

SOCIAL MEDIA: USAGE AND ATTITUDE STUDY

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ABSTRACT

The study deals with Social Media which is a useful platform for starting conversations with brands. It enables companies to talk to their customers and enables customers to talk directly to one another. This study is conducted on 164 respondents of various departments of Panjab University, Chandigarh. In this study, we have found out seven factors affecting social media. Content analysis of Social Media Marketing on Facebook by top 5 brands globally and top 5 brands in India is also done. This study will be helpful to marketers as Social Media Marketing can have great, long term impact on businesses, because a word on Internet travels across the globe in nanoseconds.

INTRODUCTION

The term **Social Media** refers to the use of web-based and mobile technologies to turn communication into an interactive dialogue. Social Media allow the creation and exchange of user-generated content.It is an umbrella term that defines the various activities that integrate technology, social interaction, and the construction of words, pictures or videos.

Globally, consumers are integrating social media into their daily lives, with Facebook alone catering to 1.25 bn users, 1bn of which access social media via mobile devices (Facebook, 2014).

This research is aimed at identification of students' intention to use social media. The research subjects are the undergraduate and graduate students of Panjab University, Chandigarh. Unified Theory of Acceptance and Use of Technology (UTAUT) is applied which has seven constructs: performance expectancy, effort expectancy, attitude toward using technology, social influence, facilitating conditions, self-efficacy, and anxiety, which are hypothesized to be fundamental determinants of the user behavioral intention of information technology.

Social Media is a useful platform for starting conversations with brands. It enables companies to talk to their customers and enables customers to talk directly to one another. Social Media Marketing done by top 5 global brands and top 5 Indian brands are analysed. The technique used is "netnography", which is an imperative method devised specifically to investigate the consumer behaviour of cultures and communities present on the internet. For this study, Facebook as a social networking site is used.

Social media marketing refers to the process of gaining website traffic or attention through social media sites. Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. A corporate message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself.

Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media.

People on Facebook

- More than 1.25billion active users
- 50% of active users log on to Facebook in any given day
- Average user has 130 friends
- People spend over 700 billion minutes per month on Facebook
- More than 70 translations available on the site
- Over 300,000 users helped translate the site through the translations application

NEED FOR THE STUDY

As more forms of social media are emerging, it is beneficial for students to understand how to use these tools as they relate to their work. In particular, students can benefit from adopting social media.

Social Media Marketing (SMM) is still a very fresh, exciting and risky medium for marketers. It continues to be developed everyday by the internet audience, social media sites and a few brave marketers who have taken the plunge into this promising ocean. Social Media is a useful platform for starting conversations with brands. It enables companies to talk to their customers and enables customers to talk directly to one another.

This study will be helpful to marketers as Social Media Marketing can have great, long term impact on businesses, because a word on Internet travels across the globe in nanoseconds. Social media techniques will become more abundantas marketers will become mindful of their effectiveness in

regards to reaching target audiences, promoting a specific cause, and further developing communication strategies.

RESEARCH OBJECTIVES

1. To examine the students' intention to use social media.
2. To identify the Social Media Marketing on Facebook by top 5 brands globally and top 5 brands in India.

REVIEW OF LITERATURE

SOCIAL MEDIA

Social Media is an umbrella term that defines the various activities that integrate technology, social interaction, and the construction of words, pictures, videos and audio.

Social media is perceived by consumers as a more trustworthy source of information regarding products and services than corporate-sponsored communications transmitted via the traditional elements of the promotion mix (Foux, 2006).

Although it appears websites like Facebook suddenly cropped up, the Social Media explosion didn't happen overnight. Major networking sites as we know them have been evolving for over a decade. The first recognizable social network site launched in 1997. SixDegrees.com allowed users to create profiles, list their Friends and, beginning in 1998, surf the Friends lists. Classmates.com allowed people to affiliate with their high school or college and surf the network for others who were also affiliated, but users could not create profiles or list Friends until years later. From 1997 to 2001, a number of community tools began supporting various combinations of profiles and publicly articulated Friends. AsianAvenue, BlackPlanet, and MiGente allowed users to create personal, professional, and dating profiles—users could identify Friends on their personal profiles without seeking approval for those connections. The next wave of SNSs began when Ryze.com was launched in 2001 to help people leverage their business networks. Ryze's founder reports that he first introduced the site to his friends—primarily members of the San Francisco business and technology community, including the entrepreneurs and investors behind many future SNSs. [Source: Wikipedia]

SOCIAL MEDIA: DEFINITION

Social media is defined by Kaplan and Haenlein (2009), who propose that social media describes “Internet-based applications that help consumers share opinions, insights, experiences, and perspectives”. These applications can include collaborative projects (i.e. Wikipedia), blogs, content communities (e.g. YouTube), social networking sites (e.g Facebook, Twitter and LinkedIn), virtual social worlds (e.g. Second Life) and virtual game worlds (Kaplan and Haenlein, 2009).

IMPORTANCE OF SOCIAL MEDIA

Below are the reasons of importance of Social Media to business and marketing (<http://magneticlook.com>)

1. Social media channel is a good way of **increasing a company's trustworthiness and goodwill** which will definitely give the said company and increased and better branding.
2. The **lead generation** is also another basis for companies to go for social media marketing. Since the lead generation serves a very important part for a company's success, then using social media marketing for campaigns help them reach out the targeted lead generation.
3. Social media channels also make it easier and more flexible for companies to **engage with its customers**.
4. Aside from that, when products are promoted through social media channels, it definitely helps the business firms to **increase their return over investment** or ROI.
6. Total **access to customer's feedback**. Due to the fact that social media channels aid in making customer engagement possible, then customer feedback will always be available for the company to use as basis for improvement.
7. There is no better way or an even cheaper way than a social media channel when it comes to **announcing new products or services** by a company. Social media will make it easier for them to spread the news regarding a new product or service. They can even include information such as arrival or release dates.

8. Another importance of social media marketing is the fact that it allows to **discover customers' preferences**. By knowing their preferences, it will be much easier for marketing managers to enhance all of their products and plan their marketing campaigns more effectively.

If Facebook were a country, it would be the third most populated after China and India. [Source: Wikipedia]

SOCIAL NETWORKING SERVICES

Web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site (Boyd & Ellison 2007).

ROLE OF SOCIAL MEDIA

The Internet has profoundly changed the human experience. We use the Web to find information, buy and sell products, watch television shows, seek mates, search for entertainment, and participate in political spheres (Gil de Zuniga, 2009). People once went online seeking the anonymity it offered (McKenna & Bargh, 2000); they now more often use the Internet to socialize with people they do know and expand their circle of friends (Jones, 2009).

SOCIAL MEDIA BRAND PROMOTION

The emergence of Internet-based social media has made it possible for one person to communicate with hundreds or even thousands of other people about products and the companies that provide them. Thus, the impact of consumer-to-consumer communications has been greatly magnified in the marketplace. Social media is a hybrid element of the promotion mix because in a traditional sense it enables companies to talk to their customers, while in a non-traditional sense it enables customers to talk directly to one another. (Mangold & Faulds, 2009)

USES OF SOCIAL MEDIA WITHIN IT

Social networks of the electronic variety have become thoroughly embedded in contemporary culture. People have woven these networks into their daily routines, using Facebook, Twitter, LinkedIn, online gaming environments, and other tools to build and maintain complex webs of

professional and personal relationships. Today, establishing these networks is more important than ever in order to manage changes in technology and expectations in the current economy.

CORPORATE SOCIAL MEDIA COMMUNICATION

A benefit of corporate social media is reaching consumers and building strong relationships with them, encouraging fans to become evangelists for the business and spread good word-of-mouth (Weber, S., 2007). It is possible to use the interactivity of social media to influence opinions, as discovered by Utz (2009) in her mixed methods study into 'The (Potential) Benefits of Campaigning via Social Network Sites' for political candidates. But this is also a potential disadvantage, as social media is a "double-edged sword". The online platform belongs to consumers just as much as businesses, and a single member of the community could be very effective in voicing a contrary opinion (Weber, S., 2007)

CONCLUDING THOUGHTS OF SOCIAL MEDIA

Social Media was built on the ideological and technological foundations of Web 2.0 to allow the creation and exchange of User Generated Content that occurs at a global level (Kaplan & Haenlein, 2009). Social media has the ability to cross international borders within seconds, making it an ideal platform for tobacco companies to promote their products.

ETHNOGRAPHY

Ethnography is the scientific study of human social phenomena and communities, through means such as fieldwork. It is considered a branch of cultural anthropology, the branch of anthropology which focuses on the study of human societies. Some people use "ethnography" and "cultural anthropology" interchangeably, although cultural anthropology includes more research techniques than just ethnography.

The practice of ethnography usually involves fieldwork in which the ethnographer lives among the population being studied. While trying to retain objectivity, the ethnographer lives an ordinary life among the people, working with informants who are particularly knowledgeable or well placed to collect information.

NETNOGRAPHY

"Netnography" is ethnography adapted to the study of online communities. As a method, "netnography" is faster, simpler, and less expensive than traditional ethnography and

more naturalistic and unobtrusive than focus groups or interviews. It provides information on the symbolism, meanings, and consumption patterns of online consumer groups.

Kozinets (2002) points out that netnography is useful for three types of studies and in three general ways. Firstly, as a methodology to study “pure cybercultures and virtual communities that do not exist off-line in real life. Secondly, as a methodological tool to study “derived” cybercultures and virtual communities, and thirdly, as an exploratory tool to study general topics.

Consumers making lifestyle, product and brand choices are increasingly turning to computer-mediated communication for information on which to base their decisions. Besides perusing advertising and corporate websites, consumers are using virtual communities and other online social sharing formats to share ideas and contact fellow consumers who are seen as more objective information sources. The freely expressed opinion of individuals on the social web provides researchers with data coming from thousands of individuals behaving freely. It also allows researchers to keep record of these interactions, quantify changes over time, and perform insightful analysis using a variety of tools and methods.

APPROACH TO THE PROBLEM

Venkatesh et al. (2003) proposed and tested a unified information technology acceptance and use research model, called the Unified Theory of Acceptance and Use of Technology (UTAUT). The model integrates significant elements across eight prominent user acceptance models and formulates a unique measure with core determinants of user behavioral intention and usage.

To find out why students adopt social media, UTAUT model will be used with seven constructs: performance expectancy, effort expectancy, attitude toward using technology, social influence, facilitating conditions, self-efficacy, and anxiety, which are hypothesized to be fundamental determinants of the user behavioural intention of social media. [Venkatesh et al, 2003]

The recent Unified Theory of Acceptance and Use of Technology (UTAUT) model developed by Venkatesh et al. (Venkatesh, et al., 2003) as an integration of the various technology acceptance and use models is an important model in IS literature.

UTAUT provides a useful tool for managers needing to assess the likelihood of success for new technology introductions and helps them understand the drivers of acceptance in order to proactively

design interventions (including training, marketing, etc.) targeted at populations of users that may be less inclined to adopt and use new systems.

Seven constructs appeared to be significant direct determinants of intention or usage in one or more of the individual models. The labels used for the constructs describe the essence of the construct.

1. **PERFORMANCE EXPECTANCY:** Performance expectancy is defined as the degree to which an individual believes that using the system will help him or her to attain gains in job performance.
2. **EFFORT EXPECTANCY:** Effort expectancy is defined as the degree of ease associated with the use of the system.
3. **SOCIAL INFLUENCE:** Social influence is defined as the degree to which an individual perceives that important others believe he or she should use the new system.
4. **FACILITATING CONDITIONS:** Facilitating conditions are defined as the degree to which an individual believes that an organizational and technical infrastructure exists to support use of the system.
5. **ATTITUDE TOWARD USING TECHNOLOGY:** The degree to which an individual believes he or she should use a particular system.
6. **SELF-EFFICACY:** The degree to which an individual judges his or her ability to use a particular system to accomplish a particular job or task.
7. **ANXIETY:** The degree of anxious or emotional reactions associated with the use of a particular system.

METHODOLOGY

FOR RESEARCH OBJECTIVE 1

QUESTIONNAIRE

A self-administered survey questionnaire is used as a data collection tool that is flexible, fast, accurate and easy to be used in statistical analysis. UTAUT (Unified Theory of Acceptance and Use of Technology) is employed to explain adoption and use of social media by students. With items addressing the UTAUT factors, the survey measures social media adoption and its relation to performance expectancy, effort expectancy, social influence, facilitating conditions, voluntariness of use, self-efficacy, and anxiety (Venkatesh et al., 2003).

UTAUT questions were presented as statements to which participants indicated their agreement on a 5-point Likert scale. The questionnaire was designed to gather two types of information. In the first section, 31 items are rated on Likert Scale. Likert Scale may be defined as a measure of attitudes designed to allow respondents to indicate how strongly they agree or disagree with carefully constructed statements that range from very positive to very negative towards an attitudinal object. The respondents have chosen '1' for 'Strongly Agree', '2' for 'Agree', '3' for 'Neither Agree Nor Disagree', '4' for 'Disagree' and '5' for 'Strongly Disagree'.

LINKING TABLE

In order to avoid bias, items are ordered randomly. The ORDER BIAS can result from a particular answer's position in set of answers or from a sequencing of questions. Moreover, ANCHORING EFFECT may also arise. Sometimes the first concept measured tends to become a comparison point from which subsequent evaluation are made. Hence, randomization of items on a questionnaire susceptible to anchoring effect minimizes order bias.

Table links the question numbers with the original factors.

RESEARCH OBJECTIVE	HYPOTHESIS NO	QUESTION NUMBER
1.	1	3, 8, 13, 16
	2	6, 20, 27, 30
	3	12, 23, 25, 31
	4	1, 4, 15, 24
	5	10, 18, 22, 26
	6	5, 7, 14, 29
	7	9,17, 21, 28
	8	2, 11, 19

TABLE: LINKING TABLE

The study is using factor analysis and the hypotheses mentioned are based on the factors found in UTAUT developed by Venkatesh et al (2003)

SAMPLINGMETHOD

Target population is the collection of all the elements sharing common characteristics and possessing the information sought by the researcher about which researcher wants to make

inferences. The target population in my project are the graduate and undergraduate students of Panjab University Campus in Chandigarh.

Two stages Cluster sampling is used to include the research subjects which are graduate and undergraduate students of Panjab University campus in Chandigarh. In the first stage of sampling, a particular department is chosen and in the second stage, one or two classes are chosen.

SAMPLE SIZE

The sample size indicates the number of research subjects to be considered in a research. Determination of sample size is very important especially with respect of getting accurate results. I estimated around 150 respondents considering time and cost of research and was able to get the questionnaires filled from more than 150 students.

A sample of 164 respondents is taken for the analysis.

SAMPLING FRAME

A list of 76 departments of Panjab University was obtained.

These departments were considered as clusters to be selected randomly for first stage cluster sampling.

SAMPLE SELECTED

Using random number table, 5 departments were chosen

Following departments of Panjab University are chosen with the help of random number table.

- Department of Chemistry
- University Institute of Applied Management Sciences
- Department of Hindi
- Department of Zoology

SECOND STAGE SAMPLE

- Master of Sciences (Chemistry) 2nd Year
- Bachelor of Sciences (Chemistry) 1st Year
- Master of Sciences (Zoology) 2nd Year
- Bachelor of Sciences (Zoology) 2nd Year
- Master of Arts (Hindi) 1st Year
- Bachelor of Pharmaceutical Sciences 4th Year
- Master of Pharmaceutical Sciences 1st Year

DATA COLLECTION

The number of questionnaires filled from each department is shown in Table along with the date and time of data collection.

DATE	TIME	PLACE	NUMBER
06 JUNE 2014	1130 Hours	Department of Hindi	36
17 JUNE 2014	1040 Hours	U.I.P.S.	49
23 JUNE 2014	1630 Hours	Department of Chemistry	40
25 JUNE 2014	1430 Hours	Department of Zoology	39
TOTAL			164

TABLE : DATA COLLECTION DETAILS

A total of 164 questionnaires were filled in presence of a teacher in the respective classes. Since more than 150 questionnaires were filled from the above mentioned four departments, data was not collected from UIAMS due to time constraints.

ANALYSIS

Factor Analysis is used. It is an interdependency technique. It is used to find the underlying dimensions behind the students' intentions to use social media. The 31 questionnaire items are taken from the UTAUT study of Venkatesh et al. (2003).

Data collected on these 31 variables is reduced to 7 factors.

FOR RESEARCH OBJECTIVE 2

“Netnography,” or ethnography on the Internet, is a new qualitative research methodology that adapts ethnographic research techniques to the study of cultures and communities emerging through computer-mediated communications. As a marketing research technique, “netnography” uses the information publicly available in online forums to identify and understand the needs and decision influences of relevant online consumer groups. Compared to traditional and market-oriented ethnography, “netnography” is far less time-consuming and elaborate.

Referring to common ethnographic procedures, Kozinets (2002) recommends the following methodological stages and procedures for netnographic studies:

1. Entrée: formulation of research questions and identification of appropriate online fora for study
2. Data collection: direct copy from the computer-mediated communications of online community members and observations of the community and its members, interactions and meanings
3. Analysis and interpretation: classification, coding analysis and contextualization of communicative acts
4. Research ethics: “(1) The researcher should fully disclose his or her presence, affiliations, and intentions to online community members during any research; (2) the researchers should ensure confidentiality and anonymity of informants; and (3) the researchers should seek and incorporate feedback from members of the online community being researched... (4) The researcher should take a cautious position on the private-versus-public medium issue. This procedure requires the researcher to contact community members and to obtain their permission (inform consent) to use any specific postings that are to be directly quoted in the research”
5. Member checks: presentations of some or all final research report’s findings to the people who have been studied in order to solicit their comments.

Following are the **top 5 Global brands** on Facebook according to the number of likes:

SERIAL NUMBER	BRAND	LIKES*
1.	Coca Cola	92,890,478
2.	Disney	50,270,606
3.	Starbucks	37,073,515
4.	Red Bull	35,849,377
5.	Oreo	32,596,697

* LIKES AS ON 15TH JULY, 2014, 2300 hours

Following are the **top 5 Indian brands** on Facebook according to the number of likes:

SERIAL NUMBER	BRAND	LIKES*
1.	Tata Docomo	14,253,960
2.	Dove	23,874,815
3.	MTV Roadies India	8,632,013
4.	Kingfisher	7,578,833
5.	MTV India	8,391,309

* LIKES AS ON 15th JULY, 2012, 2300 hours

SEVEN FACTOR SOLUTION

PROFILE OF THE SAMPLE

GENDER

71.3% of the respondents are female and 27.4% of them are male. 2 respondents have not mentioned their gender.

AGES

39% of the respondents are 22 years old.

25.8% of them are greater than 22 years of age.

20.2% of them are between the ages 20 and 21.

15.1% of them are less than 20 years of age.

APPROPRIATENESS OF THE TECHNIQUE

The values of KMO and Bartlett's obtained in the analysis are shown in the table .

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.780
Bartlett's Test of Sphericity	Approx. Chi-Square	1537.607
	df	465
	Sig.	.000

TABLE: KMO & BARTLETT'S TEST RESULTS

The null hypothesis, that the population correlation matrix is an identity matrix, is rejected by Bartlett's test of sphericity. The value of the KMO statistic (0.780) is also large (>0.5).

Thus, factor analysis may be considered appropriate for this research.

TIME SPENT ON SOCIAL MEDIA

Figure shows the time in hours spent per week on social media by the research subjects.

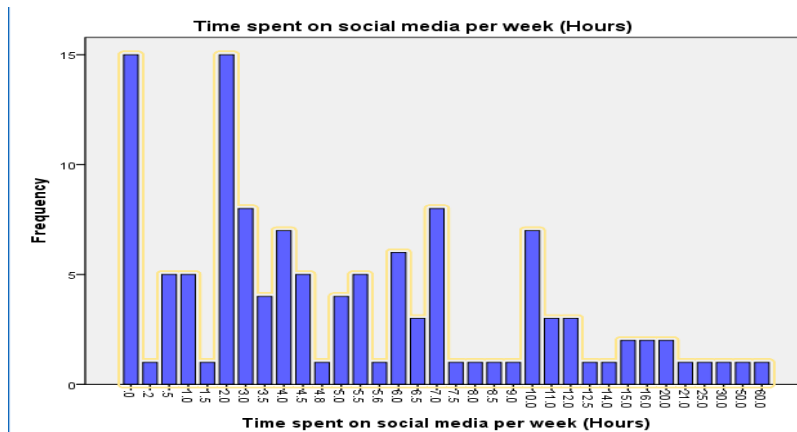


FIGURE: TIME SPENT ON SOCIAL MEDIA

It is seen that maximum research subjects spend 2 hours on social media per week. The maximum response time in hours is recorded to be 60 per week.

FINDINGS

A 7 factor solution is obtained.

The total variance explained by the obtained factors cumulatively is 57.3%.

Extraction Method used is Principal Axis Factoring.

Rotation Method used is Varimax with Kaiser Normalization.

The variables with factor loadings greater than 0.5 on a factor is considered to be highly loaded on that factor. It is also seen the difference between factor loadings of a variable on any two factors be greater than 0.2

Some variables do not have factor loading greater than 0.5 on any factor and/or its factor loadings on different factors is less than 0.2. A rotated factor matrix is obtained and made the basis of interpretation of factors.

Table shows the factor loadings and factor names for all the variables.

S.No.	Item	Loading	Factor Name
1.	In general, the organization has supported the use of the, system.	0.685	Facilitating Conditions
2.	Social Media makes work more interesting.	0.551	Facilitating Conditions
3.	The senior management of this business has been helpful in the use of Social Media.	0.536	Facilitating Conditions
4.	If I use Social Media, I will increase my chances of getting a raise.	0.508	Facilitating Conditions
5.	A specific person (or group) is available for assistance with Social Media difficulties.	0.441	Facilitating Conditions
6.	Social Media is not compatible with other systems I use.	0.423	Facilitating Conditions
7.	Social Media is somewhat intimidatingto me.	0.403	Facilitating Conditions
8.	I would find Social Media easy to use.	0.813	Effort Expectancy
9.	I like working with Social Media.	0.589	Effort Expectancy
10.	Learning to operate Social Media is easy for me.	0.581	Effort Expectancy
11.	Working with Social Media is fun.	0.549	Effort Expectancy
12.	It would be easy for me to become skillful at using Social Media.	0.493	Effort Expectancy
13.	I have the resources necessary to use Social Media.	0.303	Effort Expectancy
14.	People who influence my behavior think that I should use Social Media.	0.629	Social Influence
15.	People who are importantto me thinkthat I should use Social Media.	0.574	Social Influence
16.	I would find Social Media useful in my job.	0.563	Social Influence
17.	I have the knowledge necessary to use Social Media.	0.213	Social Influence
18.	I could complete a job or task using Social Media if I could call someone for help if I got stuck.	0.639	Self-Efficacy
19.	Myinteractionwith Social Media would be clearand understandable.	0.543	Self-Efficacy
20.	I could complete a job or task using Social Media if there was no one around to tell me what to do as I go.	0.483	Self-Efficacy
21.	Using Social Media enables me to accomplish tasks more quickly.	0.366	Self-Efficacy
22.	I could complete a job or task using Social Media if I had a lot of time to complete the job for which the software was provided.	0.554	Performance Expectancy
23.	Using Social Media increases my productivity.	0.525	Performance Expectancy
24.	Using Social Media is a bad/good idea.	0.522	Performance Expectancy

25.	Its cares me to thinkthat I could lose a lot of informationusing the system by hitting the wrong key.	0.627	Anxiety
26.	I feel apprehensive about using the Social Media.	0.527	Anxiety
27.	I predict I would use Social Media in the next 3 months.	0.452	Anxiety
28.	I hesitate to use Social Media for fear of making mistakes I cannot correct.	0.289	Anxiety
29.	I intend to use Social Media in the next 3 months.	0.591	Usage Intention
30.	I plan to use Social Media in the next 3 months.	0.405	Usage Intention
31.	I could complete a job or task using Social Media if I had just the built-inhelpfacilityfor assistance.	0.265	Usage Intention

TABLE: FACTOR LOADINGS OF THE 7 FACTOR STRUCTURE

The factor loadings are indicated against all the items (variables).

DISCUSSION OF FINDINGS

Following results are obtained by using factor analysis:

1. Originally, 8 factors solution was drawn but one factor was dropped looking at the factor loadings in the rotated component matrix and the variance explained by each factor.
2. The factors explain 57.3% of total variance cumulatively.
3. The seven factors recognized are mentioned in Table 3.5 below and are ranked according to the percentage of variance explained by each one of them.

S.NO.	FACTOR	NUMBER OF ITEMS
1.	Facilitating Conditions	7
2.	Effort Expectancy	6
3.	Social Influence	4
4.	Self-Efficacy	4
5.	Performance Expectancy	3
6.	Anxiety	4
7.	Usage Intention	3

TABLE: THE SEVEN FACTORS

The table shown above shows the seven factors recognized in the study.

4. Many variables showed poor factor loadings giving obscure results. For example, variable 18 has maximum factor loading of 0.244 on factor 2 which doesn't makes it fit according to the stringent factor loadings rules.

CONTENT ANALYSIS OF FACEBOOK PAGES

SOCIAL MEDIA MARKETING ON FACEBOOK BY TOP 5 GLOBAL BRANDS

COCA COLA

The interesting thing about this page is that it was actually started by fans themselves and instead of shutting it down Coca Cola allowed the fans to take control and that still feels like the case today. It isn't by chance that there is a great community feel to this page despite its size. Less of a focus on apps or games and more focus on pushing great, engaging content out to the 30+ millions fans all over the world.

The Coca Cola Facebook page is intended to provide a page for fans to discuss Coca Cola beverage and promotions. The Coca-Cola fan page seems generic at first glance, but upon closer inspection it is really a testament to the brand's commitment to user participation. First, Coca-Cola has taken the unorthodox step of displaying user created content in their main page Wall feed by default, something that most brands shy away from. That means that the page is really powered by user generated content, good and bad. That's a bold move for Coca-Cola, but one that really demonstrates their interest in getting fans involved with the brand.

Another way that Coca-Cola stands out, is their approach to photo albums. Many companies simply incorporate an album of product pictures and call it a day, but Facebook offers companies a chance to get creative with photos, and Coca-Cola realized that. They have a number of albums showing off the product, workers at the company, photos of Coke fans, and pictures of Coke products from all around the world. Coke knows that their brand is an icon and people don't just interact with their product by drinking it — they actually collect it. Their photo albums reflect that.

However, the best example of how Coke is truly committed to their fans on Facebook is the awesome story of how the page came to be. The page was originally created by two fans who just loved Coke. Coca-Cola found the page, and rather than trying to buy it or create another "official" page, they rewarded the two fans and worked with them to continue building the page and representing the brand. By empowering their existing fans, rather than trying to marginalize, shove aside, or steam roll them, Coca-Cola has been able to build on the connections that were already established with fans on Facebook before they even arrived in an official capacity. The company has truly embraced successful word-of-mouth marketing practices and actively provides its customers

and fans with engaging content and resources they can use to evangelize the value of the brand to their friends and followers.

DISNEY

One of the biggest entertainment brands in the world was never going to be slow off the mark when it came to Facebook and this is its brand page but they have lots of other individual pages for their sub brands but this one acts as a central hub for people who just love the Disney brand.

The default landing tab is essentially the first impression of a brand's Facebook "personality." It's their opportunity to convert visitors into fans who will continue to receive content on their news feed and (hopefully) return to the page to see what's new. On Disney's landing tab, Disney Pages, there is a counter representing the total number of fans across all Disney-branded pages. Fans are also presented with a list of the top five Disney pages in terms of number of fans, under which visitors can see all of the Disney pages, and there are currently over 200. There are designated pages for movies, characters and even movie icons – Aladdin's Magic Carpet (example), amusement parks, and other Disney properties.

People are encouraged to share their favourite memory from their experiences of Disney World on the Disney World page. This is a great way to show interest in the users and involve them in the brand. Instead of Disney doing their own promoting of how wonderful their parks are, they get their community to do the promotion for them – which of course gives a more authentic feeling.

New downloads are available every two weeks, which could drive die-hard Disney fans to return to the page.

As far as engagement goes, Disney is primarily sharing questions or statements of a light-hearted nature that entice fans to respond creatively. Engagement posts can be hit or miss, depending on the loyalty of the fans. Luckily for Disney, a brand with die-hard loyalists and unofficial brand ambassadors, these posts generate high feedback rates.

Disney creates a reason for people to visit their pages. They use a great mix of pictures, videos and polls to get people's attention, together with short, easy reading updates with the interest of getting people to comment and discuss. All Disney has to do is post a popular quote from one of its films, tag the appropriate fan page, and include a picture to generate likes in the double-digit thousands.

STARBUCKS

Starbucks has not been slow to embrace any form of social media and Facebook is no different. Starbucks has obtained a lot of success because of being very active on Facebook and regularly updating its page and rewarding fans with special offers. Its Facebook page offers a range of cool features including the ability to gift a card to friends for free coffees and the option of drilling down to see the Starbucks stores in local markets.

In order for other subsidiary pages to be supported – Starbucks has created an “Around the World” tab where it cross promotes these other pages. This is a great way to let fans know and navigate to pages that are relevant to them. It also provides an overview of the Starbucks shops around the world.

Status updates are an important aspect of any fan page because they provide two-way communication between company and fan, while keeping the page fresh with new content and information, which gives fans a reason to return. So many companies struggle to understand how best to utilize these updates and either don't use them at all, update solely about product announcements, or update so often users become overwhelmed and the updates turn into so much noise. Starbucks, on the other hand, has established a good frequency of updates, sharing something new every couple of days.

More importantly, though, the content is varied, fun, and interesting. Their updates share videos, blog posts about all aspects of coffee — and not just on the official company blog — including how to grow coffee beans, articles about Starbucks and Starbucks employees. The tone of each update is informative and casual, and even their product updates are kept varied enough to remain interesting, for example, by offering up reviews of new music or books for sale in their cafes. As a result, the quality status update content has led to a very engaged fan base, with every update receiving thousands of comments.

The Starbucks Facebook fan page is a great example of how a company can still engage fans without the use of flashy apps, and instead simply focusing on quality content.

Starbucks also uses its page to post the latest information for jobs within the country which is an interesting recruitment channel. Their page is loaded with a job search application, where a person can search for current job openings along with the required qualifications and regions.

REDBULL

RedBull is possibly the best brand in the world for social media and creating content in general. The page is constantly updated with new games and fresh content and even has its own television station where it shares all the latest Red Bull content from sports events and sponsorships from around the world.

The “Athletes” tab aggregates tweets from RedBull sponsored athletes and can be narrowed to view updates from athletes from a specific sport. Although this tab brings content to Facebook, it provides links to visit the athlete’s website, official Facebook page, and link to follow the athlete on Twitter. Again, this user experience drives users once again off of Facebook, but in this case it drives users to several locations instead of just one.

The “Games” tab is another custom tab that contains two main sections: the “Procrastination Station” and “Drunkish Dials”. The “Procrastination Station” showcases six games that are launched in a new window instead of played within Facebook. These games accurately reflect the brand messaging but yet again the tab sends audiences to separate microsites for each game.

The “Drunkish Dials” section of the tab includes a collection of drunk messages that consumers have left on the brand’s toll free number. Red Bull uploads its favorites to this tab where others can listen and rate these messages. Some of these are actually quite humorous, and others are simply annoying. Either way, I’m happy to see that this adds fun on Facebook and reflects the carefree attitude of the brand.

As far as content frequency is concerned, RedBull is posting a few times a day every couple of days. This said, engagement from its audience is obviously lacking.

OREO

A really nice and bright colorful page that features lots of great content including recipes and additional information about the products.

The brand uses prime space on its Wall to honor a fan’s birthday, working a photo of the fan into an updated profile image and then publishing birthday wishes with its name. This particular effort encourages fans to upload their own photo for a chance to become the “Oreo’s Birthday of the Day” and be featured in the design of the profile picture. Fans enjoy posting pictures of themselves and

having their voice heard on the page. Not only is this a cool way to encourage fan engagement on the page, but it helps Oreo generate fan photos for the page as well.

Aside from the main landing tab, Oreo does a great job of giving fans content that they will find useful. The Recipes tab is simple, yet features recipes for fans to try (all involving Oreos!) along with a mouth-watering visual of each. From here you can choose to click on a specific recipe or simply choose a category to review recommended recipes. Both actions take you directly to the recipe section of the Kraft foods website. I believe an interesting addition would be to evolve this tab to allow fans to share recipes and photos of their Oreo concoctions with other fans.

The only negative about the page itself is that when clicking in to see recipes and other content you are taken away to the Kraft website instead of being able to view the content within Facebook itself.

SOCIAL MEDIA MARKETING ON FACEBOOK BY TOP 5 INDIAN BRANDS

TATA DOCOMO

Seen as the game changer in the telecom market, Tata DOCOMO is one of the first Indian brands to take the Social Media Marketing route and make its impact on Facebook. The brand has been nimble footed and deft in adapting to the new media of youth connect – the Internet. While the consumers are still mesmerized with the tune of DO-DO-DO, the brand has set itself up for surpassing the standards and establishing new ones – for ‘Doing the New’ is not just a brand thought, it’s a way of life at Tata DOCOMO.

Tata Docomo has added a dash of ‘social’ to its caller ring back tune service, Call Me Tunes. It has introduced a Facebook application, Songshare that is essentially a control center for the service, enabling search, recommendation and activation of ring back tones, from within Facebook.

The application lets Tata Docomo subscribers share songs that they have set as their ring back tune with their friends through status updates and wall posts on their Facebook page. Their friends (who need to be Tata Docomo subscribers) can then copy the song and set it as their own ring back tone. Subscribers can also recommend a song from the available songs list to friends group or fans or just set it as their own ring back tone. They can also specify whether they want to set it for all callers or for a specific caller using the Facebook application.

In order to spread awareness of 3G services and to engage user in 3G related discussion the most innovative and active mobile operator on social network, Tata Docomo launched a new facebook page named as '3G Life'. This features all the discussion and latest news about 3G world.

DOVE

Dove's social media activities are clearly targeted to women only. Facebook has been identified by Dove as being an opportunity to increase their interactivity with the market. The Dove Facebook store features a wondrously attractive shopping cart, and then checkout is redirected to Amazon. Whilst only a storefront, the layout and shopping cart raise the bar for f-commerce user experience. A nice touch is the product summary with a 'read more' link that reveals more product blurb, keeping the feel of the store clean and uncluttered. Another nice touch is that the store features user reviews, and allows users to post new reviews.

MTV ROADIES

In the past 8 seasons, popularity of Roadies has surged on TV & online. The main aim of a Roadies Facebook page is to give the loyal fanbase quick and easy access to Roadies related content, attract new consumers and engage with them right through the season. Roadies Facebook page has been able to reach out to its viewers and enable them to influence their social circle about Roadies.

The content available on its facebook page includes Sneak peaks, full episodes, behind the scene pictures, gossip & leaks, quick contests & gratification Simulcast on TV, Web & Mobile. Uncensored clips & full episodes are available which are not otherwise shown on television. Live Chat with hosts & contestants is possible for the viewers. To ensure this, they reached out to their consumers multiple times on a daily basis.

Live chat with Raghu, Rajiv, Rannvijay & contestants! They wanted to keep the consumer involved 24/7 right from the beginning of the show to the very end.

It is observed that the audition videos are hugely popular. And some of them had massive viral quotient. These are the videos shared on FB. The conversations are around these. City comparison kept the heat alive. Some audition videos have nearly 1 million views each.

Establishing the Facebook page has created a platform where Roadies fans could meet other people similar to them. They wanted to build this as a platform where other Roadies fans could consume, share and broadcast content and helped to increase the popularity of the show.

KINGFISHER

Kingfisher made its entry into Facebook in April 2008 and has been successful in constantly engaging with its consumers for the last 6 years.

Kingfisher has proved yet again that it is one of the most digital-savvy brands in the country. It is the first brand in India to adapt Facebook's 'Brand Timeline', giving its consumers ample reasons for a qualitative interaction with the brand.

The switch to Facebook Timeline comes not just as a new look but a strategic move to engage with its consumers more qualitatively while also highlighting the milestones and narrating the story of the brand that was never told before.

The Kingfisher page has been positioned as a facilitator of 'Good Times' and strategically does not promote beer, considering the profile of the Facebook users. The Kingfisher Facebook fan page currently enjoys more than 3.4 million likes.

Kingfisher is using the key features of the format in a uniquely creative manner and making the consumer interactions on Facebook richer and more memorable. The latest format has provided Kingfisher with new options for self expression, allowing it to narrate its corporate story with milestones and highlight its key campaigns.

Initiating, fuelling and sustaining conversations remains to be the key challenge any brand faces on social media – Kingfisher is perceived as the benchmark in this space with consistently high levels of interactivity.

MTV INDIA

MTV India Facebook page is one of the most dynamic, vibrant and youthful Facebook page. It is well equipped with all social widgets and social sharing features.

Innovative content & constant evolution has helped MTV to cater to what the youth looks for today. MTV India's Facebook fan page is yet another way of going beyond television & right to where the youth is. It is one of India's only brands that boasts of such a strong and rabid fan following!

The MTV fan page not only talks about music and entertainment, but also talks about important topics like social reform, politics and sports. It encompasses everything that the youth can relate to and provides a platform where they can voice their opinions. The page's passion points revolve

around its fans' passion points... thus the million fans and still counting! From television, to social media, MTV's viral is surely catching on!

Most of the MTV India digital marketing campaigns are run on their website www.mtvindia.co.in but their Facebook page always has a micro Avatars of their campaigns.

MTV India takes their social media marketing very seriously and involves their employees, celebrities, VJs to actively involve with social media and act as their brand evangelists.

The features like videos, photos and social sharing option makes the page content rich, attractive and highly engaging. The MTV India facebook page acts as a youth community where conversations can be engaged.

MTV is a youth brand and has a wide variety of content that connects with youth and interests them, therefore the engagement level on the page is always good. MTV India tactically manages the activity and engagement level on their page through online application, creative updates with wide reach and frequent contests.

CONCLUSION

MANAGERIAL IMPLICATIONS

- It is beneficial for people to understand how to use these tools as they relate to their work. In particular, students can benefit from adopting social media.
- Social media techniques will become more abundant as marketers will become mindful of their effectiveness in regards to reaching target audiences, promoting a specific cause, and further developing communication strategies.
- This study will be helpful to marketers as Social Media Marketing can have great, long term impact on businesses, because a word on Internet travels across the globe in nanoseconds.

SUGGESTED DIRECTIONS

1. Though the UTAUT has been found to be generalisable yet it has been seen that the original factors are not repeated in every study using UTAUT media. Even in my research, there is a 7 factor solution. Thus, further researches may use UTAUT media in their study but keeping in mind the differences in sample chosen and the technology in question.
2. To have a better generalisability it is hoped that data will be collected from a number of universities.
3. This study employed principal axis factoring. It is recommended to use confirmatory factor analysis in future to validate the scale and develop a more parsimonious version of the scale.

4. Since there is some variance which is required to be explained, Qualitative analysis could be used to identify such traits. The data obtained could then be used to generate more additional new items and possible new-traits.

LIMITATIONS OF THE STUDY

Inspite of many attempts to overcome the limitations, some limitations still remain in the study.

1. Due to time and cost limitations, data was collected only in Panjab University campus in Chandigarh. Considering India to be very diverse, the results may not represent all Indian students.
2. The scope of the present study was limited to social media as a technology, and the findings may not be generalized to other internet usages by students. It is possible that different results may be obtained with different types of websites.

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