

**A PROJECT REPORT**  
on the Topic  
**“Effectiveness of Social Media in Company Communication”**

By  
**Mr. Nadir Saiyed**  
USN: 1CR18MBA02  
MBA 4<sup>th</sup> Semester

Submitted to VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI  
in partial fulfillment of the requirements for the award of the degree of MASTER OF  
BUSINESS ADMINISTRATION

Under the Guidance of

INTERNAL GUIDE  
Prof. Dr D Malmarugan  
Associate Professor

EXTERNAL GUIDE  
Mr. Viswa Prathap  
CEO  
WolfTain Agency PVT  
LTD.



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**April 2020**

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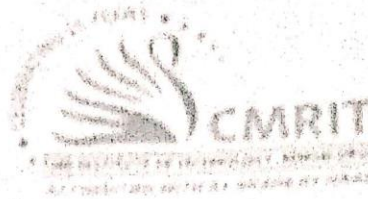
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**April 2020**



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## CERTIFICATE

This is to certify that Mr. Agarbhetanafa Sayed Nadir Saiyed Gulam bearing ID No. ICD18MR001 is a bonafide student of Master of Business Administration Programme of the Institute (2018-20) Branch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on "EFFECTIVENESS OF SOCIAL MEDIA IN COMPANY COMMUNICATIONS" is prepared by him under the guidance of Dr. Mahakarunan D, Associate Professor, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi in Karnataka.

  
Signature of Internal Guide

  
Signature of HoD

  
Signature of Principal

Head of the Department  
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### Evaluators

1) Name of external evaluator

Signature with Date

2) Name of internal evaluator

## CERTIFICATE

This is to certify that **Mr. Nadir Saiyed** bearing USN **1CR18MBA02** has done project work in our company for six weeks duration from January, 2020 to March, 2020. The project report on “**Effectiveness of Social Media in Company Communication**” is prepared by him under the guidance of **Mr. Viswa Prathap**, Chief Executive Officer in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi in Karnataka.

Mr. Viswa Prathap  
Chief Executive Officer  
WolfTain Agency PVT LTD.

## DECLARATION

I, Mr. Nabil Sayed hereby declare that the Project report entitled "Effectiveness of Social Media in Company Communication" prepared by me under the guidance of Prof. Dr. D. Maimonagan, faculty of MBA Department, CSM Institute of Technology and received assistance by Mr. Vikas Pruthi, CEO, WolfTain Agency PVT LTD. I also declare that this project work is towards the partial fulfillment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a written project for a period of six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted to any other University/Institution for the award of any degree/diploma.

*Nabil Sayed*  
Page 29/32

*Nabil Sayed*  
Mr. Nabil Sayed

Date:

UIN ICH 18MBA02

## ACKNOWLEDGEMENT

I have been fortunate enough to get good timely advice and support from a host of people to whom I shall remain grateful.

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And finally, there is deepest of thanks for the patience and cooperation of the family and friends, without whom the endeavour would not have been possible.

Mr. Nadir Saiyed

USN : 1CR18MBA02

# TABLE OF CONTENTS

Chapter No.	CONTENTS	Page No.
	Certificate Declaration Acknowledgement List of Table List of Charts	
	<b>EXECUTIVE SUMMARY</b>	
<b>1</b>	<b>INTRODUCTION</b> Industry Profile Company Profile Promoters, Vision, Mission, Quality Policy. Products / services, Infrastructure facilities, Competitors' information, SWOT Analysis, Future growth and prospects and Financial Statement Analysis	1
<b>2</b>	<b>CONCEPTUAL BACKGROUND AND LITERATURE REVIEW</b> Theoretical Background of the Study Literature Review Research Gap	13
<b>3</b>	<b>RESEARCH DESIGN</b> Statement of the Problem Need for the Study Objectives of the Study Scope of the Study Research Methodology Hypotheses Limitations of the Study Chapter scheme	17
<b>4</b>	<b>DATA ANALYSIS AND INTERPRETATION</b>	20
<b>5</b>	<b>SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION</b> Findings of the Study Suggestions Conclusion	33
	<b>BIBLIOGRAPHY</b>	36
	<b>ANNEXURE</b>	37

## **LIST OF CHARTS**

<b>Chart No.</b>	<b>TITLE OF CHARTS</b>	<b>Page No.</b>
4.1	Figure showing age of the respondents	21
4.2	Figure showing education of the respondents	22
4.3	Figure showing Work experience of the respondents	22
4.4	Figure showing gender of the respondents	23
4.5	Figure showing social media help in sharing information	24
4.6	Figure showing social media encouragement in using company services	24
4.7	Figure showing social media help in interaction with users	25
4.8	Figure showing social media helps in providing information about new launches	26
4.9	Figure showing social media help in informing user about new company events	26
4.10	Figure showing social media encouragement in providing company benefit to the non-users	27
4.11	Figure showing social media helps in identifying user needs	28
4.12	Figure showing social media enhancement in marketing user communication	28
4.13	Figure showing social media use in evaluation of company services	29



4.14	Figure showing social media helps in assessing satisfaction of customer from company services	30
4.15	Figure showing social media helps company keep up with changing needs of the user	31
4.16	Figure showing use of social media in easily getting customer feedback	32

# EXECUTIVE SUMMARY

Social media offers a great opportunity for business firms to compound their audience in a cost-effective and quick means. At the same time, this opportunity comes with difficulties and therefore needs to be structured and guided by effective policy measures to ensure the best use and maximum effectiveness of social media. Without clear guidelines and measures and a strategy, the scope of these possibilities associated with social media networks can become too large, rendering this tool essentially ineffective (which diverts from organizational communications objectives).

For these reasons, it is essential that business firms have an efficient and effective strategy associated with their e-communications in social media communication channels. Companies need a clear policy that guides how the organization will make the best use of social media.

If done effectively, Business firms can use social media to:

- Build better brand visibility
- Build the brand profile of the offering and the organization as a whole
- Increase returning customer and improve services to existing consumers
- Expand communication reach (i.e. communicate with social media fans and build fan base)
- Communicate the right message (in its own words and according to companies social media plans)
- Highlight company marketing events
- Expand brand visibility when traditional marketing media is not effective
- Boost marketing and promotional efforts
- Provide new added value to business offerings
- Share ideas and best practices

Business firms can achieve the aforementioned goals if it is an efficient & effective administrator of its e-communications and social media communication activities. In fact, most organizations have dived into social media platforms and reckoned they would worry about the credibility of their business firms later. Big mistake.

# CHAPTER: I

## Introduction

### Industry Profile

#### Introduction

The promoting and media domain has developed from being a little estimated business to a big industry. The promoting and media domain is relied upon to be the next fast growing publicizing market in Asia after People Republic of China. It is expected that by 2020, the share of publicizing expenditure in India's Gross Domestic Products (GDP) may be around 0.49 percent.

The central government has offered backing to promoting as well showcasing domain. Publicizing segment is perhaps going to increase in the money connected area, driven by the RBI banking arrangements, which may impact on a progressively possible business ecosystem. Above on that, expected banking licenses to emerging banks and a superior market condition extend the promoting as well showcasing domain in the country a strong market area.

#### Market size

Print holds a noteworthy part in the complete promoting income, representing just about 42 percent, though Television contributes 37.9 percent, and next level contributes 10.99 percent of all income. Open air, Radio and Cine industry contributes up the staying 9.99 percent. Country's digital promotion advertise is estimated to grow at a CAGR of 33.49 percent to surpass the Rs.25,499 crores (US\$ 3.79 billion) line constantly 2020.

The web-based promoting share in complete publicizing income is foreseen to become triple from eight percent in the year 2013 to 24 percent in 2020. Online advanced publicizing, which was assessed at ₹ 2,900 crores (US\$ 435 million) in 2013, to ₹ 11,600 crores (US\$ 1.8 billion) in eight years, developing at a CAGR of 28 percent.

## Recent Developments

- GroupM, the USA-based promoting and media organization, has obtained a larger part share in MediaCom India, an endeavour between GroupM India and Madison Media gathering's vital investor Sam Balsara.
- Dubai-based out Iconiction Ltd plans to venture into the our country's retail investigation space in organization with neighbourhood business person Anil Hirani, to join Iconiction India Ltd.
- Flipkart, a noteworthy web-based business player, has returned the private mark-based commerce by propelling Smart Buy, to help revenue and close the holes in its products portfolio.
- Cognizant Technology Solutions has declared the securing of Mirabeau BV, a Netherland-based advanced ad agency and client supporting organization, which is depend upon Cognizant's abilities in a computerized commerce space in Europe.
- The Indian Railways is chipping away at a promoting adjustment planned for extending help of 1 lac large better screens at 2,175 Indian railroad stations the country wide, which is relied upon to produce Rs. 11,770 crores (US\$ 1.77 billion) income every year.
- Zarget, a Software-as-a-Service (SaaS) based change rate improvement fire up, has brought US 1.5 million \$ up in seed subsidizing from Accel Partners, Matrix Partners and Freshdesk Inc's author Mr Girish which will put resources into building additionally advertising related apparatuses.

- Advertising organization J Walter Thompson has propelled its worldwide digital office arrange 'Mirum' in India which will offer types of assistance, for example, procedure and counselling administrations, battles and substance, experience and stages, investigation and advancement and item improvement, with the objective to increment non-conventional media incomes to 40-45 percent from 35 percent at present.

### Government Initiatives

The GOI and Canada have marked a broad media co-creation bargains which encourages film makers from the two nations to outfit their capacities in aggregate masterful, specialized, monetary and promoting assets, and empower trade of culture and workmanship between the nations. The arrangement is additionally liable to lead the better advancement of Indian districts for shooting films. "The arrangement will likewise prompt the straightforward contributing of film creation and lift fares of Indian movies into the Canadian film advertise," according to the understanding.

## Road Ahead

The publicizing and media area in India are required to appreciate a decent development. Development is relied upon to be driven by retail commercial, on the rear of variables, for example, a few decent sprinters entering the nourishment and refreshments section, web-based business expanding greater fame in the nation, and the Indian firms trying out the universal waters. The Indian rustic is a conceivably gainful objective for the advertiser. For instance, in the autos segment, the focal point of bikes on provincial territories could bring about more dispatches and all the more advertising spends. The telecom segment could see enormous development, driven by better cell phone infiltration in the majority and specialist organizations eliminating costs.

## 2. Company Profile

### Introduction

Wolftain Agency PVT. LTD. is determined to do personification of consumer loyalty and trust while building a business to a brand of its class. Wolftain offering includes services like branding, marketing, advertising, and design & development. Its business goals do not abide by all the clichéd efforts to a recent trend. Wolftain instead focus on removing stagnant procedures that only help you achieve short-term benefits. Wolftain believes in “a brand is built by its customer”.

### Management Team

#### Founder, Mr. Sayed Mahboob

Mr. Syed Mahboob is the founder of Zinnia Enterprises, which is also to be the parent company for Wolftain Agency India PVT. LTD. As the Chairman of both the firms, Mr. Mahboob comes from a very simple yet strong background of helping people through employment. He has been working on and off as a business owner and an entrepreneur for 25 years.

#### Chief Executive Officer, Mr. Viswa Prathap

He holds an expertise of Sales, Marketing & Business Development for different companies for over 13 years. In his venture of creating a media brand that is a one-stop solution for all the marketing related pain points.

#### Directors, Mr. Mohammed Wasim and Mohammed Thofiq

They are current managing directors of the company joined hands to make wolftain dream - a reality. While Mr. Mohammed Wasim comes with a power-packed background of IT and all things digital for 17 years, Mr. Mohammed Thofiq hails from a good background in Management for 7 years now.

## Services offered by WolfTain

### Advertising

WolfTain advertisement services include business communication that works on an openly sponsored, non-personal communication to brand or sell an offering, services or ideas of a valuable clients. Promoters of advertising are valuable wolfTain clients, who wanted to create awareness about their offerings or services. Advertising is differentiated from public relations in many aspects that a promoter or company pays for it and has full control over the marketing message. Advertisement differs from personal selling in this the communication is general, i.e., it is directed to a mass. WolfTain have advertising communication expertise in various mass media channels, including old age media such as magazines, newspapers, radio, television, outdoor media and direct mail; and new age media such as google search results, web blogs, social media channels, websites or text messages. The actual display of the marketing communication message in a medium is called to as an “ad” or advertisement or advert in short.

### Branding Services

“Every brand is like a great story” – Kelvin plank

WolfTain branding services are tailored and detailed for clients, and cover both the offline and online spectrum.

As a creative agency, wolfTain work to help client achieve their greatest potential and keep exploring more. WolfTain is trapped by the conformity of trends, online or offline unlike any other branding company. Instead, wolfTain create themselves so that customer business can grow into a brand that dominates the market and in their customers’ mind. WolfTain believe in approaching the audience by understanding them and connecting client’s brand with them on a personal level. wolfTain ideology is about developing a relationship of trust between the audience and their client’s brand. WolfTain priority is to pull clients out from the sea of other brands and bring a spotlight on them so that their audience can find them. WolfTain strategy is to position clients



brand identity in the mind of their audience, thus making them a ‘Top of the Mind’ brand.

## Marketing

“The aim of marketing is to reduce the need of selling” – Philip Kotler

Wolftain cater to a mix of both traditional and digital marketing services to enhance their client’s presence. For every new idea that client put on the table, wolftain recognize its individual marketing needs. Wolftain add value to their unique ideas by catering the correct marketing mixture that is intelligent, informative, and analytical. While other marketing agencies concentrate on ROI, wolftain is behind what matters more: the leads to their sales funnel. Wolftain is focus on populate clients sales funnel by capitalizing their idea’s worth through marketing strategies that are unsoiled in nature.

## Design & Development

Wolftain focuses on offering a robust and fully functional website. As a web development agency, Wolftain promises their clients to deliver reliable web product that are at core to growing their business in the tech-savvy world. Wolftain offer customized end-to-end software solutions and build interactive websites that act as an interface between client and their online community. Wolftain is involved in the design and development of high-quality secure websites and mobile apps that help client’s business gain a strong foothold in the online space. Wolftain primary focus is on making websites or creating apps to provide a good UX design and ease of use. Wolftain product design includes a well-designed frontend user experience and an efficiently running backend web.

## SWOT Analysis

### Strengths

The wolftain media agency first assesses the need of its clients and gets a total understanding about the offering or the service to be promoted or branded from the communication channels. Furthermore, it done a complete assessment of such an offering or products, based on details given by wolftain agency's clients about the life of the product or service, its unique selling point and its market value. Continuing about these, the wolftain also makes an examination of the demand by customer, their budget for the need, cost limits etc. At the end, the wolftain agency makes an assessment of both non-monetary and monetary benefits going to be enjoyed by the clients which it is harnessed in the long run, going to gain benefits from each and every task.

Based on such an examination made on the products and offerings, its target pool audience and the psycho metric-analysis of an artist as well as its artistic work, then wolftain media agency choose the type of media channel which is going to be most suitable one in terms of the cost limits laid down by the clients and accordingly communicate the client in detail about the cost-benefit analysis ratio of the entire client's project. So, it's a complete professional approach on the work wherein the wolftain client is rest assured about the advantages he is going to gain from the work he is planning to do in the field of marketing communication. Ultimately, it's going to be a win-win situation for both of them.

### Weakness:

Wolftain is suffering from a time management i.e. it has over-dependence on its human resource. Hence, the effectiveness and the efficiency offered by its human assets always causes some problems in crafting and implementing important business decisions. Again, work of more than two brains, though a valuable human asset of any business firm is also become a hurdle in its growth story when the wolftain agency is not able to meet its targets about its strategies and tactics in the due course of time due to conflict in ideas presented by its too many number of think boxes. As per this idiom, "Too many cooks spoil the broth"

Secondly, as far as concerned related to client servicing, wolftain does not take adequate efforts to make updation in its service offerings. Due to this reason why the wolftain media agency though well reputed, is not capable to meet its objectives. Lack of creativity at this point of time is also a major road block in the wolftain media's success journey.

As far as the profiles of the key players of wolftain agency are concerned, the players in the wolftain's top level organizational structure who are primarily accountable for strategic decision-making, account planning, devising strategies, policies, media plans and market recognition are not belong to the domains of business management or media industry. Though, they can be well-trained for media management expertise in the current functioning scenario. And lastly, in this high stiff competition where media agencies grow and fall like a pack of 52 cards day in and out, wolftain definitely need a professional approach at the crafting of important decision and implementation of the same.

## Opportunities

A huge number of opportunities is open for diversifying its paraphernalia at present wolftain is just entering into the marketing world.

Secondly, by hiring and reap more benefits from talent of professional artist in this amazing field, wolftain can overcome its hurdle of time management and slow decision-implementation speed. Instead of keeping multiple heads with different contents in them, wolftain can always have a right talent for the right job.

## Threats

The major setback for wolftain is arises due to its operational inefficiency in which it does not take care enough care in assessing SWOT of the prospective clients, while taking up project.

This also possess a big setback for wolftain as many of its valuable clients are well organised, aware of their requirements and are too reputed.

Another biggest threat for wolftain is its over dependence on social media for the growth and development. This is to say, wolftain is not able to make ample efforts for growth and diversification into other media channels. It is advisable that to remain

viable in this stiff competitive environment wolftain have to keep on diversifying itself into other fields which this wolftain agency is not very much keen on today's world. The future has a definite threat on its existence in future. Growth comes at second place and survival comes first, just trying to be an expert in one amidst crowd of masters who are jack of all business functions is not a good feature of any firm.



## CHAPTER: II

### Literature Review

#### 2 Literature Review

##### Theoretical Background of the Study

A survey of related writing enables the analyst to increase a careful information about the zone of the examination and empowers him to see an away from of the different parts of the investigation. Different examinations did somewhere else by different researcher on the related viewpoints could likewise be checked on and the analyst could comprehend the different elements of the specific investigation attempted. It would likewise help in filling the hole in a specific research territory and would likewise assist the specialist with exploring the potential outcomes of further research on the related parts of the subject of study.

Survey of writing acclimates the specialist with ideas and ends previously developed by before contemplates. It likewise empowers the current scientist to discover the degree for additional examination and to outline proper targets for the proposed assessment. Survey of writing serves to an away from of the factors chose for the examination. The scientist has made a broad investigation of writing that was accessible in libraries, academicians and specialists right now. Various examinations have been attempted in different nations just as India to research the different parts of shopper demeanour. The essential goal of this part is to give an outline of the discoveries of a portion of these past works.

##### Review of writing

**Ateş Bayazit Hayta (2013)**, examine considered that online networking is the most significant correspondence channels. Customers do access to data about contributions and administrations to be bought according to necessity by methods for internet-based life to a superior degree. It likewise contemplated that web-based life channels which influences our live as of late that carries another measurement to the Internet and decide impacts of web-based social networking correspondence arranges on company conduct.

**Priyanka P. (2015)**, considered that internet-based social life channels can be utilized to expand client dependability. As persistent client care bolster prompts improvement in client maintenance. New applications and web-based social networking stages on web will thrive and permit significantly more noteworthy customization and ongoing, area-based client commitment in media.

**Amrita Pani and Mahesh Sharma (2011)**, study indicated that Social media destinations like Google+, twitter and facebook were generally utilized. To get affected by Gen-next customers in India, there ought to be changes in their image choices, shopping conduct and way of life design which coming about through their web-based social networking commitment. Item advertiser should design and actualize very much structured promoting correspondence crusade for good infiltration in new media fragment.

**Sisira Neti (2011)**, study outlined via web-based networking media showcasing in India. It appeared about methodologies and strategies of internet-based life correspondence and their job and pertinence in the development and advantages parts of the business. The presentation of web-based life wonder perceived by huge

organizations which was used potential stage showcase their items with new intensity of promoting efforts by utilizing internet-based life systems. The key discoveries of study were blogging have an extremely positive effect on organizations marketing and development.

**Brian Cugelman, MA (2010)**, study analysed the helpfulness of online intercessions which are reasonable for utilizations of social promoting systems. The investigation presents through model which incorporate social change and mental standards which were utilized to plan the mediations of web-based purchasing conduct. The investigation has utilized meta-expository methods to look at the effect of these intercessions which are focused to intentional practices.

**N. Ratna Kishore et al (2014)**, contemplated an article on 'social change' from 'Diary of Marketing' has been broadly valuable to advance solid conduct among the individuals. Study essentially centred around affecting buy conduct which improve wellbeing, forestall wounds, secure nature and make commitment to networks. There are five phases of person to person communication process arranging, message and correspondence material advancement, pretesting, usage and assessment and criticism. Internet based life promoting applies to social and medicinal services divisions with a goal of improve society by structuring and actualizing social advertising efforts.

**Bernadette D'silva, Roshni Bhuptani and Sweta Memon (2011)**, study has concentrated via web-based networking media correspondence effects on brand decisions. Web-based social networking organizing destinations assists with making enthusiasm for the item and building trust about the organization which was brand acknowledgment practice which keeps away from clack and came to focused crowd. The goal of the evaluation was to realize utilization design for social networking sites among youth in the city of mumbai for surveying impact of purchasing conduct of shoppers. This examination investigated the inclination for social networking sites from youthful ages.

**Ramesh Sardar (2012)**, uncovered that internet based life organizing locales pushes new types of social association, discourse, trade and coordinated effort with individual and expert individuals. It causes members to trade thoughts, take part in occasions, posts or updates and remarks and become a web sensation on social space. The examination investigated effect of components like age, sexual orientation, instructive



capability via web-based networking media locales. Study proposed that online networking clients were deciding how and which data ought to be shared over the web by posting news, sees, pictures, video and introduction which they shared among companions, family and networks as expert and individual web-based life organizing exercises will be treated as one.

**Brittany A. Hackworth, Michelle B, Kunz (2011)**, study uncovered techniques for promoting of medicinal services contributions, effective usage of employments of web-based life destinations will prompts development in social insurance fragment. Mulling over use of present and famous social networking sites will profit to human services industry quiet. Study inferred that web-based social networking systems have an incredible impact in wellbeing industry particularly gives which was looked by patients can be settled by giving right data through right correspondence channel.

**Kyle Hensel et al., (2010)**, has evaluated that advantages and burdens of employments of internet-based life systems. The customary promoting model was being tested and were persistently advancing in methods for imparting, creating leads for business, and increment brand mindfulness has been actualized. Study uncovered that strategies of internet-based life systems must be utilized to check the significance of online organizations in the present market this will assist the advertisers with checking and to take prudent steps in regards to the brand an incentive in showcase through negative exposure by customer.

## CHAPTER: III

### Research Design

#### Objectives

The examination goals are as recorded beneath.

- To survey viability of advancement correspondence through online social stages
- To study the advantages of internet promoting stages in showcasing correspondence
- To know the purpose for determination of online networking channels by business firms
- To examine proficiency of internet-based life in showcasing correspondence
- To inspect the centrality of web-based social networking in corporate correspondence

#### Importance of the Study

In this present time all are using social media 24\*7, which provides marketer an opportunity to be connected with their valuable audience through various social media channels. So, the examiner has to look for and test which social platform of communication shall prefer in this highly competitive market. The main objectives of social media are:

1. Create awareness
2. Stay connected
3. Stay promoted

#### Scope of the examination

The researcher has gathered information which includes organizations in Bangaluru. The degree of research is mulled over because of calculated issue and furthermore as Bangaluru is viewed as a city of Karnataka, India. All exercises are embraced to gather information from individuals of Bangaluru, who falls in various age levels. In spite of the fact that the outcome can be utilized for additional examination too. Likewise, another explanation behind this examination to be led is the heterogeneous idea of this investigation in all sense, is it simple for the researcher to contact all class of individuals.

## Data Collection

### Primary Data

Primary information are those gathered just because and are basically unique in character. The information assortment strategy uses in the investigation to gather the information from respondents through a study in Google Forms. This essential information assortment strategy is for the most part done through an efficient poll. An efficient survey is readied while remembering the objectives of the exploration. This study is directed in Bangaluru, Karnataka.

### Secondary Data

Secondary information is manufacture the base of any examination as any exploration is done based on auxiliary information. Its go about as a spine of any examination work. secondary information is the data which is gathered and dissected in the past by another person. Typically, the auxiliary information is accessible in the distributed structure by the other analyst. The shopper conduct, marking and other writing related ideas are taken from the different reference books, online site and content websites. The articles identified with this theme were referenced from online journals which were authoritatively distributed on the web world. Ultimately, the writing from the great sites are likewise looked into.

### Sampling Methodology

Sample Size: 192 respondents

Sampling Area: Bangaluru

Sampling Technique: The review is directed with the assistance of google structures

### LIMITATIONS

The restrictions identified with this examination is as composed beneath.

- We can't draw a solid deduction from this investigation, as the examination is directed with the assistance of 192 respondents arranged in the Bangaluru city.

- The time span to effectively completed this examination is short and assets has likewise set boundaries for this investigation.
- We can't remark on the reaction of this investigation, as this exploration is led in Bangaluru city as it were.
- The restricted accessibility of time and assets has put breaks to direct study all through Bangaluru.

### Research Methodology

An efficient and organized poll was utilized to assemble the information for this exploration reason. It fills in as an essential information to arrive at the resolution right now to effectively achieve the examination destinations for this investigation. The poll for this overview is comprises of inquiries identified with different pieces of study and various segments of the investigation.

## CHAPTER: IV

### **Data analysis & Interpretation**

#### Data Analysis

. Data analysis has numerous methodologies, enveloping assorted procedures under an assortment of names, in various spaces, for example, business, science, and sociology.

Data mining is a specific information investigation procedure which centres chiefly around information demonstrating and information disclosure ordinarily for anticipating the future or understanding the past patterns, while business insight covers information examination that depends intensely on conglomeration, centres around business data. In factual applications, information investigation can be ordered into clear measurements, exploratory information examination (EDA), and corroborative information investigation (CDA). EDA approaches on finding new bits of knowledge in the information and CDA on affirming or adulterating existing theories. Prescient examination centres around utilization of measurable models for anticipate future or characterize, while content investigation applies factual, etymological, and composed strategies to remove and group data from literary sources, a piece of unstructured information.

#### Data Interpretation

When you have this information about your business or task followed and spared, what do you do with it? That is the place understanding of information comes in. It is made to help individuals with restricted measurable or programming abilities to get gainful in a growing digitized work environment.

Data investigation and understanding is the way toward offering importance to the gathered information and deciding the ends, centrality, and ramifications of the discoveries. The means associated with information examination process are a

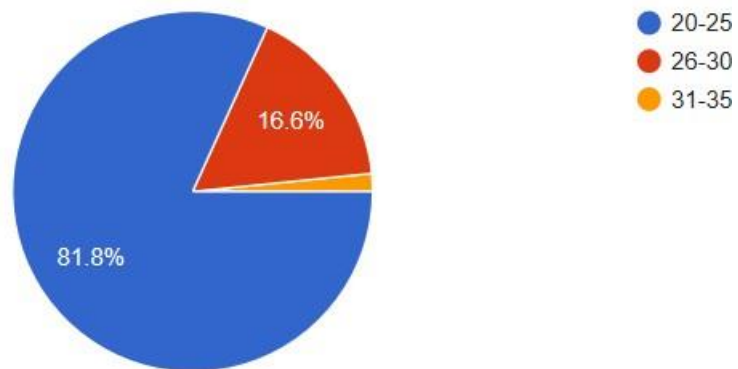
component of the kind of data gathered, be that as it may, coming back to the motivation behind the looking at and the appraisal addresses will give a structure to the association of an information and a methodology for the information investigation.

The following are the Data Analysis and Interpretation of effectiveness of social media in company communication

Figure 4.1

Figure demonstrating age of the respondents

187 responses



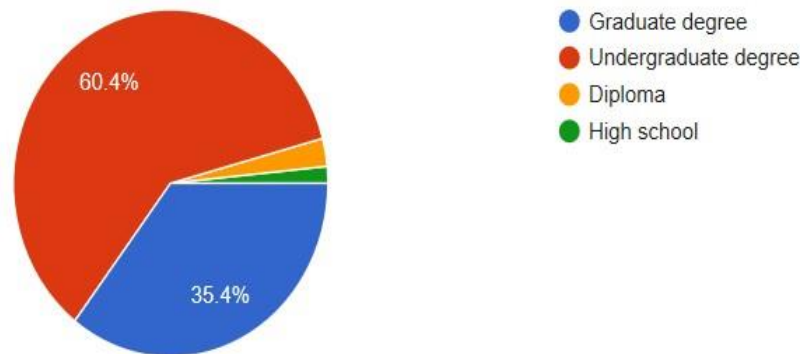
### Interpretation

The above pie chart shows the age of the respondents participated in the survey. We got majority of respondents from the 20-25 age group, which stood at 81.8% of the total respondents. Another 16.6% of respondents comes under the 26-30 years age bracket.

Figure 4.2

Figure showing education of the respondents

192 responses



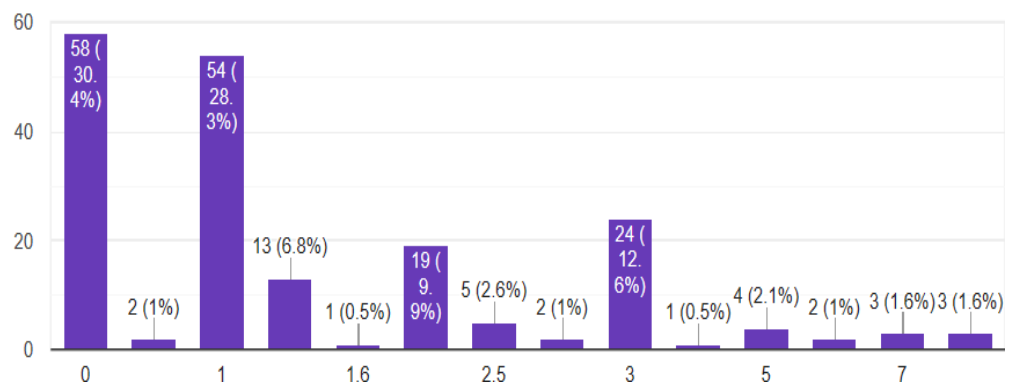
### Interpretation

The pie chart shown above shows the highest education completed by the individuals, who answered the questionnaire. We can say that most of the individuals have a bachelor's degree and the second big part is occupied by graduate degree holders.

Figure 4.3

Figure showing Work experience of the respondents

191 responses



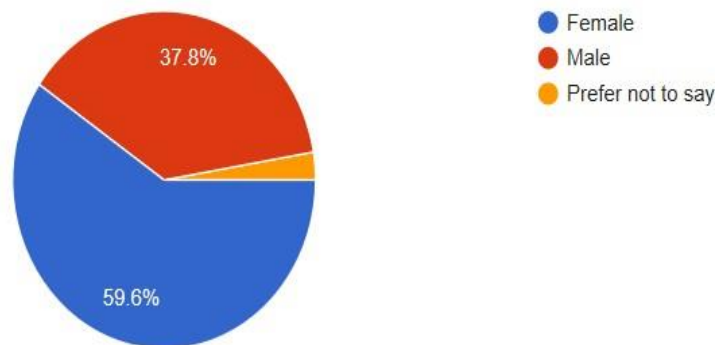
## Interpretation

The above line chart shows work experience of the respondents in years. Majority chunk of respondents have a 1 year of experience and the next big is with 0 year of experience.

Figure 4.4

Figure showing gender of the respondents

188 responses



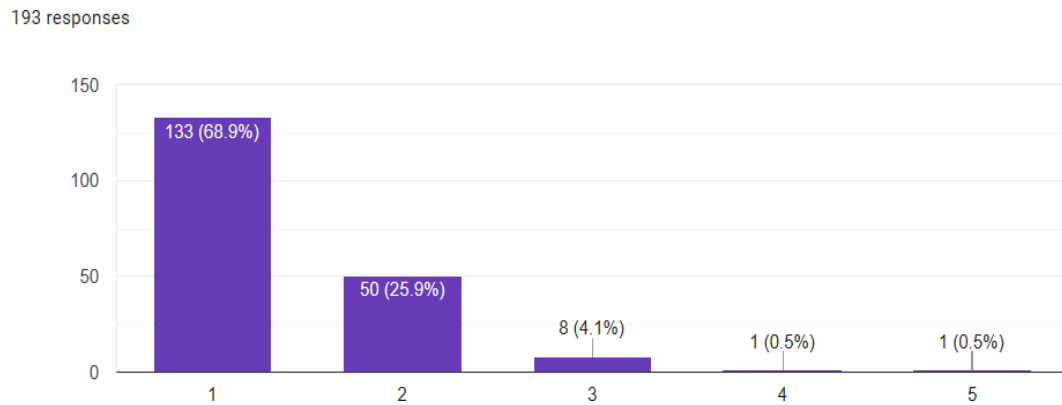
## Interpretation

The above pie chart shows the over 55% of respondents are females and the 37.8% space is occupied by the male respondents. The female had taken active participation in expressing their thoughts for the effectiveness of the social media.



Figure 4.5

Figure showing social media help in sharing information



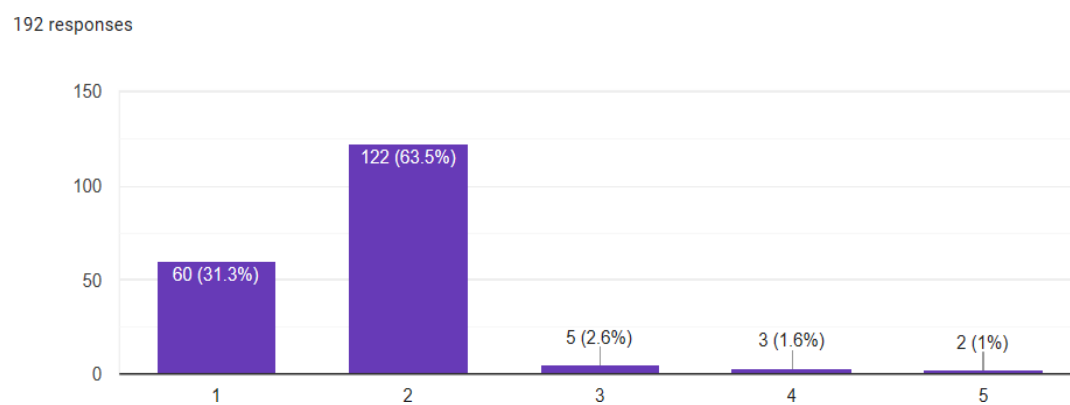
Annotation From 1 being extremely helpful to 5 being least helpful.

### Interpretation

As shown in the above line chart we can say that 68.9% of the respondents are agree with the statement that, social media is extremely helpful in sharing information. But 25.9 % of respondents are also selected only helpful option.

Figure 4.6

Figure showing social media encouragement in using company services



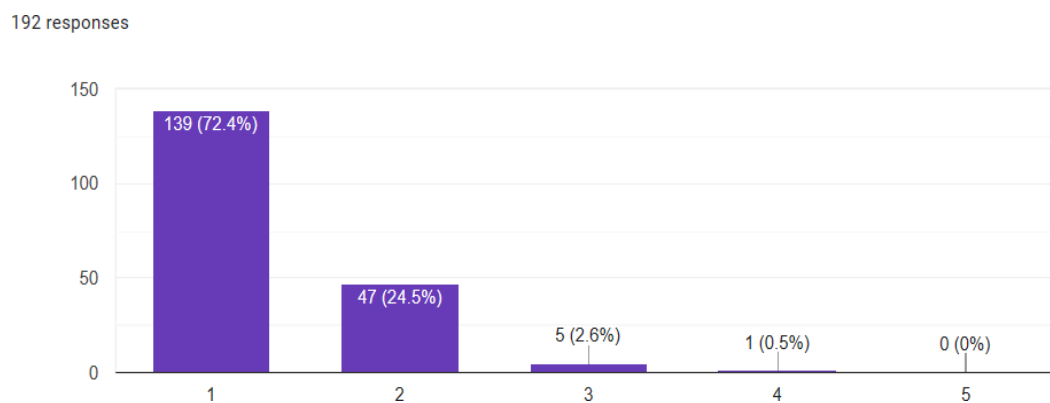
Annotation From 1 being most likely to 5 being least likely.

### Interpretation

The line chart above indicates that, social media is likely or normal in boost encouragement of users in company services. As 63.5% respondents being voted for the likely option. Only 31.3% of the respondents are opted for the likely option.

Figure 4.7

Figure showing social media help in interaction with users



Annotation from 1 being extremely helpful to 5 being not at all helpful.

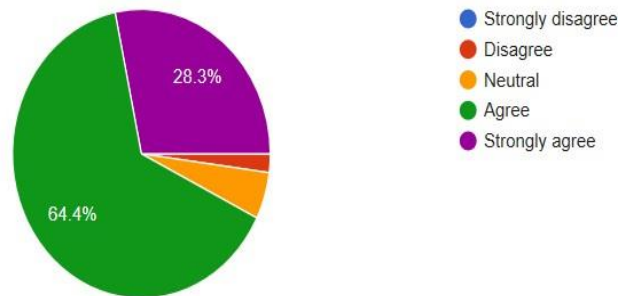
### Interpretation

As per the above line chart most of the respondents are considering social media as a tremendous communication channel to help in interacting with users. As 72.4% of individuals have responded for the extremely helpful and 24.5% to the only helpful.

Figure 4.8

Figure showing social media helps in providing information about new launches

191 responses



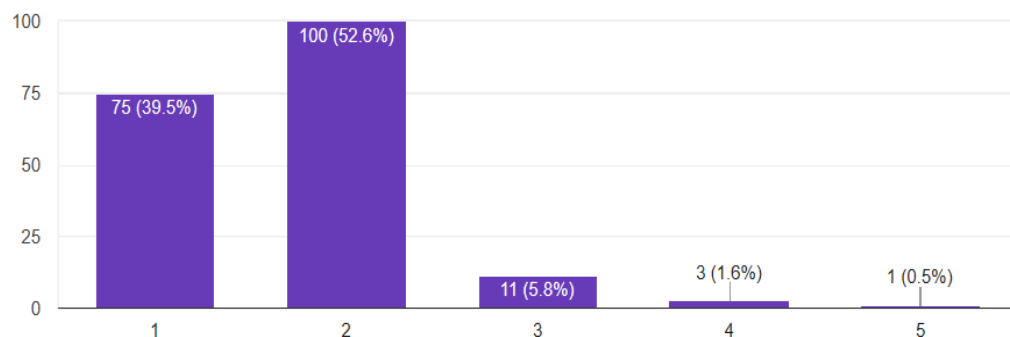
### Interpretation

As shown in the above pie chart 64.4% of the respondents agree on statement that social media helps in providing information about new launches and only 28.3% are strongly agree with the mentioned statement.

Figure 4.9

Figure showing social media help in informing user about new company events

190 responses



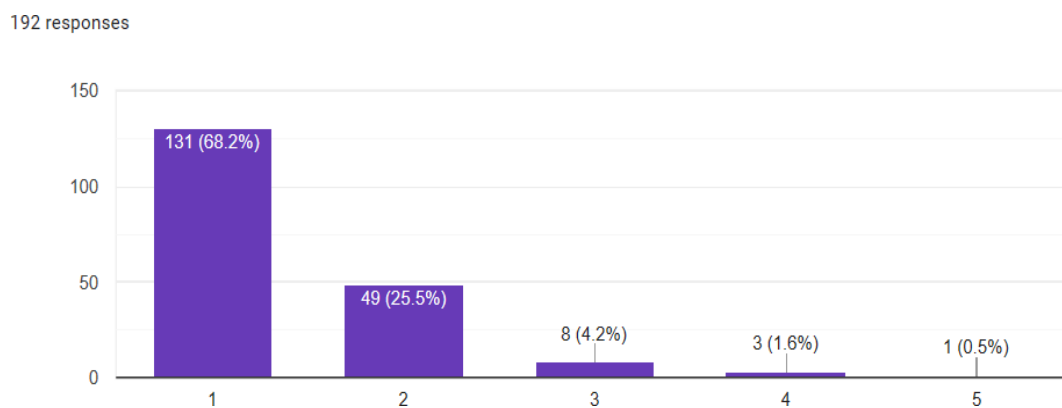
Annotation from 1 being extremely helpful to 5 being the least.

### Interpretation

The above graphical representation says that 39.5% or 75 users agree on that social media is extremely helpful in providing information about new launches. The 52.6 % or 100 number of users says that social media is only helpful in providing information about new product or service launches.

Figure 4.10

Figure showing social media encouragement in providing company benefit to the non-users



Annotation from 1 being extremely likely to the 5 being least.

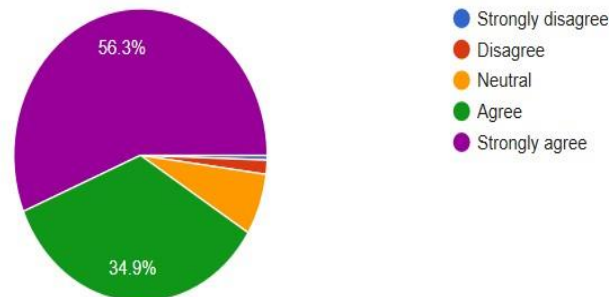
### Interpretation

As shown in the above line chart social media is extremely helpful in providing encouragement to the non-users. As 68.2% of respondents have selected extremely likely option. As 25.5% of users have opted for the likely option.

Figure 4.11

Figure showing social media helps in identifying user needs

192 responses



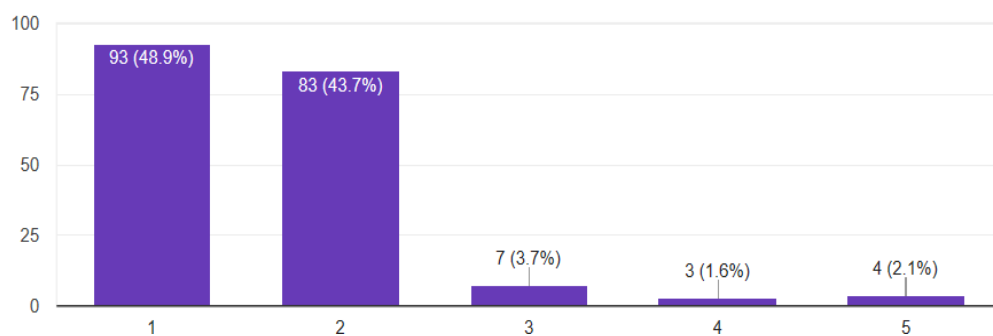
### Interpretation

As shown in the above pie chart, there are 56.3% of users who are strongly agree that social media helps in identifying user needs. 34.9% of respondents agree that social media is helps in identifying user needs.

Figure 4.12

Figure showing social media enhancement in marketing user communication

190 responses



Annotation from 1 being extremely likely to 5 being not at all likely.

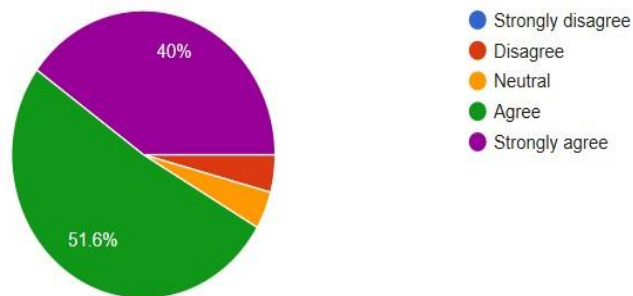
### Interpretation

The above line chart shows the social media helps in enhancement in marketing user communication. As 48.9% respondents are believing that social media is very helpful in enhancement and 43.7% are believe that it is only helpful.

Figure 4.13

Figure showing social media use in evaluation of company services

190 responses



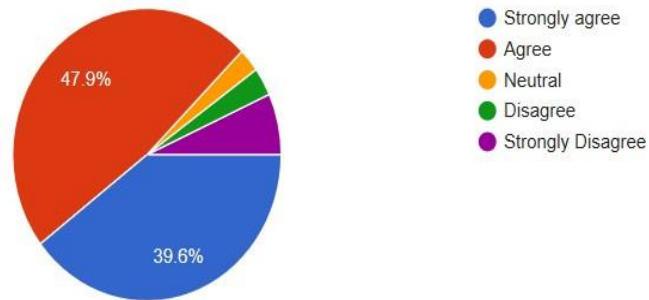
### Interpretation

As appeared in the above pie graph 40% of people are unequivocally concur that web-based social networking is valuable in assessment of organization administrations. As 51.6% are just concur that web based life is useful in analyzing the organization contributions.

Figure 4.14

Figure showing social media helps in assessing satisfaction of customer from company services

192 responses



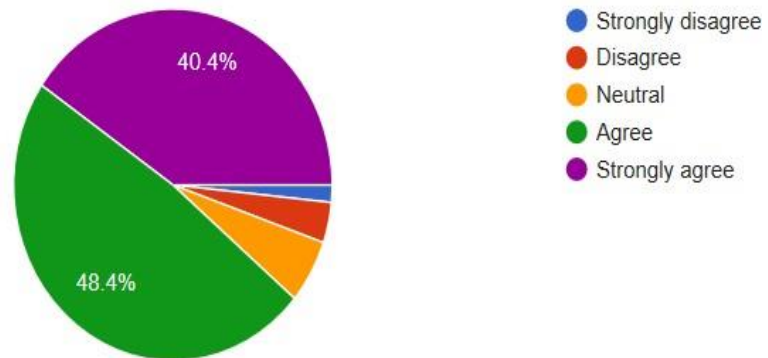
### Interpretation

The above pie chart shows online networking help in evaluating fulfilment of client from organization administrations. As 47.9% of respondents are in favour that internet-based life is amazingly useful in evaluating fulfilment of clients from organization administrations. 39.6% of respondents firmly concur with that internet-based life is exceptionally useful in evaluating fulfilment of clients.

Figure 4.15

Figure showing social media helps company keep up with changing needs of the user

188 responses



### Interpretation

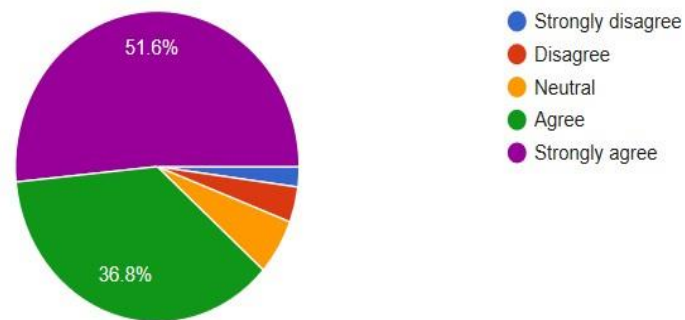
The given pie chart shows the responses to the social media help company keep up with the changing trends. 48.4% of participants are strongly agree that social media helps firm in keep up with the changing market trends. 40.4% of the user agree that its helpful in knowing the trend of company users.



Figure 4.16

Figure showing use of social media in easily getting customer feedback

190 responses



### Interpretation

The above figure shows use of social media in getting customer feedback about company offerings. 51.6% of respondents strongly agree that social media is comes handy while getting customer feedback. 36.9% of respondents agree that its helpful in getting feedback from consumer.

## CHAPTER: V

### FINDINGS AND CONCLUSION

In this chapter, the researcher has endeavoured to present the important findings based on the analysis made in the previous chapters. And accordingly, certain suggestions have been made for creating healthy environment.

#### Findings

- 81.8% of survey respondents are falls in 20-25 age bracket
- 60.4% of participants has completed undergraduate degree
- 35.4% of respondents hold graduate degree
- Majority share of respondents are coming with 1 year of experience
- 59.6% of responses are come from female individuals
- 68.9% of respondents accepts that web based life is very useful in imparting data to clients
- 63.5% of people concur that online life systems are useful in expanding commitment in organization contributions
- 72.4% of clients accepts that web-based social networking is amazingly useful in cooperation
- 64.4% of clients concur that web-based social networking is useful in giving data about new dispatches
- 52.6% respondents concur that web-based social networking is useful in giving data about organization occasions
- 68.2% respondents concur that web-based social networking is acceptable channel for giving organization advantages to non-clients
- 56.3% of people are firmly concur that online networking is useful in distinguishing customer needs
- 48.9% clients accept that web-based social networking is useful in improvement in promoting client correspondence
- 51.6% of web-based social networking advertiser are amazingly concur that internet-based life is exceptionally useful in assessment of organization administration

- 47.9% of respondents are concur that internet-based life is extremely useful in evaluating fulfilment of client for organization contributions
- 48.4% of clients are concur that internet-based life arrange helps organization in stay aware of changing needs of clients
- 51.6% of clients are concur that web-based life is exceptionally useful in getting client criticism about organization administrations

## Conclusion and Suggestions

Taking everything into account, explore has confirmed that organizations can convey about their image by being innovative while connecting with clients via web-based networking media systems. "As more customers are utilizing internet-based life locales (e.g., Twitter, Facebook, MySpace, and LinkedIn) and depend on them for showcasing correspondence on shopping choices, advancement through these media has gotten significant". As indicated by different research, online networking destinations, for example, Facebook are better than other promoting roads since it stores information on the entirety of its clients in this manner guaranteeing advertising arrives at a company's particular objective crowd. Web based life organize destinations are an extraordinary stage for organizations to make a delightful encounter and advertiser can utilize data put away via web-based networking media organizing locales to improve client involvement in their image.

Besides, another examination sets up that an organization can profit by informal organizations locales to anticipate the probability of procurement aim by point of view clients. This can be finished by considering an advertiser's decision of system, (for example, Facebook, Instagram, Pinterest and so on.) and by surveying that system's client information. Looking at an interpersonal organization's information considerably improves an association's advertising endeavours since it furnishes the advertiser with significant data on the system's clients, which distinguishes the best online networking methodology and strategies for that specific webpage. In view of this examination, it can additionally be contended that knowing which internet-based life organizing locales an organization's objective market uses is another key factor in ensuring that web-based promoting will be fruitful.

Late research pressure that an organization must go past the publicizing part of Social media organizing destinations and discover historic approaches to utilize them as an approach to direct discussions with buyers, to utilize two-way correspondence arrange. Research established that huge organizations are utilizes web-based social networking destinations as vital arm and a few organizations are in any event, employing experts to develop their online life pages. "Customers are not, at this point aloof beneficiaries of showcasing messages; rather, they are utilizing Facebook, myspace, youtube, and twitter to voice their suppositions both positive and negative". Customers' association with a company's image via web-based networking media strengthens the requirement for organizations to be dynamic members in person to person communication locales and the virtual brand networks they make.

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## Annexure

1. It helps in sharing information with users
  - Extremely helpful
  - Somewhat helpful
  - Helpful
  - Least helpful
  - Not at all helpful
  
2. It encourages users to use company services
  - Most likely
  - Somewhat likely
  - Likely
  - Least likely
  - Not at all likely
  
3. It helps in interacting effectively with users
  - Extremely helpful
  - Somewhat helpful
  - Helpful
  - Least helpful
  - Not at all helpful
  
4. Social media is important to market library activities
  - Strongly disagree
  - Disagree
  - Neutral
  - Agree
  - Strongly agree

5. It helps in providing users with information about new offer launches
  - Strongly disagree
  - Disagree
  - Neutral
  - Agree
  - Strongly agree
6. It helps in informing users about company events
  - Extremely helpful
  - Somewhat helpful
  - Helpful
  - Least helpful
  - Not at all helpful
7. It encourages non-users to benefit from the company services
  - Most likely
  - Somewhat likely
  - Likely
  - Least likely
  - Not at all likely
8. Social media helps company identify the needs of its users
  - Strongly disagree
  - Disagree
  - Neutral
  - Agree
  - Strongly agree
9. It enhances marketing–user communication to satisfy users’ needs
  - Most likely
  - Somewhat likely
  - Likely

- Least likely
- Not at all likely

10. It helps in the evaluation of company information services

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

11. It helps in assessing the extent to which users are satisfied with  
company services

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

12. It helps the company keep up with the changing information needs of  
users

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

13. Through social media, it is easy to get user feedback

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree



14. What is your Gender?

- Female
- Male
- Prefer not to say

15. What is your age?

- 20-25
- 26-30
- 31-35
- Other

16. What is your highest education?

- Graduate degree
- Undergraduate degree
- Diploma
- High school

17. How many years of experience, do you have?

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