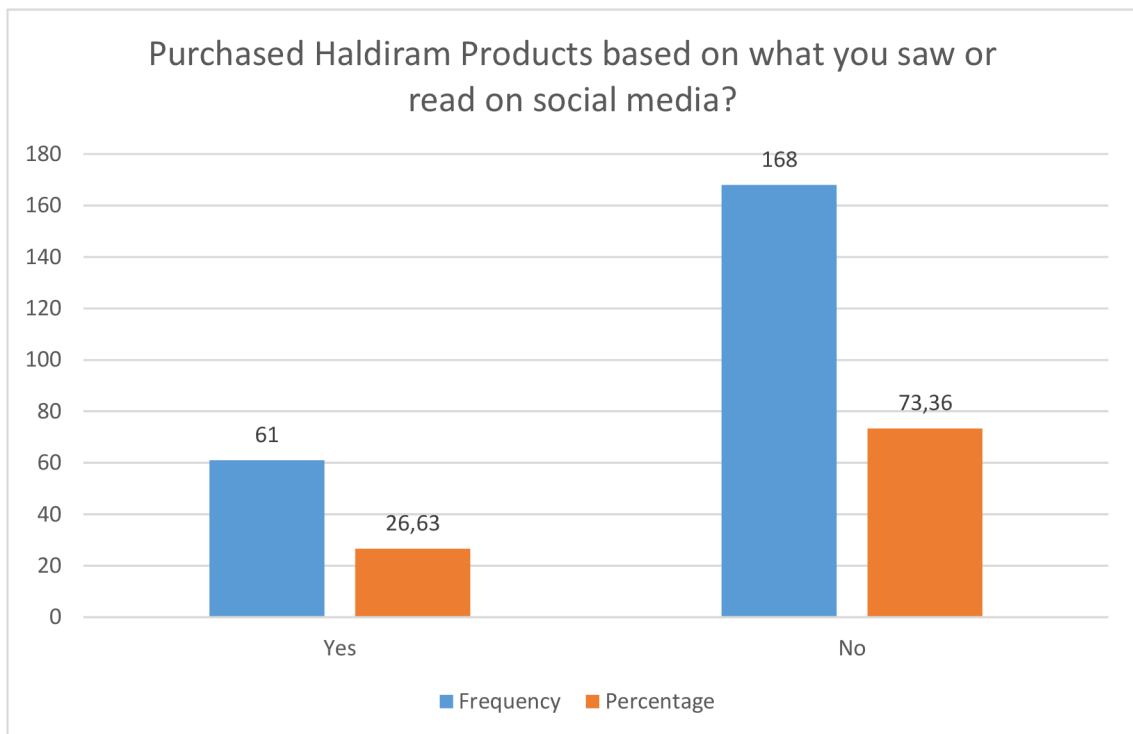
Graph 14: Purchase of Haldiram Products
Source: Own data

This purchased Haldiram products based on what you saw or read on social media. In this data 73.36% of people said no and 26.63% of people have been said yes before buying produced the have been reading and revving on the social media.

5.2 Descriptive Analysis

The second part of the questionnaire contained seven questions related to Haldiram and social media, four questions related to online customer confidence and four questions related to online purchase intention. This analysis will majorly focus on Mean and Standard Deviation values of all these variables to understand the importance.

1. Comparison based on brand popularity

Have you heard of the Haldiram brand?	YES			NO			Frequency	Mean	Standard Deviation
Age/Gender	Male	Female	Prefer not to say	Male	Female	Prefer not to say			
18-24	70	77	2	2	6	0	157	4	33.57785
25-34	19	12	0	1	2	3	37	2.5	6.9622
35-44	4	13	0	2	3	0	22	2.5	4.422166
45-54	5	5	0	0	0	0	10	0	2.357023
55-64	2	0	0	0	0	0	2	0	0.745356
65+	0	1	0	0	0	0	1	0	0.372678
Total	100	108	2	5	11	3	229	9	48.43728

Table 15: Comparison based on brand popularity
Source: Own data
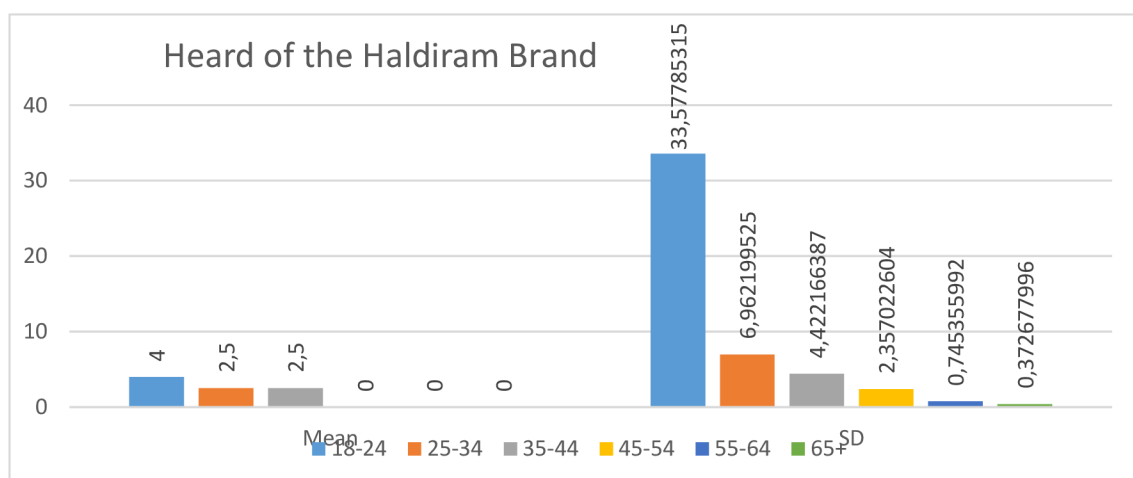
Graph 15: Comparison based on brand popularity
Source: Own data

The data shows that the mean score for each of the have you heard of Haldiram brand dimensions is above 48.47, indicating that the surveyed students generally have a positive attitude towards knowledge on to in the males and female, age group and knowable about this Haldiram. The dimension that between age group between 18-24 where (33.577), indicating that surveyed show a particular interest in more knowable about Haldiram. The dimensions between 25-34 where people have yes -no respond where male and female (6.9622), suggesting that the surveyed as the age increased group by which have decreased interested and knowledge of the brand. Overall, the average value for all Heard about the brand and dimensions is overall is 48.437, indicating that the surveyed students have a moderately positive attitude towards early age is getting famous with in general the brand. The standard deviation values range from 0.3726 to48.437, indicating that there is considerable variability in the responses across the different dimensions.

2. Comparison on social media content

Come across Haldiram-related content on social media?	YES			NO			Frequency	Mean	Standard Deviation
	Male	Female	Prefer not to say	Male	Female	Prefer not to say			
18-24	21	42	0	51	40	2	156	30.5	19.80741
25-34	6	6	0	14	7	3	36	6	4.281744
35-44	2	6	0	3	10	0	21	2.5	3.547299
45-54	4	2	0	1	2	0	9	1.5	1.384437
55-64	0	0	0	2	0	0	2	0	0.745356
65+	0	1	0	0	0	0	1	0	0.372678
Total	**33**	**57**	**0**	**71**	**59**	**5**	**225**	**40.5**	**30.13892**

Table 16: Haldirams presence on social media
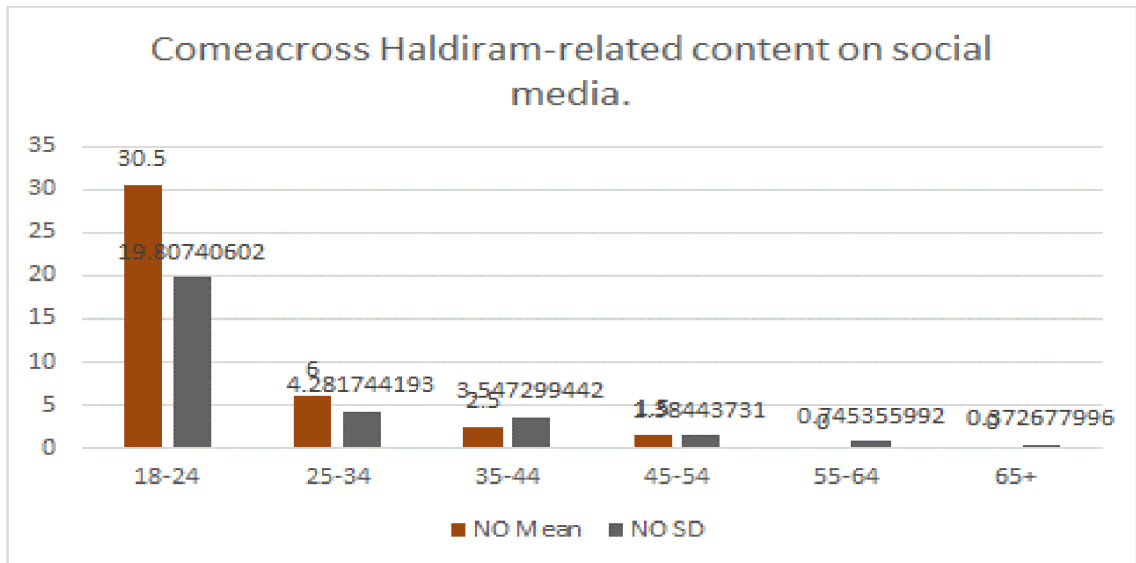
Source: Own data

Graph 16: Haldirams presence on social media

Source: Own data

The data shows that the mean score for each of the Come across Haldiram-related content on social media dimensions is above 19.807, indicating that the surveyed people generally have a positive attitude towards using social media for came across Haldiram related content on social media, The dimension with the highest mean score is Haldiram related content on social media (19.81), indicating that the surveyed students trust social media as a source of information about products and services.

The dimensions with the lowest mean scores which people who are not actively used social media (0.37), "25-34" (4.28), "35-44" (3.54), "45- 54" (1.384), and "55-64") suggesting that the surveyed people may be somewhat less confident in the ability of across Haldiram-related content on social media.

Overall, the average value for across Haldiram-related content on social media is 30.14, indicating that the surveyed people have a moderately positive attitude towards across Haldiram-related content on social media. The standard deviation values range from 19.80 to 0.37, indicating that there is considerable variability in the responses across the different dimensions.

3. Comparison on basis of audience been influenced

social media influenced your perception of the Haldiram	YES			NO			Frequency	Mean	Standard Deviation
	Male	Female	Prefer not to say	Male	Female	Prefer not to say			
18-24	13	19	0	59	64	2	157	16	25.82903
25-34	3	1	0	17	13	3	37	3	6.439893
35-44	0	3	0	6	13	0	22	1.5	4.714045
45-54	4	1	0	1	4	0	10	1	1.699673
55-64	0	0	0	2	0	0	2	0	0.745356
65+	0	0	0	0	1	0	1	0	0.372678
Total	20	24	0	85	95	5	229	21.5	39.80068

Table 17: Social media influence on perception of Haldiram
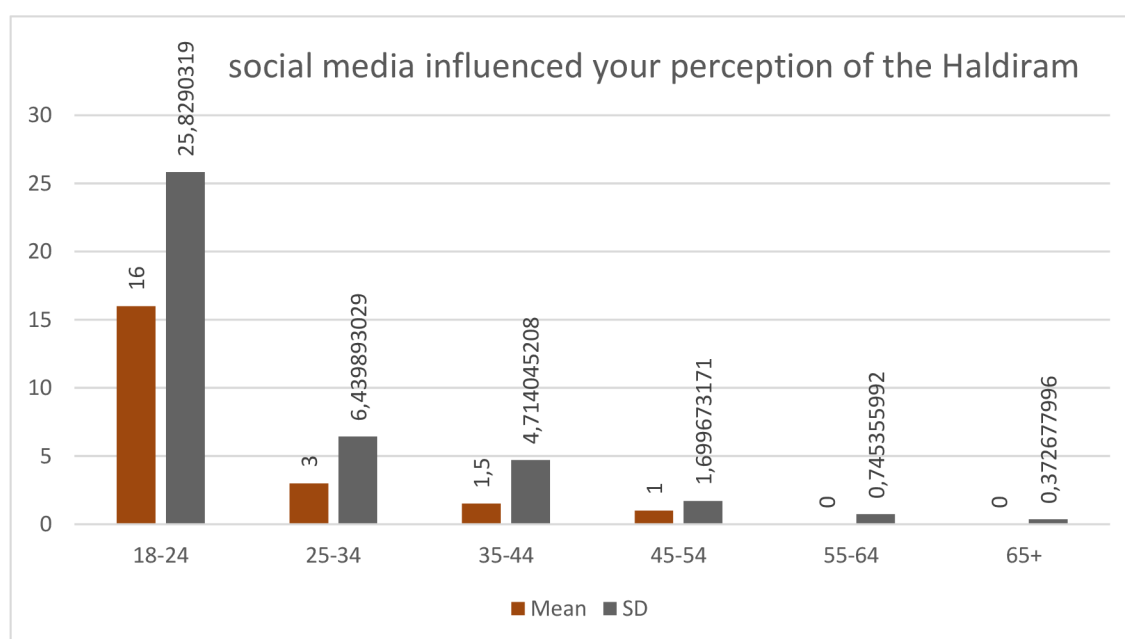
Source: Own data

Graph 17: Social media influence on perception of Haldiram

Source: Own data

The data shows that the mean score for each of the social media influenced your perception of the Haldiram is above 25.83, indicating that the surveyed students have a

relatively positive attitude towards using social media influenced your perception of the Haldiram.
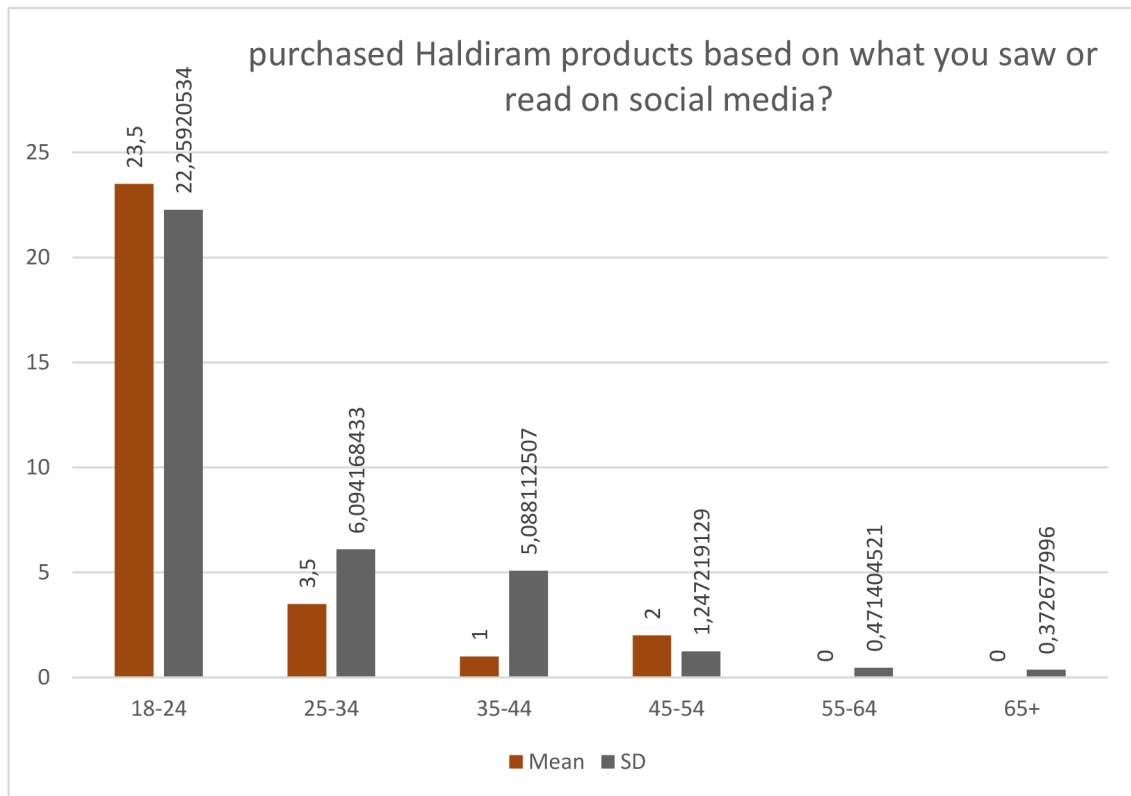
The dimension with the highest mean score is "Social media improves influenced your perception of the Haldiram " (25.82), suggesting that the surveyed people believe that social media can help them make better decisions social media influenced and perception of the Haldiram. The dimensions with the lowest mean scores are "Perception of the Haldiram" (0.372678), indicating that the surveyed students may be somewhat less. Influenced less buying the bye the older people are not perception of the Haldiram. Overall, the average value for all perception of the Haldiram is 39.80, indicating that the surveyed students have a moderately positive attitude towards using perception of the Haldiram. The standard deviation values range from 0.373 to 25.829, indicating that there is some variability in the responses across the different dimensions.

4. Comparison on seen content on social media of Haldiram

Haldiram products based on what you saw or read on social media	YES			NO			Frequency	Mean	Standard Deviation
	Male	Female	Prefer not to say	Male	Female	Prefer not to say			
18-24	26	21	0	46	62	2	157	23.5	22.25921
25-34	4	1	0	16	13	3	37	3.5	6.094168
35-44	0	2	0	6	14	0	22	1	5.088113
45-54	2	3	0	3	2	0	10	2	1.247219
55-64	1	0	0	1	0	0	2	0	0.471405
65+	0	1	0	0	0	0	1	0	0.372678
Total	33	28	0	72	91	5	229	30	5.9217

Table 18: Haldiram products based on social media

Source: Own data

purchased Haldiram products based on what you saw or read on social media?

Graph 18: Haldiram products based on social media

Source: Own data

The data shows that the mean score for each of the products based on what you saw or read on social media is above 22.26, indicating that the surveyed people have a relatively positive attitude towards using products based on what you saw or read on social media. The dimension with the highest mean score is " 18 -24" (22.256), suggesting that the surveyed students believe that products based on what you saw or read on social media can help them make better decisions about what to buy.

The dimensions with the lowest mean scores are "65+" (0.373) indicating that the surveyed students may be somewhat less influenced by products based on what you saw or read on social media.

Overall, the average value for products based on what you saw or read on social media is 5.92, indicating that the surveyed students have a moderately positive attitude towards using social media for online shopping. The standard deviation values range from 1.02 to 1.15, indicating that there is some variability in the responses across the different dimensions.

5. Comparison of feedback

you ever posted reviews or feedback about Haldiram products on social media	YES			NO			Frequency	Mean	Standard Deviation
	Male	Female	Prefer not to say	Male	Female	Prefer not to say			
18-24	4	6	0	68	77	2	157	5	32.91614
25-34	2	1	0	18	13	3	37	2.5	6.817054
35-44	0	2	0	6	14	0	22	1	5.088113
45-54	2	0	0	3	5	0	10	1	1.885618
55-64	0	0	0	2	0	0	2	0	0.745356
65+	0	1	0	0	0	0	1	0	0.372678
Total	8	10	0	97	109	5	229	9.5	47.82496

Table 19: Reviews about Haldiram on social media
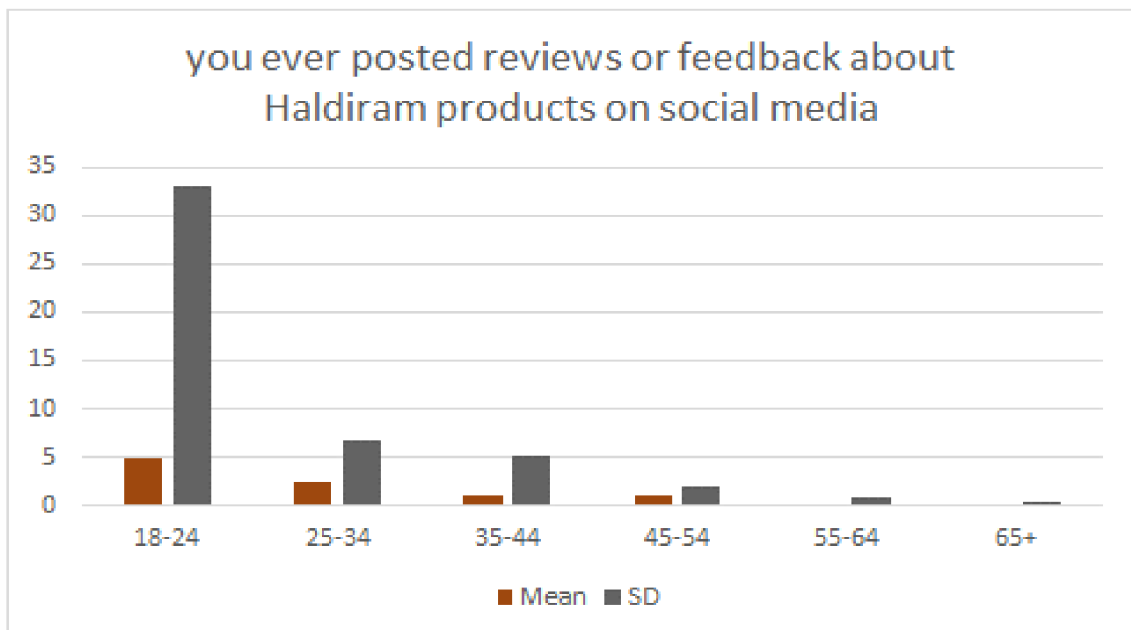
Source: Own data

Graph 19: Reviews about Haldiram on social media

Source: Own data

The data shows that the mean score for each of the posted reviews or feedback about Haldiram products on social media is above 32.91614, indicating that the surveyed students have a relatively positive attitude towards feedback about Haldiram products on social media.

The dimension with the highest mean score is "18-24" (3.74), suggesting that the surveyed which help on working giving feedback and understanding the product.
The dimensions with the lowest mean scores are "65+" (0.3626) and "35-44" (5.088), indicating that the surveyed students may be somewhat less influenced by endorsements and more likely to make value-based decisions when posted reviews or feedback about Haldiram products on social media.

Overall, the average value for all posted reviews or feedback about Haldiram products on social media is 7.97, indicating that the surveyed students have a moderately positive attitude towards using social media for online shopping. The standard deviation values range from 1.02 to 1.15, indicating that there is some variability in the responses across the different dimensions.

5.3   Reliability Analysis

The Cronbach's Alpha test was used on the data received from the attitudes statements with the questionnaires to perform the following reliability tests. This is a common test for consistency and reliability, and a coefficient of 0.60 or above is sufficient for most social science investigations.

Variable	Items	Cronbach's Alpha
Haldiram brand	2	1.897684
come across Haldiram-related content on social media	2	1.689382
influenced	2	1.800754
Haldiram products	2	1.749156
posted reviews or feedback about Haldiram products on social media	2	1.907035

Table 20: Cronbach's Alpha Test
Source: Own data

The Haldiram brand, which includes items, has a Cronbach's alpha of 1.897684, indicating that the items are highly correlated with each other and measure the same underlying construct of Haldiram brand knowing effectively by the people. The come across Haldiram-related content on social media scale, which includes 2 items, has a Cronbach's alpha of 1.689382, indicating good internal content on social media sales. This exemplify that the items are measuring the same underlying construct of online customer confidence effectively.

The influenced, which also includes 2 items, has a Cronbach's alpha of 1.800754, indicating good internal consistency reliability. This exemplify that the items are measuring the same underlying construct of influenced people.

The Haldiram products, which also includes 2 items, has a Cronbach's alpha of 1. 749156, indicating good internal consistency reliability. This exemplify that the items are measuring the same underlying construct of Haldiram, products.

The influenced, which also includes 2 items, has a Cronbach's alpha of 1. 907035, indicating good internal consistency reliability. This exemplify that the items are measuring the same underlying posted reviews or feedback about Haldiram products on social media.

Overall, these results suggest that the survey scales used in the study are reliable and consistent measures of their respective constructs and can be used to draw meaningful conclusions about the attitudes and behaviours of the surveyed respondents.

5.4   Hypothesis Analysis

The degree of link between variables that reveals the interconnectedness of data is described by correlation. A link is stronger as the correlation value increases, but it does not exist when the correlation value is 0.60 This study chose the Pearson coefficient to examine the relationship between variables. The table shows the relationships between the dependent Haldiram brand, came across Haldiram, Influenced, Haldiram influenced product and Feedback about Haldiram.

	Mean	Median	Minimum	Maximum	Standard Deviation	C.V.
Haldiram brand	1.0830	1.0000	1.0000	2.0000	0.27644	0.25526
Came across Haldiram	1.5895	2.0000	1.0000	2.0000	0.49300	0.31016
Influenced on social media	1.8079	2.0000	1.0000	2.0000	0.39485	0.21840
Haldiram products Influenced	1.7336	2.0000	1.0000	2.0000	0.44303	0.25555
Feedback about Haldiram	1.9214	2.0000	1.0000	2.0000	0.26971	0.14037

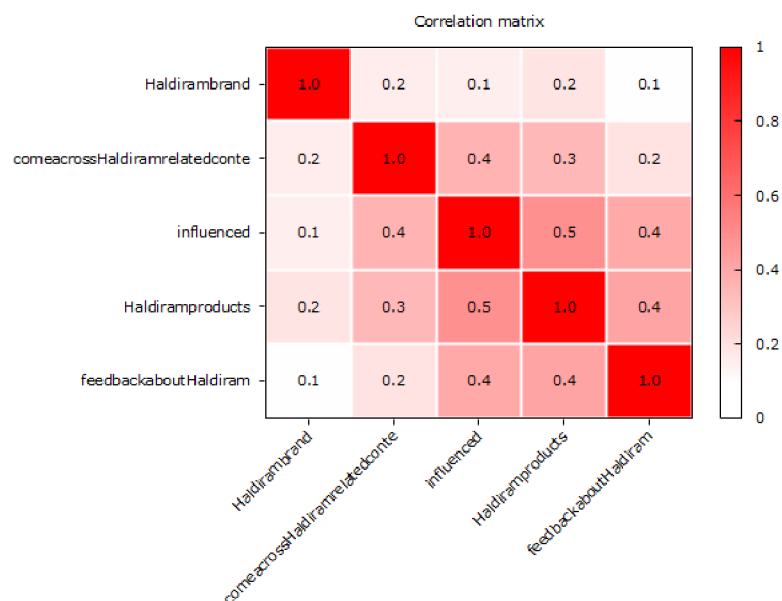Table 21: Correlation Coefficient

Figure 7: Correlation matrix

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The research demonstrates a range of satisfaction ratings with regard to Haldiram-related factors. The feedback for "Haldiram Brand" is, on average, positive (1.0830). The reaction to "Came across Haldiram" is more variable (mean 1.5895). The responses "Influenced on social media" and "Haldiram Products Influenced" (means 1.8079 and 1.7336) show a modest level of satisfaction. "Haldiram feedback" is overwhelmingly good (mean 1.9214). Different degrees of opinion dispersion are shown by standard deviations and coefficients of variance. In general, the information sheds light on the varied perspectives and levels of satisfaction with various aspects of the Haldiram experience.

Haldiram ought to continue focusing on consistency and quality while leveraging the favourable comments it has received. The brand's image can be improved by actively participating in social media and responding to a range of replies, particularly in the "Came across Haldiram" area. Haldiram will remain sensitive to customer preferences by staying innovative in response and keeping a robust feedback mechanism in place. Positive qualities should be emphasized in strategic marketing communication, and ongoing observation enables the brand to quickly adjust to changing market conditions. Together, these actions strengthen consumer pleasure and also contributes to a great extent for Haldiram brand's long-term success.

6 Results and Discussion

These conclusions, which serve as proof to support and justify this work, were reached after extensive inquiry and analysis. Through the results or findings, it was discovered that 119 of the entire sample of respondents, or 51.97%, were female, 105, or 45.97%, were male and 2.18% where prefer not to say. Respondents had an favourable attitude regarding recognition of the brand Haldiram. To #demonstrate the link between the dependent variable, mediating variable, and independent variable based on the brand knowledge, social media influence, came across the brand, brand review and influence by social media buying product a model was created for the thesis with the purpose of investigating three hypotheses.

It also sought to understand respondents' levels of online customer confidence, which functions as a moderating factor between the dependent and independent variables. A test for linear regression and correlation were used to look at the link between these parameters. Brand knowable between age and gender is a recent phenomenon that has generated interest in consumer behaviour research. The goal of this study was to examine how brand knowledge, social media influence, came across the brand, brand review and influence by social media buying product for the Haldiram.

It demonstrates a causal link between brand knowledge, social media influence, came across the brand, brand review and influence by social media buying product. Additionally, it demonstrates that brand knowledge, social media influence, came across the brand, brand review and influence by social media buying product are related in a way that is mediated by brand knowledge, social media influence, came across the brand, brand review and influence by social media buying product. These results have shown a consistency with other studies that found that the reliability component of brand trust has a mediating influence on online customer reviews' valence to a readiness to buy. The analyses conducted confirmed the predictions that brand Haldiram has a moderate impact on online purchase intention as well as on brand knowledge, social media influence, came across the brand, brand review and influence by social media buying product.

The studies also supported the idea that Haldiram and online marking are mediated by online customer confidence. Online consumer surveys on a product Haldiram information since they are based on prior customer experiences. As a result, the viewpoint is quite convincing and beneficial for various consumers and other decision-makers. Customers are confident in their ability to make an online social medica has become influenced because they believe the information on social networking websites to be accurate. Online marking communication and information are very important because they let customers talk to each other and get helpful and useful information about the product or item, which helps prevent or lessen the risks that come with online shopping.

Because of limitations imposed by time and data collection, the scope of this thesis is restricted to the impact that to understanding branding process of Haldiram has on the purchase intentions of consumers. Because of this, it is suggested that more people be done to investigate and research.

Online marking from the firm's point of view, since social media is essentially what customers expect from businesses on social media. Other variables, such as frequency and the number of online reviews, should be included in the research that will be done in the future. The results of this study specifically relate to the characteristics of individuals currently pursuing higher education. Other techniques of sampling should be used in various populations because it is possible that these will provide different results.

Haldiram is a better version of traditional word of mouth. It is used to build brand loyalty, advertise products, and communicate with customers. Before the arrival of social media and other technical advancements, the traditional form of communication and marketing was word of mouth (WOM). Social media has altered the way we communicate, relate, offer, share, and behave in our relationships with our family, friends, co-workers, lawmakers, the unfavourable, famous people, and organisations alike, brand knowledge, social media influence, came across the brand, brand review and influence by social media buying product. When compared to traditional approaches, which work because of the presenting style, brand knowledge, social media influence, came across the brand, brand review and influence by social media buying product.

This makes it harder for the person who receives the message to judge the person who sent it or the person who sent it. Price, quality, discernment, and seeing the value of something are all things that might affect a buyer's decision to buy something online. The fundamental factor helping clients overcome danger and weakness is trust. According to Kotler and Kartajaya (KOTLER, Philip; KARTAJAYA, Hermawan; SETIAWAN, Iwan. Marketing 5.0), the predicted trust-impact variable is a common occurrence, and the online trust fostered by the internet administration is closely related to the consumer's desire to purchase.

As a significant portion of consumers would read through the online customer survey, Haldiram brand is a crucial tool for customers to learn more about an item or product. The purchase decisions made by consumers are incredibly complicated and unexpected. Purchasing behaviour, attitude, perception, and observation or state of mind are all related to purchasing intention, which is defined as an individual commitment, choice, or plan to perform an activity or achieve a goal expressed that an excellent instrument for forecasting or anticipating the purchasing process is the desire to make buy product from Haldiram.

After deciding to buy the item from a certain retailer, the buyer will be driven by their own goals. The brand communication has a big impact on how customers act or behave. It is the factor that affects sales growth the most expressed that an excellent instrument for forecasting or anticipating the purchasing process is the desire to make from Haldiram. The buyer will be motivated by their own intentions after they decide to purchase the item from a specific retailer.

Now to answer our main objectives,

- What are the tools used by Haldiram for their social media marketing?
  Although there were no responses on Twitter and LinkedIn, the feedback from other social media like Facebook and Instagram, these platforms proved to be valuable tools. They provided profound insights into analysing people's engagement, influence, statistical data, and identified areas where Haldirams lacked persuasion.

- The message and content of the Haldiram's marketing communication (for all campaigns, tools they use)?

  Haldiram's uses a variety of marketing techniques, including email marketing, social media, and conventional advertising. Among the strategies are loyalty programs, partnerships, content marketing, and in-store promotions. The tests such as Cronbach's Alpha to assess the reliability and consistency of the research findings derived from our questionnaire and survey data. This approach has allowed us not only to analyse the objectives but also to evaluate their feasibility.

- What is the image Haldiram is performing?

  Haldiram's presents an image of providing authentic and delicious Indian snacks and sweets of the highest calibre. The company's focus is on classic tastes, which are frequently connected to handmade cooking. Strategic marketing efforts, a wide range of products, and a strong market presence are typical indicators of its performance. However, as these variables may change over time, one should consult recent customer reviews, corporate updates, and industry news for the most accurate and up-to-date information about Haldiram's performance and image.

7 Conclusion

Analysis of information on social media marketing shows there is no universal formula for success using social media. There is need to evolve this technique to fit the product and service needs. Moreover, social media marketing is dependent on the motivation of consumers for using this means and participating for review and feedback. This study is therefore focused on evaluating the mindset of consumers by estimating the usage of social media for marketing with special emphasis on FMCG goods in Indian market scenario and analysis of the willingness of consumers to participate in the social media marketing review and feedback.

The development of information technologies and the discovery of an online social networking site have completely altered the way information is carried and disseminated. This has made it possible for customers and consumers to gather sufficient information about a product, brand, or company before engaging in any kind of transaction involving such an item or with the company. As a result, online customer confidence and the likelihood of future online purchases are positively influenced by social media marking.

It is therefore not an exaggeration to claim that social media and social networking sites today play a big and vital part in promoting awareness, communication, and connection among individuals throughout the globe, as well as providing an advertisement for products, services, or brands across the world. Because various forms of media and social networking sites have become the norm in society, their influence may be observed or felt in all regions of the world.

In this study, there were somewhat more female respondents than male respondents. On average, respondents were split down the middle on whether social media marking affects their decisions when shopping online. In general, respondents were indifferent as to whether social media influenced their online purchase choices. The responder did, however, only slightly concur that social media had the ability and knowledge to satisfy the needs of most users. Most respondents said that they plan to make internet purchases.

The study's hypotheses were all verified. It was shown that the link between online word of mouth and the intention to buy is effectively mediated by online customer confidence. There was a strong link between online customer confidence, social media marking, and the likelihood of a purchase. Most of these variables are beyond the marketers' control and have not yet been considered while seeking to understand customer behaviour. Findings show that where negative word of mouth largely predominates, there is a propensity for high level positive word of mouth.

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9   Appendix

9.1   List of Supplements

1. **Questionnaire Survey:** Questionnaire for Social Media Marketing Assessment: Haldirams 2022-2023 - A Comprehensive Analysis

Section 1 of 4: Demographic Questions

1. Email: * _____

2. Your Gender: *
a. Male   b. Female   c. Prefer not to say   d. Other _____

3. Your age: *
a. 18-24   b. 25-34   c. 35-44   d. 45-54   e. 55-64   f. 65+

4. Your highest educational qualification: *
a. 12th Pass   b. Diploma   c. Bachelors   d. Masters   e. PhD

5. Job/Employment Status: *
a. Student   b. Job   c. Self Employed   d. Other _____

6. Type of residence in India: *
a. Urban   b. Rural

7. State/Union Territory: * _____

8. City/Town/Village: * _____

Section 2 of 4: Attitude towards social media

1. Which of the following social media do you use the most? *
a. Facebook, Messenger
b. Instagram
c. Snapchat
d. Twitter

e. Pinterest

f. LinkedIn

g. WhatsApp

h. Other _____

2. How many hours a day do you spend on social media platforms? *

a. Up to 1 Hour

b. Up to 2 Hours

c. Up to 3 Hours

d. Up to 4 Hours

e. More than 5 Hours

3. How often do you use social media platforms (e.g., Facebook, Instagram, Twitter, TikTok) in a typical week? *

a. Multiple times a day

b. Daily

c. Few times a week

d. Rarely

e. Never

4. Purpose of using social media? *

a. News updates

b. Entertainment

c. Employment opportunities

d. Self-promotion (if you are an influencer)

e. Communication with friends and family

f. To play games

g. Searching information about products or services

h. Searching information about products or services

i. Other _____

5. What device do you use to access these social media platforms? *

a. Laptop

b. Smartphone

c. Tablet/iPad

Section 3 of 4: Role of social media towards Haldiram Brand

1. Have you heard of the Haldiram brand? *

a. Yes   b. No

2.How did you first become aware of the Haldiram brand? (Select all applicable options) *

a. Television advertisements

b. social media

c. Word of mouth

d. In-store displays

e. Other _____

https://www.youtube.com/watch?v=-VXkrv3hgHk   https://www.youtube.com/watch?v=fJyIzvoqof8

3. Have you ever come across Haldiram-related content on social media? (e.g., posts, ads, reviews) *
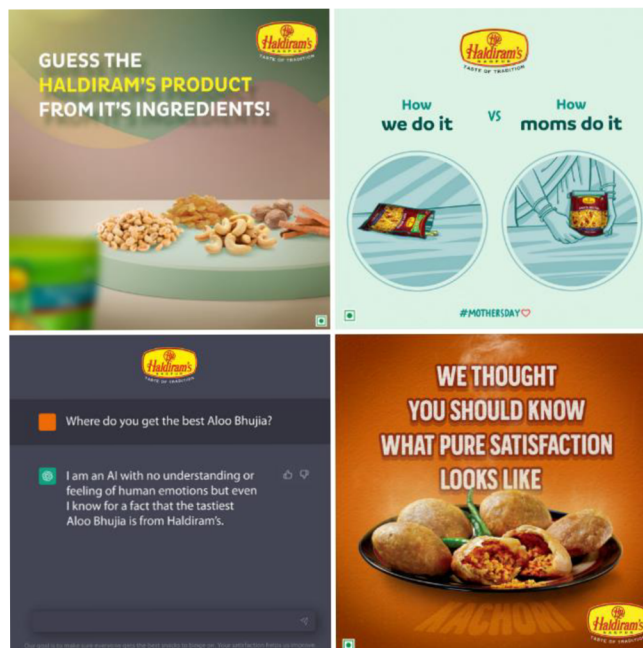
a. Yes   b. No

Image 3

4. If yes, please describe the type of Haldiram-related content you've encountered on social media. (e.g., food images, promotions, customer reviews)

5. How frequently do you engage with or share Haldiram-related content on social media? *
a. Frequently
b. Occasionally
c. Rarely
d. Never

Section 4 of 4: Perception of social media towards Haldiram Brand

1. Has social media influenced your perception of the Haldiram brand in any way? (e.g., positive/negative opinions, product preferences) *
a. Yes   b. No

2. If yes, please explain how social media has influenced your perception of Haldiram.

3. Have you ever purchased Haldiram products based on what you saw or read on social media? *
a. Yes   b. No

4. Have you ever posted reviews or feedback about Haldiram products on social media? *
a. Yes   b. No

5. What improvements or changes would you suggest for Haldiram's social media presence to enhance its brand image? *

6. Do you have any recommendations for Haldiram to better engage with its customers on social media platforms?