CHAPTER 6

SUMMARY OF FINDINGS, SUGGESTIONS AND RECOMMENDATIONS
6.1 Customer Perspective

It can be analyzed that:

- A maximum of 31% are between the age group of 26-35 years, 29% are between the age of 20-25 yrs, 22% are between the age of 36-50 yrs and a minimum of 19% are 50 years and above.
- A maximum 60% comprises of male and 40% is of female among the respondents being interviewed for the study.
- A maximum of 41% are post graduates, 40% are undergraduates, 11% are from pre-university, 2% are doctoral and 7% fall in the others category.
- A maximum of respondents who use social media are working professionals are 43%, business personnel is 21%, Home makers is 18% and others are 17%.
- A maximum of 33% are of no income category followed by the next category of individuals with Rs.15001-30,000 with 31%, Rs.30,001-50,000 with 19%, Rs.15000 and less with 13% and a minimum of 4% of Rs.50,001 and above.

6.2 Retailer Perspective

- A maximum of 33% are of no income category followed by the next category of individuals with Rs.15001-30,000 with 31%, Rs.30,001-50,000 with 19%, Rs.15000 and less with 13% and a minimum of 4% of Rs.50,001 and above.
- A maximum of male with 71% followed by 29% female work in a retail outlet.
- A maximum number of employees who work are post graduates with 45% followed by 35% who are graduates, 9% are under graduates and PhDs with 2% from the “others” category.
- It can be analyzed that from Junior manager to others, the data is collected on the basis of designation. Therefore it is 20%.
- A maximum of 38% earn between Rs.30,001 – Rs.50,000, followed by 26% who earn lesser than Rs.15000, 20% comprising of Rs.15000-30,000 and 16% Rs.50,0001 and above.
6.3 Industry Analysis

- A maximum of 28% of the respondents are of the opinion that store layout is an area where the retailer can adopt innovation followed by 17% with discounts, 14% with customer service, 11% on improvisation of technology and establish an online presence and a minimum of 9% for connecting to the customer through social media and fastening the billing process.
- Improvising technology is a priority for those measuring ROI through platform specific parameters, but they do not feel the need to innovate outlet layouts.
- Establishing online presence is one of the innovation strategies for those using social media marketing.
- Shopping experience and pricing are the strategies they would adopt. Improvising technology is the least priority. Connecting with customers through social media is also not their priority.
- A maximum of 55% would want private brands, 23% would not want private brands and 22% are not sure about their opinion.
- A maximum of 49% are earning a revenue of 10-20%, 26% revenue is of the range from 40-60% and 25% earns a revenue of 20-40% in the retail segment.
- A maximum of 54% use social media marketing as a tool for communication followed by 21% who use advertising, 19% use sales promotion, 4% use public relations and 3% use direct marketing.
- A maximum of 31% is the preferred social media tool i.e. Facebook and Twitter followed by Google+ which is 22%, YouTube 14% and LinkedIn 2%.

6.4 Return on Investment and Social Media

- A maximum of 47% prefer platform specific parameters followed by 30% for change in sentiment and brand visibility and 27% for sales goals.
- A maximum of 54% get the revenue between 1 -10% followed by 46% between 1-25% and 0% for 26-49% and 50% and above.
A highest percentage of 93% are of the opinion that they don’t use any software followed by Leadlife and Act-on with 3% and Marketo with 0%.
6.5 ROI Model

- Click through rate, active follower ratio and sales leads have a pattern of being indifferent or highly unused.

- There is high usage of 33% for number of comments while on the other hand 37% don’t use this tool, a marginal 7% for usage and indifferent with 17% of unused as a tool. With respect to the number of impressions a maximum of 40% is where this tool has not been used, followed by 30% where it is highly unused, 13% neutral, 10% used and 7% highly unused. For the number of tweets, a maximum of 37% are neutral followed by high usage of 23%, usage of 20%, 3% unused and 17% highly unused. For the number of likes, shares and re-shares, there is a maximum usage of 53% followed by usage of 23%, 3% neutral, 7% unused and 13% highly unused.

- A maximum of 67% of respondents use peer review followed by 23% who are indifferent and 10% highly unused this parameter, With regard to page views, a maximum of 63% use page views, followed by 20% who highly unused with 3% indifferent and 13% of high usage. Hash tagging is where 37% of the retailers highly unused followed by 33% who don’t use it, followed by 17% where there is a high usage, and 7% indifferent and usage of this parameter. Video installs is where a maximum of 53% is neutral followed by 17% of used and highly used, with 13% of unused of this parameter. Customer engagement is where a maximum of 60% highly use, 17% use and 23% are indifferent to this parameter

- A maximum of 57% is where conversion rate is highly unused followed by 43% of unused. With respect to cost per visitor, a maximum of 63% is unused and 37% is highly unused. Cost per click where 77% is unused and 23% is highly unused.

6.6 Preferred Brand : City wise classification
It can be analyzed and interpreted that Kolkata is leading with 13%, followed by Delhi, Mumbai, Chennai, Lucknow and Bangalore with 10%, followed by Hyderabad, Patna, Ahmedabad, Patna, Jaipur, Indore, Kochi and Ranch with 5%.
6.7 Preferred Mobile Brand : City wise

- A maximum of 19% prefer Samsung and Nokia, 17% prefer MicroMax, 9% prefer Sony and Karbon, 8% prefer Apple, 6% prefer HTC, 3% prefer Spice, Xolo and Lava and 2% prefer XioMi.
- It can be interpreted that Samsung and Nokia are the most preferred brand while Micromax is trying to compete to be a market leader above the two most preferred brands by the end consumer. Reputed brands such as Sony, Apple need to still make its mark and try to generate purchase among the customers.

6.8 Preferred Apparel Brand : City wise

- A maximum of 24% prefer Levis followed by Westide with 23%, Lifestyle 16%, Marks & Spencer 9%, Burberry is 6%, Soch, Prada at 3%, Pantaloons, Louis Vuitton and Globus at 2%.
- It can be interpreted that Levis followed by Westide are preferred brand showrooms. Lifestyle is a distant choice.

6.9 Preferred Automobile Brand : Citywise

- A maximum of 25% prefer Maruti, followed by Hyundai with 21%, Tata with 14% Honda with 11%, Chevrolet with 9%, BMW with 6%, Mercedez Bendz with 5% and Rolls Royce with 3%.
- Ever since the inception, Maruti has been a market leader among cars in India. Hyundai follows next while other competitors are far behind.

6.10 Marketing Communication Tools That Influence the Purchase Decision

- Advertising through electronic media is the key driver for customers to make their final purchase and traditional form of communication like direct marketing is losing its value.
- A maximum of 87% followed by Google + with 64%, Twitter with 20%, LinkedIn with 15%, Flickr with 4% and 2% in the others category.
- It can be analyzed and interpreted that the lower age groups prefer Facebook compared to adults. Twitter and LinkedIn are more preferred by Male than females.
A maximum of 70% use social media as a tool followed by 45% who use mobile application, 40% use the official website and a minimum of 12% use other means of communication with the retailer.

6.11 Medium to Interact With the Retailer

While social media is leading, mobile applications are fast catching up. Official websites have lost the strategies and race in the competition of attracting their target audience.

The preference of social media is higher in Hyderabad, Ahmedabad, Bangalore and Ludhiana while mobile application has its strength in Delhi, Hyderabad, Ahmedabad and Bangalore. The official website is being used by people in Mumbai, Kolkata, Chennai, Patna, Jaipur and Kochi. A minimum of 12% fall in the category of “Others”.

50+ age group still rely on official websites.

A maximum of 93% for discounts, followed by 80% for purchases, 78% to feel connected, 77% for general information, 75% to be a part of a community, 74% for event participating and reviews & product ranking, 72% for submission of new ideas and customer service, 66% on submission of opinion on current products and 65% to learn about new products.

A maximum of 52% are of the opinion that they recognize promotions on social media profile followed by 47% where there is a recall on adverts in social media, 38% get informed about the services, product offering and promotions through social media.

Smaller cities don’t feel loose of control as an issue where as the customers from the North find leakage of personal information as a major concern.

It can be analysed and interpreted that the older group of respondents are of the opinion that losing control is a big challenge. But on the other hand, the younger group of people are of the opinion that consumer comments and facing negativity on social media is a major challenge.
It can be analysed and interpreted that losing control of the brand is a big challenge while the impact that adverse comments that have an impact has the least effect on the image of the brand is of lowest importance.
The age group between 20-25yrs to 26-50 years prefer social media more as a tool for communication than the age of 50+ years of people. Twitter and LinkedIn is more preferred by male than female.

6.12 Return on Investment and Social Media – Retailer Analysis

- It can be observed that a maximum of 60% are successful using platform specific parameters in the apparel industry while 30% are not successful in the mobile industry using the same category of parameters.
- 40% were successful in the apparel industry to tap the change in sentiment of the customer with a change and volatility of this industry while 20% of the mobile industry were not successful in associating with the change in sentiment of the end customer.
- Unanimously, 30% of the apparel, mobile and automobile industry are of the opinion that social media generates brand visibility for the organization.
- A maximum of 30% of retailers in the apparel and mobile industry were successful in generating sales leads through social media engagement while a minimum of 20% in the apparel industry were not successful in doing the same.
- It can be interpreted that across the three industries no retailer earns between 26 - 50% and above through social media engagement. There is a minimum of 46% who earn a minimum of 1 -10% revenue across three industries while a minimum of 34% earn a revenue of 11 – 25%. Here it can be observed individually across industries that all the industries considered for the study earn between the range of 1 – 10 % revenue through their online activities.

6.13 Social Media v/s Traditional Marketing

- A maximum of 71% are of the opinion that social media should be integrated with advertising, followed by 26% where social media should be with sales promotion, 25% are of the opinion that social media should be integrated with personal relations, 5% of the respondents feel social
media should be integrated with direct marketing and 3% should be integration of social media with personal selling.

- A maximum of 40% accept social media as a tool, 28% of the retailers very much accept the tool followed by 22% who are neutral, 2% are not acceptable to an extent and 8% do not accept social media as a tool for marketing communication.

6.14 Tools in Marketing Communication

- A maximum of 54% use social media marketing as a tool for communication followed by 21% who use advertising, 19% use sales promotion, 4% use public relations and 3% use direct marketing.
- A maximum of 28% of the respondents are of the opinion that store layout is an area where the retailer can adopt innovation followed by 17% with discounts, 14% with customer service, 11% on improvisation of technology and establish an online presence and a minimum of 9% for connecting to the customer through social media and fasting the billing process.
- A maximum of 26% respondents are of the opinion that price is the factor that is the parameter that is superior to the competitor followed by 24% who are of the opinion that it is the price, 22% are of the opinion that it is the store layout, 17% are of the opinion that it is experience to shopping and 10% is connect to customers.

6.15 Appeal Factor – Social Media

- A maximum of 89% have an appeal factor towards social media, followed by 85% who look at electronic media, 78% through SMS, 68% direct marketing and print media, 57% telephonic selling and 56% email.
- A maximum of 70% of the respondents are of the opinion that they have been contacted by the retailer after posting a comment while 30% feel the retailers don’t react to the same, a maximum of 56% do not recommend their network of friends on social media to purchase the product promoted by the retailer and 44% are of the opinion of recommending the products to their peer network. A maximum of 62% are
of the opinion that they participate in the promotions posted on social media while 38% do not participate on the promotions posted on the social media platform.
6.16 Preferred Mobile Brand – City wise

- A maximum of 19% prefer Samsung and Nokia, 17% prefer MicroMax, 9% prefer Sony and Karbon, 8% prefer Apple, 6% prefer HTC, 3% prefer Spice, Xolo and Lava and 2% prefer XioMi.

6.17 Preferred Apparel Brand – City wise

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SUGGESTIONS AND RECOMMENDATIONS
6.19 Retailer’s Perspective

- Most organizations are not aware about specialized personnel who are experts to manage social media campaigns for organizations. Therefore, it is suggested that the retailers appoint a social media manager who’s expertise in the area of social media marketing and he can contribute to the revenue for the organization.

- The retailers in India are not aware of the tools being used to measure social media. The employees in the retail sector in India need to be educated on varied tools available to measure social media campaigns quantitatively.

- Return on Investment is an unexplored area in the field of retail in India. Retailers have used social media for awareness but they are unaware about the revenue it can generate on a quantitative basis. Therefore, they need to devise their own strategies and parameters to measure return on investment. There are varied models for return on investment. The “Click to Revenue” model can be used in order to generate revenue for retailers in India.

- Retailers should explore new tools on the online medium in order to facilitate a successful social media campaign through using contemporary models developed on social media by varied researchers to test the success or failure of the social media campaign executed by the retailer.

- The retailers should not only engage the external customers but they should also attempt to make the internal customers use social media to engage themselves which can lead to increased productivity due their activities on social media.

- Varies strategic management tools like Porter 5 Force Model, Mckinsey 7 S Framework can be used can be integrated with social media in order to formulate and implement a successful social media campaign in the highly competitive market.

- Quantitative models on social media can be formulated in order to suit the needs of specific retailers in India.
Marketing strategy linked with social media is a tool unexplored by retailers. They are looking at exploring this area more in depth and deliver more than just an awareness to the end consumer. Marketing strategy is changing at a fast pace because of the intense competition and new technological advancement. Retailers in India need to get themselves aware about this area by getting themselves trained on the same.

6.20 Customer Perspective

Brands are using social media only as a tool to generate awareness after product is introduced in the market. It is suggested that brands use social media to introduce new products to their target audience.

The customers are of the opinion that once communicated to the customer about a product by the retailer, the retailer does not do in at regular intervals of time. Since there are numerous products, the attention span of the customer has reduced. Therefore, it is suggested to the retailer to engage the customer with their product and message at intervals of time.

Using social media as a tool along with YouTube, to generate curiosity, the product and its offering is given less importance than the other factors of advertising. The customers are of the opinion that more product offering should be communicated to the end customer.

Customers are of the view that there should be multiple celebrities involved in endorsing a product offering on social media so that it attracts the customers at large.

The customers are of the opinion that the retailer through social media should give toll free number for all products across industries and EMI facilities while communicating the product to the end customer.

It is suggested that social media should be clubbed with “virtual shopping sites” and provide customized services to the end customer based on the individual specific needs of the end customer.