
Social Media and Brand Choice: A Study of Delhi and NCR

platform not only to advertise their brands, but to make users engage with their brands. Consumers are also taking assistance to make evaluation and select the brands. They like the brand pages, so that they can get notifications about new products, discounts, freebies, offers and also take participation in discussions regarding brands. They also look for the reviews by other users about products/brands, they want to buy. Social Media platform represent a mind blowing new innovative inclination that should be of interest to companies which operate in online space (Kaplan and Haenlein, 2010).

REVIEW OF LITERATURE

With increasing use of social media, it has been studied from diverse perspectives. Extant literature broadly contains studies defining social media, its impact on marketing, user engagement and brand choice. Kaplan and Haenlein (2010) defined social media as “a group of internet based applications that build on the ideological and technological foundations of web 2.0, and that allow the creation and exchange of user -generated content”. Social media can take many different forms, including social networks, Internet forums, weblogs, social blogs, micro blogging, wikis, podcasts, pictures, video, rating and social bookmarking (Kaplan and Haenlein, 2010; Weber, 2009). Similarly, Weber includes search engines in the definition of social web, and describes them as reputation aggregators with the task of combining sites with the best product or service to offer and usually put things in order of reputation (Weber 2009). Safko and Brake (2009) have supported the concept proposed by Kaplan and Haenlein (2009), as they have described social media to “practices, activities, and behaviors among different communities of people who gather online to share information, ideas, knowledge, and opinions using innovative conversational media”. Nonetheless, social media expedite the flow of communication by encouraging contributions and feedback from everyone who is interested and it is a two-way conversation when comparing to the traditional media because social media outlets are

open up to feedback and participation.

Social media marketing

Craig Lefebvre (2011) found that the main focus of social marketing was on products or services, price and distribution commitment. Social marketing used communication persuasiveness to make behavioural change with the use of incentives and other behavioural economic elements. Keller (2009) states, “Interactive marketing communications enable consumers to know from and tell others about a brand, as well as express their commitment to a brand and observe about brand loyalty of others”. Social media plays a vital role and has already left an ever lasting impact in terms of brand equity. Liana Evan (2010) found that now customers don’t like the traditional ways of advertising. They usually skip the flash ads and banner ads. It doesn’t mean they don’t see or engage with the products and companies. They are conversing with brands by expressing their thoughts, opinions and experiences on blogs, forums. Thus, to engage the customers, companies have to look deeply the comments, ratings, and reviews of the users-generated contents on the social media sites. Otherwise, conversation will become one sided.

Social Media and Brand Engagement

Bond et al (2010) suggested that use of social media advertising with multichannel communications tools have influential impact on brand loyalty and engagement. Consumers perceived the difference between the brands on social media. Some brands focus on publicity only and other brands intent to engage consumers on social media. If brands want to achieve successful position on social media then they have to interact with consumers rather just showing their attractive presence on social media. Weber (2009) came up to the question of branding in the social web. According to him, the companies communicate with their customers and assert that the stronger the dialogue is, the stronger the brand is, and vice versa. The author questioned the very core concept of traditional marketing and branding. The

Social Media and Brand Choice: A Study of Delhi and NCR

marketers used to broadcast messages to audiences and target groups, but in the era of social web, branding and marketing is about to participate in online social networks to which people want to belong, where they can have dialogue with customers and their discussions with customer and between the customer can flourish. Evan (2010) analyzed that customer Engagement is very different in open and participative environment on social media platforms. Engagement is redefined by the online consumers from read only mode to participative mode. Consumers are now participants rather than just viewers. Customers are now willing to talk to brands, show their personal interest in your business. By sharing their experiences on social media, customers can take better purchase decisions. Engagement involves four processes 1. Consumption (means downloading, reading, watching, or listening to digital content), 2. Curation (filtering and sorting, rating, reviewing the content, commenting on, tagging, or otherwise describing content), 3. Creation (uploading contents, photos, and 4. Collaboration (Blogging, taking direct inputs from the consumers and design the product accordingly)

Social Media and Brand Awareness

Aaker (1991) discussed about brand equity as a combination of fundamental grouped dimensions of brand awareness, perceived quality, brand loyalty and brand associations. Aaker (1996) also suggested a brand equity model comprised of ten factors among which brand awareness is fundamental. Brand awareness is very essential in buying decisions making that consumer recall the brand among the several product categories. Keller (2008) specified two elements of brand awareness, a) brand recognition and b) brand recall performance. Brand recognition is termed as the consumer's capacity to identify the brand at the same time the brand itself is given as a cue. Brand recall is the consumer ability to remind the concerned products/items. Here, instead of the brand itself, purchase and/or usage situation is given as cue. Brand recognition is important in store based purchase decision while

recall is important in other cases. Nowadays, consumers get awareness about different new brands over various social networking sites through many promotional activities conducted by brands, comments & likes by friends on brand pages. Thus, social media become a source of brand awareness among the consumers.

Social Media and WOM

WOM helps to marketing practitioners for understanding the consumer engagement with brands through social media. Consumers consider the social media as trusted information source (Robyn, 2011). In order to engage with consumers, marketers have got to learn the new rules of conversation with consumers (Mangold & Faulds, 2009). A particularly interesting aspect of social media is its potential to engage users in sharing their opinions and interests, generating a vast amount of word-of-mouth, also known as electronic word-of-mouth (eWOM) (Jansen et al. 2009)

Social Media and Purchase Intention

Lee (2014) describes that the sociability has positive influence on customer's trust and trust further influences perceived value. Thus, by creating groups and communities and engaging members in discussions help in attracting loyal customers. This will help customers more when they have needs. Social media dependency has positive influence on trust and perceived value of customers on social media. It will stimulate them to have purchase intentions. So, if companies want to attract and obtain customers, then companies need to make their customers active on the social media platforms by providing the new features and functions. Companies should understand the need of users and make them free to trust. Their brand should be prominent and distinguish on social media.

Literature shows that social media usage has an influence on all the aspects of marketing and consumer behavior, encompassing brand awareness, word of mouth, brand engagement and

Social Media and Brand Choice: A Study of Delhi and NCR

purchase intention. However, there is a need to study the impact of social media on these aspects of brand choice on the Indian users.

OBJECTIVES

The objectives of the study are defined as under:

- To study the usage pattern of social media in Delhi and NCR
- To identify the influence of social media on brand choice

RESEARCH METHODOLOGY

The study has been conducted on social media users to have insight on consumers' response toward the social media. The data has been collected by means of an online survey from 218 users of social media in Delhi and NCR regions, who have an account on various social networking sites and blogs. There are 125 male and 93 female respondents. The convenience sampling technique has been used because data can be collected from the respondents who use social networking sites. The study has considered five variables i.e. brand awareness, brand engagement, electronic word of mouth, brand choice and purchase intention to make relationship between these variables. A structured adapted questionnaire has been developed on variables identified through review of literature. SPSS has been used to analyse the data. Bar charts, tables, cross tabs, diagrams, and multiple linear regression analysis have been performed to analyze the data statistically.

FINDINGS

Demography and Social Media Usage pattern

Social media usage encompasses all the demographic segments. The following table shows the usage of social media across various demographic parameters – age, education, gender and occupation.

Table 1 : Demographic Profile of Social Media Users

Age	Frequency	Percentage
18-24	52	23.9
25-34	104	47.7
35-44	36	16.5
45-54	16	7.3
55 and above	10	4.6
Total	218	100.0
Education		
Under Graduate	25	11.5
Post Graduate	99	45.4
M.phil/Ph.d	89	40.8
Others	5	2.3
Total	218	100.0
Gender		
Male	125	57.3
Female	93	42.7
Total	218	100.0
Occupation		
Student	62	28.4
Business	7	3.2
Profession	53	24.3
Service	79	36.2
Retired	4	1.8
Total	218	100.0

The above table shows that users upto the age groups of 34 years accounted for more than half the social media users. Similarly, social media usage was exhibited by the users from all education i.e. undergraduate, post graduate and those pursuing higher education as well. The male users were little more in number than the female users. In terms of occupation, social media usage was found to be popular among the students, professionals and even servicemen.

Accounts on Social Networking sites

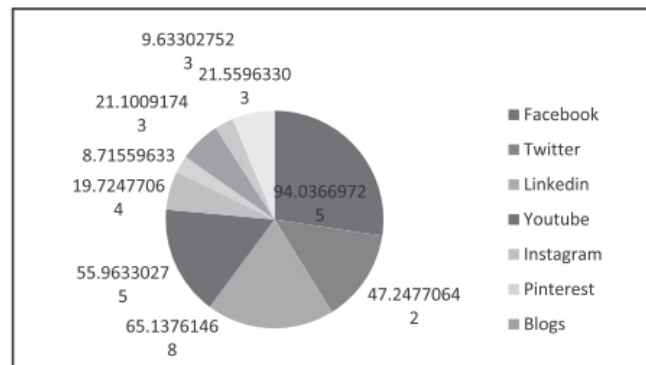
Exhibit shows that Facebook is the most popular platform of social media as a majority of the users

Social Media and Brand Choice: A Study of Delhi and NCR

(about 94 %) had an account on the same. Besides this, Linked In, Youtube and Twitter are also found to be popular among the users. The usage of blogs,

Pinterest, etc. is less popular among the users in the sample under study. It may be noted that the users have multiple accounts on the social networking sites as well.

Exhibit 1: Usage of different social media platforms



Age wise Social Networking Sites Distribution

The following table shows the usage of various social networking sites by different age groups.

Table 2: Usage of social media by different age groups						
SNS\Age	18-25	25-34	35-44	45-54	55 and above	Total
Facebook	51	101	29	15	9	205
%	24.9	<u>49.3</u>	14.1	7.3	4.4	100.0
Twitter	22	55	12	10	4	103
%	21.4	<u>53.4</u>	11.7	9.7	3.9	100.0
LinkedIn	19	75	25	15	8	142
%	13.4	<u>52.8</u>	17.6	10.6	5.6	100.0
Youtube	34	68	10	7	3	122
%	27.9	<u>55.7</u>	8.2	5.7	2.5	100.0
Instagram	22	16	2	3	0	43
%	<u>51.2</u>	37.2	4.7	7.0	0.0	100.0
Pinterest	6	9	1	2	1	19
%	31.6	<u>47.4</u>	5.3	10.5	5.3	100.0
Blogs	13	24	6	3	0	46
%	28.3	<u>52.2</u>	13.0	6.5	0.0	100.0
Forums	5	10	3	2	1	21
%	23.8	<u>47.6</u>	14.3	9.5	4.8	100.0
Others	6	30	5	4	2	47
	12.8	<u>63.8</u>	10.6	8.5	4.3	100.0

Social Media and Brand Choice: A Study of Delhi and NCR

The above table shows that majority of respondents have account on Facebook i.e. 205 (94%). It means Facebook is the most popular social networking site among all other sites. Majority of respondents i.e. 49.3% with age bracket 25-34 have accounts on Facebook. LinkedIn is also getting popular among respondents. 52.8% respondents with age bracket 25-34 have account on LinkedIn. People use LinkedIn for making good professional connections. Total 122 respondents and 55.7% respondents from age bracket 25-34 yrs have account on Youtube to view and share videos. Twitter is also a famous for interesting tweets and trolls. 103 number of respondents and 53.4% with age bracket 25-34 have account on Twitter. Instagram, Blogs and other sites are also gaining popularity, whereas, people are least interested in Pinterest. Majority of respondents from age bracket 25-34 have accounts on almost on all social networking sites, although respondents from age bracket 18-24 are also not very much behind.

Gender wise usage of social media

The usage of social media is very popular by both male as well as female users. The following table shows the use of various social media platforms by male and female respondents.

From the above table 3, it is evident that males have majority in having accounts on almost all social media networking sites except Pinterest, which is quiet interesting. Male users seem to be more hooked into the social media than the female counterparts, although the difference is not much. On entertainment sites, the presence of both male and female users is almost similar.

Education wise usage of social media

The following table shows how different social media platforms are being used by various education segments.

Above table shows that a majority of respondents from under graduate education background have accounts on Facebook, Youtube, Instagram and Blogs, whereas majority of respondents from M.Phil/Ph.d education background have accounts on Twitter, LinkedIn, Pinterest, Forum and others sites.

Age wise social media engagement

Social media has high engagement by the users, which can be estimated by the time spent by them on the same. The following table shows the time spent by the users of different age groups on the social media.

Table 3 : Gender wise usage of social media				
SNS\Gender	Male	Percent	Female	Percent
Facebook	114	55.6	91	44.39
Twitter	70	68.0	33	32.0
LinkedIn	85	59.9	57	40.1
Youtube	77	63.1	45	36.9
Instagram	23	53.5	20	46.5
Pinterest	6	31.6	13	68.4
Blogs	29	63.0	17	37.0
Forums	17	81.0	4	19.0
Others	37	78.7	10	21.3

Social Media and Brand Choice:
A Study of Delhi and NCR

Table 4 : Education-wise usage of social media

SNS\Education	UG	PG	M.Phil/Ph.d	Other	Total
Facebook	24	96	80	5	205
%	11.7	<u>46.8</u>	39.0	2.4	100.0
Twitter	14	39	46	4	103
%	13.6	37.9	<u>44.7</u>	3.9	100.0
LinkedIn	8	63	67	4	142
%	5.6	44.4	<u>47.2</u>	2.8	100.0
Youtube	14	61	44	3	122
%	11.5	<u>50.0</u>	36.1	2.5	100.0
Instagram	11	17	14	1	43
%	25.6	<u>39.5</u>	32.6	2.3	100.0
Pinterest	4	6	8	1	19
%	21.1	31.6	<u>42.1</u>	5.3	100.0
Blogs	8	20	16	2	46
%	17.4	<u>43.5</u>	34.8	4.3	100.0
Forums	6	6	9	0	21
%	28.6	28.6	<u>42.9</u>	0.0	100.0
Others	3	19	24	1	47
%	6.4	40.4	<u>51.1</u>	2.1	100.0

Table 5: Age-wise social media engagement (time spent)

		Time spent on social media					Total
		Less than 30 mins	30 mins 1 hr	1-2 hr	2-3 hr	3 and above	
18-24	Count	12	19	14	5	2	52
	% within Age	23.1%	36.5%	26.9%	9.6%	3.8%	100.0%
25-34	Count	33	37	22	7	5	104
	% within Age	31.7%	35.6%	21.2%	6.7%	4.8%	100.0%
35-44	Count	12	15	7	1	1	36
	% within Age	33.3%	41.7%	19.4%	2.8%	2.8%	100.0%
45-54	Count	3	7	3	2	1	16
	% within Age	18.8%	43.8%	18.8%	12.5%	6.3%	100.0%
55 and above	Count	4	3	2	0	1	10
	% within Age	40.0%	30.0%	20.0%	0.0%	10.0%	100.0%

Social Media and Brand Choice: A Study of Delhi and NCR

From the above table 5, it is clear that respondents from almost all age groups spend time 30 mins – 1 hr on social media on daily basis, except respondents from age group 55 and above, they spend only less than 30 mins on social media.

Gender wise time spending on social media (daily basis)

The above table shows that a majority of male as well female use to spend time on social media for 30 mins – one hour in a day. This is quite interesting finding as this implies that they are getting influenced by spending time on the social media.

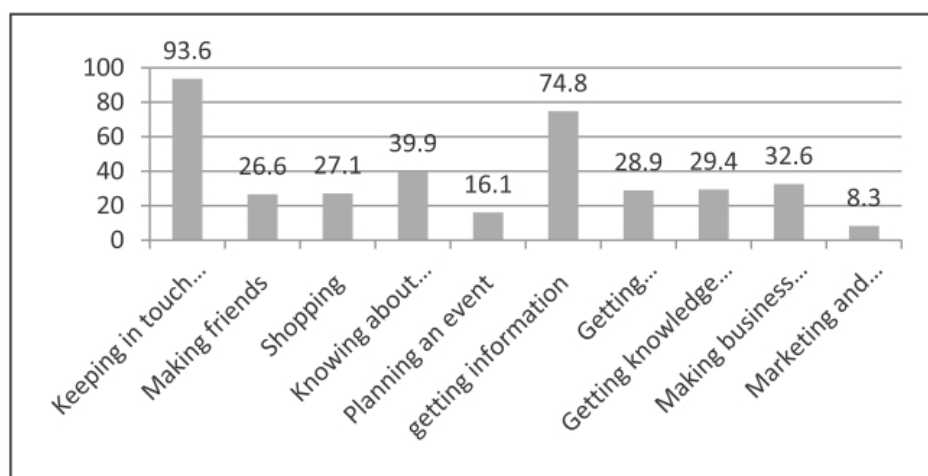
Various purposes of use of social media

Above exhibit 3 is showing that maximum number of respondents 93.6% use social media to keep in touch with friends and relatives. After that 74.8% respondents use it to get various types of information. Only 27.1% respondents use social media for shopping. Yet approx 30% respondents use it to get information about discounts, offers and to know about new products.

Table 6: Gender-wise social media engagement (time spent)

		Time spent on social media					Total
		Less than 30 mins	30 mins 1 hr	1-2 hr	2-3 hr	3 and above	
Male	Count	32	47	32	8	6	125
	% within Gender	25.6%	37.6%	25.6%	6.4%	4.8%	100.0%
Female	Count	32	34	16	7	4	93
	% within Gender	34.4%	36.6%	17.2%	7.5%	4.3%	100.0%

Exhibit 2: Purpose of usage of different social media platforms

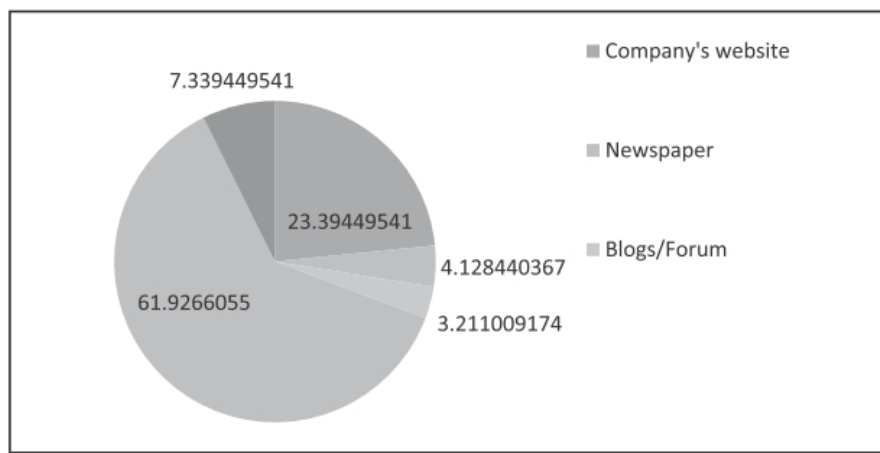


Social Media and Brand Choice: A Study of Delhi and NCR

Source for information about products/services which you want to buy

Majority of respondents 61.9% search information about products and services on google. They also prefer to search on company's websites and social networking sites to seek information about products and services which they want to buy.

Exhibit 3: Social media and source of information



Reliability and Relationship of variables

Reliability Check

Table 7: Reliability of variables	
Variables	Cronbach's Alpha
Brand Awareness	.957
Brand Engagement	.931
EWOM	.926
Brand Choice	.942
Purchase Intention	.907

The values of the Cronbach's Alpha for the independent variables, Brand awareness, brand engagement, EWOM and purchase intention are obtained as 0.957, 0.931, 0.926 and 0.907 respectively, and for the dependent variable brand choice, as 0.942. The value 0.7 or more of Cronbach's alpha is considered as acceptable social science studies (Nunnally, 1978). Thus, the result highly confirms the internal consistency of the constructs.

Impact of social media usage on brand choice

To investigate the objectives of this research study, the relationship between the dependent variable and the independent variables, Multiple Linear Regressions have been used. The dependent variable is Brand Choice (Y) and four independent variables are Purchase Intention (X1), Brand Engagement (X2), Electronic-Word-Of-Mouth (X3) and Brand

Social Media and Brand Choice: A Study of Delhi and NCR

Awareness (X4). These variables are used in the multiple linear regression models:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e \quad (e \text{ is the error term})$$

Here multiple linear stepwise regression has been performed to assess the relationship between independent variables i.e. brand awareness, brand engagement, ewom, purchase intention and dependent variable i.e. brand choice.

Stepwise Regression : Malhotra and Dash (2011), the purpose of stepwise regression is to select a small subset of variables from a large number of predictor variables that account for most of the variation in the dependent variable. In this procedure, the predictor variables enter or are removed from the regression equation one at a time.

Table 8 presents model summary, to show the strength of the relationship between the independent variables of multiple regressions and the dependent variable which is measured by the relation R. Regarding the results of analysis, $R=0.880$ (Purchase_Intention), 0.914 (Purchase_Intention and EWOM) and 0.922 (Purchase_Intention, EWOM and Brand_Awareness) which shows a high positive correlation. The R Square value of model1, model2 and model3 are .774, .836 and .850 respectively which show the independent variables of model1,

model2 and model3 explain 77.4%, 83.6% and 85% variance in adoption. These values describe the variation in brand choice can be described by the variation in brand_awareness, purchase intention, and EWOM. The Durbin Watson statistics is used for indicating variables that do not have autocorrelation problems. According to Shim (2000), the values that fall within the range of 1.5 to 2.5 are favorable. The Durbin-Watson index is at 2.052, so the assumption of independence of error is not violated and no autocorrelation problem is happened.

In Table 9, the ANOVA gives information about levels of variance within a regression model which is used for tests of coefficients' significance. One-way ANOVA analysis, shows that acceptance of brand choice toward social media is statistically significant, because F-value is statistically significant, in model1 $F(1, 216) = 738.985$, model2 $F(2, 215) = 546.534$ and model3 $F(3, 214) = 403.050$. The p-value is less than 0.05 ($P=0$) which means that at least one of the three predictor variables can be used to model brand choice.

The coefficient test is used to find the most effective independent variable(s). According to the result (Table 10), the estimated multi regression model is formulated as

Table 8: Model Summary ^d					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.880a	.774	.773	5.28018	2.052
2	.914b	.836	.834	4.51161	
3	.922c	.850	.848	4.32535	

a. Predictors: (Constant), Purchase_Intention

b. Predictors: (Constant), Purchase_Intention, WOM

c. Predictors: (Constant), Purchase_Intention, WOM, BRAND_AWARENESS

d. Dependent Variable: BRAND_CHOICE

Note : Here independent variable named Brand_Engagement has been removed because it does not results in any variation in dependent variable i.e. brand choice. It is statistically insignificant. In stepwise method any predictor has been removed which no longer meet the specified criterion at each step)

**Social Media and Brand Choice:
A Study of Delhi and NCR**

Model1 $Y=5.697+1.351X_1$

Model2 $Y=3.441+0.934X_1+0.606X_2$

Model3 $Y=2.059+0.778X_1+0.441X_2+0.252X_3$

According to the equation, in model3 the highest coefficient is possessed by Purchase intention which

is equal to 0.778 with highest t-statistic (11.162) and p-value of 0.000. Brand awareness has the lowest coefficient with weight 0.252 and p-value is 0.000, thus, brand awareness also affect brand choice significantly. It shows that one standard deviation increase in purchase intention is followed by 0.778

Table 9: ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	20603.140	1	20603.140	738.985	.000 ^b
	Residual	6022.149	216	27.880		
	Total	26625.289	217			
2	Regression	22249.036	2	11124.518	546.534	.000 ^c
	Residual	4376.253	215	20.355		
	Total	26625.289	217			
3	Regression	22621.631	3	7540.544	403.050	.000 ^d
	Residual	4003.658	214	18.709		
	Total	26625.289	217			

a. Dependent Variable: BRAND_CHOICE

b. Predictors: (Constant), Purchase_Intention

c. Predictors: (Constant), Purchase_Intention, WOM

d. Predictors: (Constant), Purchase_Intention, WOM, BRAND_AWARENESS

Table 10 : Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.697	1.554		3.666	.000		
	Purchase_Intention	1.351	.050	.880	27.184	.000	1.000	1.000
2	(Constant)	3.441	1.351		2.546	.012		
	Purchase_Intention	.934	.063	.608	14.871	.000	.457	2.190
	WOM	.606	.067	.368	8.992	.000	.457	2.190
3	(Constant)	2.059	1.332		1.545	.124		
	Purchase_Intention	.778	.070	.507	11.162	.000	.341	2.931
	WOM	.441	.074	.268	5.924	.000	.344	2.907
	BRAND_AWARENESS	.252	.057	.222	4.463	.000	.283	3.534

a. Dependent Variable: BRAND_CHOICE

The above results show that purchase intention is affected by brand awareness as well as brand awareness generated through the use of social media.

Social Media and Brand Choice: A Study of Delhi and NCR

standard deviation increase in brand choice, provided that the EWOM and brand awareness are left unchanged. It can be explained for both other independent variables in the same way. Based on the VIF values of the independent variables, there is no multicollinearity problem in the data, because none of the VIF greater than 5. However, a value of 10 has been recommended as maximum level of VIF (Kennedy, 1992; Hair, Anderson, Tatham & Black, 1995; Neter, Wasserman & Kutner, 1989; Marquardt, 1970) and 5 as maximum VIF value (Rogerson, 2001). Therefore, this model can be used for an estimation of impact of social media on brand choice.

CONCLUSION

Social media provides a platform to brands to communicate with consumers and conduct their marketing activities on it. The consumers also contribute actively towards those marketing efforts by making connections with brands. Customers are very conscious who use social media. Brands cannot persuade them easily by showing any stories on their wall. These customers are literate and sophisticated. From the above results, it is clear that consumers use social media as a medium to collect information about brands. Many of the respondents consider social media as a reliable source of information. It provides users a place where they can know about their favourite companies or brands. Consumers consider many brand aspects while choosing a brand like they like to know about brands from their friends, peer groups and other users of the social media. They ask for recommendations from their folks about the products/services. In other words, they consult on the social media about brands they like or want to buy. Friends also deliver their feedback/reviews and recommendation in return through brand endorsement by post sharing, commenting, liking, even by checking in at a place. Sometimes social media has emotional impact in evaluation of products. Friends help to find brand and discuss whether to buy or not and price is

suitable or not. Word of mouth has exponential growth on social media. Marketers and consumers both are using it to have communication with each other and get benefits from the power of social media. It also enables users to recall and recognize brands easily. Users like to engage in discussions with brands but it doesn't help in selection of a brand. Word of mouth and purchase intention play very significant role in brand choice. Thus, brands and marketers should make effective efforts to make users involve in discussions and persuade them to transfer the information immediately. It requires good contents marketing. User generated contents on social media is the hardest thing to control. In this way, social media has great impact on our choices. As it influences our decision making and we should be more conscious while using social media for brand choice.

REFERENCES

- Aaker, D.A. (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*, The Free Press, New York.
- Aaker, D.A. (1996). *Building Strong Brands*, The Free Press, New York.
- Bond, C. (2010). Engagement with social media and outcomes for brands: A conceptual framework. ANZMAC Annual Conference 2010, Christchurch, New Zealand.
- Boyd, & Ellison (2007). Social Network Sites: Definition, History, and Scholarship, *Journal of Computer-Mediated Communication* - Wiley Online Library volume 13 issue 1. www.danah.org/papers/JCMCIIntro.pdf
- Cavanaugh, P. (2009). *Engaging in the conversation: Best practices in Strategic Social Media*. M.A. dissertation, University of Southern California, United States -- California. Retrieved May 7, 2010, from Dissertations & Theses: Full Text. (Publication No. AAT1464239).
- Chen L., (2014). The influence of social media on consumer behavior: An empirical study on factors influencing consumer purchase intention in China under the social media context. Thesis, Aarhus University, http://pure.au.dk/portal/files/75142267/The_influence_of_social_media_on_consumer_behavior.pdf
- Corinne, S. (2013). 'How to use social media to understand and engage your customers'. <http://www.theguardian.com/media-network/media-network-blog/2013/mar/13/social-media-customer-engagement>

Social Media and Brand Choice: A Study of Delhi and NCR

- Evans, D. (2010). *Social Media Marketing: The Next Generation of Business Engagement*, Wiley Publishing, Inc., Indianapolis, Indiana. Pp 11, 15 <http://pauladaunt.com/books/Social%20Media%20Marketing.pdf>
- Evan, L. (2010). *Social Media Marketing: Strategies for Engaging in Facebook, Twitter & Other Social Media*. Que, Indianapolis, Indiana.
- Hair, J. F. Jr., Anderson, R. E., Tatham, R. L. & Black, W. C. (1995). *Multivariate Data Analysis* (3rd ed). New York: Macmillan.
- Jahan, S. (2014). Influence of social medias on brand choice. Thesis, Department of Marketing, Faculty of Business Studies, University of Dhaka.
- Jansen, B.J., Zhang, M., Sobel, K. & Chowdury, A. (2009). Twitter power: tweets as electronic word of mouth. *Journal of the American Society for Information Science and Technology*, 60(11), 2169-2188
- Kennedy, P. (1992). *A Guide to Econometrics*. Oxford: Blackwell.
- Kaplan, A.M. and Haenlein, M. (2010). User of the world, unite! The challenges and the opportunities of Social Media. *Business Horizons* pp 53-60.
- Keller, K. L. (2008). *Strategic Brand Management: Building, Measuring and Managing Brand Equity*, 3rd ed., Prentice- Hall, Upper Saddle River, NJ.
- Keller, K. 2009, 'Building strong brands in a modern marketing communications environment', *Journal of Marketing Communications* vol. 15, no. 2, pp. 139-155.
- Malhotra and Dash (2011). *Marketing Research : An Applied Orientation*, Pearson Publications
- Mangold, W & Faulds, D (2009). Social Media : the new hybrid element of the promotional mix. *Business Horizon*, 52, 357-365.
- Marquardt, D. W. (1970). Generalized inverses, ridge regression, biased linear estimation, and nonlinear estimation. *Technometrics*, 12, 591-256.
- Neter, J., Wasserman, W. & Kutner, M. H. (1989). *Applied Linear Regression Models*. Homewood, IL: Irwin.
- Nunnally, J. (1978). *Psychometric theory*. (2nd ed.). New York, NY: McGraw Hill
- Safko, L. & Brake, D. K. 2009. *The Social Media Bible. Tactics, Tools and Strategies for business Success*. N.J, USA: John Wiley and Sons. Pp 6.
- R. Craig Lefebvre, (2011), "An integrative model for social marketing", *Journal of Social Marketing*, Vol. 1 Iss: 1 pp. 54 - 72 Permanent link to this document: <http://dx.doi.org/10.1108/20426761111104437>
- Rennison, R. (2011). A thesis on Word of Mouth within Social Media, Gordon Institute of Business Science, University of Pretoria.
- Rogerson, P. A. (2001). *Statistical methods for geography*. London: Sage.
- Ryan, D., & Jones, C. (2009). *Understanding digital marketing: Marketing strategies for engaging the digital generation*. London; Philadelphia: Kogan Page.
- http://www.anzmac.org/conference_archive/2010/pdf/anzmac10Final00326.pdf
- Shim, J. K. (2000). *Strategic business forecasting: The complete guide to forecasting real world company performance*. CRC Press.
- Shojaee, S. & Azman, A. (2013). An Evaluation of Factors Affecting Brand Awareness in the Context of Social Media in Malaysia. *Asian Social Science*, Published by Canadian Center of Science and Education, Vol. 9, No. 17; 2013.
- Weber, L. 2009, *Marketing to the Social Web*. John Wiley & Sons, Inc., Hoboken, New Jersey.

BRIEF PROFILE OF THE AUTHOR

Anubha is Assistant Professor in the department of commerce, Shivaji College (University of Delhi), Raja Garden, New Delhi. She has done M.com. and M.Phil from Kurukshetra University, Kurukshetra. She has qualified UGC NET in both Commerce and Management. She is pursuing her Ph.D. from department of Commerce, Kurukshetra University, Kurukshetra in the area of Social Media Marketing. She has about 6 years of teaching experience. She has presented research papers in various national and international seminars/conferences. Her research interest is in the online consumer behaviour.

Social Media and Brand Choice: A Study of Delhi and NCR

Anubha

Department of Commerce, Shivaji College, New Delhi

In the present times, social media usage has percolated to all the sections of the society and is having increasing engagement on the users. With seamless online connectivity and smart phones, the social media platforms are emerging as an extended platform for the users to communicate and interact. With these, extended social media platforms are offering lot of information to the users, which is having profound influence on their thinking as well as behavior. Particularly, the young generation is highly vulnerable to the impact of social media, although its impact encompasses the users across all age groups, gender and income levels. Although Indian population started using social media relatively late, it has fast caught up and there is high usage of Facebook, Linked In, Twitter, Youtube, etc. The present study on 218 users of social media from Delhi, NCR and Haryana investigates the impact of social media usage on brand choice. Data has been collected by means of online questionnaire to the social media users. Descriptive analysis of the data has been done with the help of bar charts, frequency and cross tabulation. The effect and relationship of brand awareness, brand engagement, word of mouth, brand choice and purchase intention has been studied with the help of regression analysis. A positive linear relationship has been found among all five variables. Purchase intention affects brand choice more significantly than EWOM and brand awareness, inferring that various aspects of social media have great influence on brand choice.

Keywords : Social Media, Consumer behaviour Brand awareness, EWOM, Brand engagement, purchase intention, brand choice

INTRODUCTION

The social media has given a new medium for communication. It has changed the way of communication between consumers and brands. The traditional buying process of a consumer includes a lengthy process mainly a) to search detail information of a brand/ product, after getting detailed information, b) they consider many brands and c) to evaluate a few brands out of those brands and d) in the end, the final decisions are taken according to his/her needs. They also consulted with their family, friends and peers. Nowadays, due to advancement of technology, social media is considered as the right way to get adequate and right information at the right time by the consumer. Social media give consumers high control as it enables the buyers to search and collect enough information, watch reviews, and make comparison of different products, while sitting at home. From the last decade, social media has been proved to be the 'best opportunities available' to a brand to connect with their prospective consumers. Social media is the medium to socialize. It has a strong impact on the purchasing process of a consumer.

Earlier, brands only used to give messages through print and electronic campaigns and got responses late. Now, consumers express their views about brands easily through social networking sites. This new type of media has enabled consumers to make positive and negative influence on brands. Social media users recognize and recall brands, even, interact with the brands owners. So, brand managers are taking proper care in managing brands

Social Media and Brand Choice: A Study of Delhi and NCR

and engaging consumers through impactful contents, videos, pictures and promotional tools. In this ways, social media has proved to be quite cost-effective to attract many customers. In today's world internet is considered as the best way to make messages viral. Therefore, many companies are gaining advantages a lot from digital marketing and fans through social networking. Social Networking sites such as Facebook, Youtube and Twitter which are now being used by various multinational companies in order to convey their message to the customers.

In this way, social media has become a major factor to influence consumer behavior which leads to brand loyalty or commitment. According to Barnes, N. G., & Mattson (2008) social media helps to reach to the customers in less time and has vast amount of possibilities. It helps to grab attention of a customer with many ways like by writing a blog, sharing links or leaving a comment on someone else's blog. One can reach out to potential clients by advertising on social websites and in a cost effective manner, especially if one is a small business owner and he/she doesn't have the budget for advertising campaigns on television or in public event.

The firms have converted the marketing approaches towards the social media. Now, every business large, medium and small is focusing on it and trying to divert attention of users to their pages existed on the various social networking sites. The consumers are also getting awareness about new brands. They recognize their favorite brands and like to discuss with the other users and brand managers about their expectations from the brand. Social media has put the consumers at the centre of business world, which needs marketers to use new set of marketing tools to integrate the consumers to their brands in very innovative manners.

Social Media

Kaplan and Haenlein (2010) define social media as "a group of Internet-based applications that build on

the ideological and technical foundations of Web 2.0 and that allow the creation and exchange of user generated content." Unlike traditional marketing channels and communication tools, social media is a two way channel for communication between the users/public and organization. The nature of social media platform gives the opportunity to people to be an active participant, rather being a passive audience. Social media basically includes the various online technological tools that enable people to communicate easily via the internet to share information and resources. Social media can include text, images, audio/ video, podcasts and other new multimedia communications. These are various forms of electronic communication such as making websites for linking with social networking and microblogging through which users create online/virtual communities to share information, personal messages, idea and other content.

Social networking sites

Boyd & Ellison (2007) construe social networking site as "a web based service which allows people to make profiles, express or share views with other members on the same connection, and allow them to make visible their list of connection to others". There are many social media platforms, such as Facebook, LinkedIn, Twitter, Instagram, Pinterest, Myspace and Youtube etc. Out of the many social networking sites online, Facebook has become a dominant player because of its incredible growth and because of how quickly its audience has become diversified (Cavanaugh, 2009). These sites enable users to create profiles, share ideas, pictures/videos, connect with each other, to join groups and engage in social general behavior.

From a marketing perspective, businesses hope to use Facebook to brand their organizations and products and create sales. This is commonly done through Facebook using the concept known as 'friendvertising' leveraging the power of social influence to build momentum in promoting a company and its unique brand (Ryan & Jones, 2009). Brands are using social networking sites