The customers suggest that retailers should be more tech-savvy and connect to their target audience using social media.

CHAPTER 7
CONCLUSION
7.1 CONCLUSION

In the age of information, social media in India is still at a very nascent stage. The retail industry in India is fragmented and it is a highly competitive market with a lot of untapped potential. Today, we find brands on various social media but the retailers in India are yet to go beyond the stage of awareness.

This research goes beyond the awareness that social media does to millions of people at one time but it also taps into social media strategy and return on investment. Ultimately, the advertising campaign whether it is conducted offline or online, it should translate to revenue. An attempt through this research is being made to explore the various methods through which retailers in the Indian scenario of urban India use to measure social media.

A conceptual model was being framed and tested in order to understand the retailing scenario in India and the various marketing strategies it follows through traditional media and social media in specific on both the retailer and customer perspective.

It can be concluded that social media is slowly becoming an important marketing tool which offers companies an opportunity to engage with their markets, learn about their target audience, deliver and measure the results through consumer engagement on social media in the Indian perspective.

This study is a very interesting though it is not fully researched. It is limited to only three industries and set specific limited parameters for return on investment. It can be extended to other industries with additional factors added to the existing model.