



ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 17/05/2018

CERTIFICATE

This is to certify that **Mr. Abhinav Varma** bearing **USN 1AY16MBA02** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belgaum. Project report on **“Brand Awareness Using Social Media Marketing”** at **Woovly India Pvt Ltd, Bangalore** is prepared by him under the guidance of **Prof. Archana Vijay**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belgaum, Karnataka.

Signature of Internal Guide

Signature of HOD

Head of the Department
Department of MBA
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Signature of Principal

To Whom It May Concern

Sub: Internship Certificate

This is to confirm that Mr. Abhinav Varma, a second-year student at Acharya Institute of Technology has completed internship with us during the period 15th January 2018 to 24th March 2018. During his stint, he has worked on a project "Brand Awareness Using Social Media Marketing" with marketing team for acquiring users and creating brand awareness of Woovly on social platforms. He has good analytical mind and is very committed to getting results within defined timelines.

We wish him the very best in her future endeavours.

Yours Sincerely,

For **Woovly India Pvt Ltd**



J Venkat
Director

Woovly India Pvt Ltd.

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DECLARATION

I Abhinav Varma, student of MBA 2016-18 batch of Acharya Institute of Technology declared the internship report entitled "Brand Awareness using Social Media Marketing" prepared by me under the guidance of our Internal Guide or prof. Archana Vijay a faculty of MBA department Acharya Institute of Technology and External Guide Neha Suyal, Co-founder and team lead of Woovly India Pvt. Ltd.

I also declared that this project is a partial fulfilment of the university regulation for the degree of Master of Business Administration by Visvesvaraya technological University, Belgaum.

I have undergone a summer project internship for a period of twelve weeks. I further declare that this project is based on the original study undertaken by me and has been submitted for the award of any degree diploma from any other university/institution.

Place: Bangalore

Date: 29/05/2018

Signature of the student



ACKNOWLEDGEMENT

I would like to take this opportunity to express the deep sense of gratitude of mine towards Mr. Venkat J the CEO who has given me the opportunity to undertake the project work at Woovly India Pvt. Ltd and at the same time I am also very thankful to the employee of Woovly who implicitly and explicitly help me in successful completion of this project.

I would also like to sincerely thank to my internal guide Prof. Archana Vijay of MBA department for having helped through his extended co-operation and support during the completion of the project.

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EXECUTIVE SUMMARY

This is all about Woovly India Pvt. Ltd promoting preparing viable report. The report begins with the acquaintance of the business has a place with Woovly and history of the organization. The report moreover incorporates an assortments of institutional strategies and methods and executed inside the organization's center esteem rehearse time. It gives data about the organization's history, vision, what's more, mission and client base information to fresher. The report demonstrated that a wide range of organization's administrations. Its day by day course of business of the organization engaged with it likewise incorporates look into techniques and field point by point leave and showcasing structure it additionally incorporates association where, I am presented to the genuine showcasing methodology thoughts, administrations and client in the showcasing view of my learning background. This report gives to the market programming also, administrations the organization market's member's light client observation. Its gives data on down to earth preparing after the points of interest of web picked up learning and experience.

CHAPTER 1

INTRODUCTION

Social media has become an essential part of our lives and the tendency to use it is increasing day by day. Social network is a platform which helps people in connecting with each other for many purposes like sharing photos, videos, views on sports, politics, travel and connecting for professional reasons for building a network. Social media can be easily accessed through internet on a smartphone, personal computer or a tablet.

The use of social media has increased in last few years and is expected to always go up as the technology advances and need to be updated with latest happenings increases.

Technology has made sure there is no need for students to carry big heavy books as a lot can be done using internet for educational and research purposes at affordable prices and is also easy to access. Education hasn't been left untouched by social media, it has gained credibility in education sector as it provides a lot of information to the students and helps them to find groups, experts, opportunities and educational links that make education convenient. Students admit that education using technology and social media has made it more interesting and has been an encouraging for learning a lot of things

Another major development in social media is that it is being effectively used for advertising, creating brand awareness and an image of the company and its product. As there are over 2.2 billion active users on facebook and over 800 million active users on Instagram who use these platforms for quite a good time also, this makes it a great market place for the marketers to utilize the opportunity therefore make an impact on the users about its products and services. There are many ways of marketing on social media platforms, there are options which are available on a paid mode which gives the advertisements a comparatively wider spread on the platform and there are other efficient options which give a rather limited reach with more efforts.

Contrary to the traditional marketing methods like tv, radio and print media, marketing on social media is low cost, very fast, services are available everywhere and these can be easily shared.

The significance of Brand awareness has grown in recent times as it is the mark to which the consumers are aware of the brand and its product. The image and reputation of the brand

in the eyes of the consumers has a lot to do with the success and failure of a product or a company. Maintaining a good image is now a major role of the management and the marketing team and a lot of importance and efforts are put in the process of brand awareness and image building as it is directly related to fact whether the brand and its products will go a long way in the market or not. Services and products that keep a good standard of brand awareness are more likely make better sales and profits. There are many ways to create brand awareness but one of the modern and effective method of creating brand awareness is by using social media marketing on platforms like facebook, Instagram, youtube, twitter, e-mail etc. as there are millions of users on these platforms it makes a great place for the marketers to perform their activities in order to create brand awareness. Print media these days is not as prominent and reliable as it was in earlier days so the management has figured out modern ways to connect with the consumers and a major part of youth along with people of other age groups are using social networking sites on regular basis for a good amount of time these days. As the accessibility of these sites are very easy using a smartphone from anywhere at any time, it becomes an ideal platform for advertisements and building popularity along with a customer base.

INDUSTRY PROFILE AND COMPANY PROFILE

INDUSTRY PROFILE

Social media are computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. It is the internet based technology that allows people to share information whether written or photo/video visuals and communicate with one another. Social media has changed how we live our lives and affected how nearly every industry does business.

Social media industry has seen phenomenal growth over the years because it is been driven both by popularity and number of users, as the global number of people having access to the internet and access to the smartphones increases and technology advances and internet becomes faster and better that means with growing time the game or application you use becomes more faster more secure and more exciting. The companies that provide these services have figured out how to make more revenues out of it that is by advertising, so social media is mostly advertising driven, users don't pay anything to access their account unless they buy or subscribe to some premium services eg. LinkedIn premium. Users can access to social media services through internet using laptops, desktop computers or smartphones and tablet.

The origins of social media are happens to root back than you might fancy. Year 1997, the first clear social media platform called "Six Degrees" was developed. Six Degrees had a facility for its users to create an account and do network with other users by connecting online. Social media started spreading and popularized soon after the development of blogging services, in 2000s Myspace and LinkedIn increased in status as they did a fine business in connecting people over the internet. Few of the popular sites like Youtube, Facebook and twitter were available worldwide in 2006 crafting a very dissimilar way of connecting which is by sharing photos, gifs, videos etc.

Today there are a numerous variety of social networking sites, some help users connect for professional purposes whereas some aid users in connecting by sharing photos, videos and other fun aspects. Around 2010 Flickr was the most popular phot sharing platform, some

other like Photobucket and Instagram, at present scenario Instagram is one of the top social media sites and becomes a major platform for advertisers and other businesses.

It is estimated that by 2019 there will be around 2.8 billion users on social media increasing from 2.46 billion in 2017

Although it is not possible for anybody to predict the future of social media, as humans are social animals and change in taste and fashion is one of the features of humans.

Services Provided by Social Media

Social Networking

The most basic feature and service provided by social media is connecting with people online who share similar interests, background, ideas, career aspects or real life connection. Traditionally networking was possible through telephone, postal services or face to face which either took a lot of time and effort or were a costly affair but with the introduction of social media, networking has now become easy, fast and cost efficient. It only requires an internet connection through smartphone or computer. As the technology advances, social networking becomes more fast and secure than before. The way in a person uses social networking can affect its mood, feelings in positive or negative manner. A few companies who have employees that travel on regular basis are asked them to use social media and stay connected to feel closer and get updated on things instantly. There are many ways in which a person can get benefitted by the right use of social networking and making connections with the good quality of people. A person seeking job can get in touch with job providers, links or mutual friends that can in some or the other way help the person in getting the job, a person seeking like-minded people for playing football on regular basis can find such people on social media. So to be a successful social media platform, providing strong social networking facility becomes an important aspect.

Media sharing

One of the most important service that social media provides is the ability to share photos, videos, live videos and other media through these platforms online with the help of internet on smartphones and computers. Facility to be able to share photos and videos very quickly and in cheapest way has made social media industry a huge success and has seen a rapid growth in recent years, as the technology advances the use of social media will grow and gain more and more users. Sharing high quality photos and videos was not easy earlier, as the technology advanced and speed of internet increased along with easy availability of ready to use connection has made a huge differences and made sharing data and media very easy and faster than before. Some social media sites are majorly based on visual treats like images and videos eg. Instagram, youtube, snapchat. Media sharing allows brands to make social relationships, making brand awareness, advertising and getting feedback from users, this makes social media industry highly desired by marketers as the population is present and they can use it for business enhancement purposes.

Discussion forums

This service is provided to search, discuss, share news, information, views and opinions. These forums allow users to get into discussions online and keep their opinions, get knowledge and learn about things of their interests, they can also share knowledge which can help somebody else and get opinions of other people about something on the site. There are sites where a person can get to know about what everyone is talking or what is trending nationally and internationally, people without being shy can express their views and some of the sites are trying to come up with a feature of being anonymous. Students can be benefited by discussion forums by getting the right material and information prior to competitive exams, assignment and projects. It can be used by groups to advice people on health related issues by either writing blogs or answering to the queries of the patients and other people who are having similar doubts. Reddit and Quora are the two most used discussion forums. Hence discussion forums are a big facility provided by social media which makes it very successful.

Blogging

A blog is a web based content created typically by one person or a small group of people who regularly update contents of a subject or their area of interest. Blogging is writing a blog or an online journal of a particular subject or interests. Blogs may deliver commentary or explanation on several topics ranging from politics, sports, seasons etc. this gives talented writers, reporters and content creators a platform to present their creation or reports and gain popularity in the world of blogging and publishing. Bloggers tend to gain followers as they create content which are attractive and liked by readers. Blogging gained popularity in 1999, Evan Williams and Meg Hourihan from Pyra labs launched Blogger.com in the year 1999 and it was purchased in February 2003 by Google. Wordpress and Tumblr are the top blogging sites at present. There is another form of blogging called microblogging, it is an activity of posting smaller online contents which may be text, pictures, animations or other media. There are blog awards given to the best bloggers as per the votes of the audience to encourage the budding and potential bloggers.

Consumer Review Platform

This is a facility which allows people to find, review and share information about products and services, also tourist spots and destinations, places to eat, stay and other customer oriented services. Users can reply both positive and negative reviews. This benefits users to find the right information related to the product or the service that the person is seeking, as the reviewers are the people who have already used the product or taken the service before so it gives you a better insight of the product and the provider. They help in selecting the better one of the available options in the market by the recommendations and reviews posted by the previous and existing users. This has changed the way people used to decide which place to go for a dinner or a holiday destination, as people want to know which thing will provide them most satisfaction and what will be highly worth the money being spent on. Research has shown that consumers generally trust recommendations of the peers this makes service providers and companies to make better products as the feedback and reviews can instantly be uploaded and can cause a drastic change the business. Some of the famous review sites are TripAdvisor, facebook and google reviews.

Advertising

Social Media Advertising has gained popularity in last decade, it allows users, marketers to advertise their products or services online on the social media platforms like facebook, Instagram and E-mail marketing. The wider reach of social media advertising is what makes it different from all other ways of advertising, as we know there are over 2.8 billion people using social media actively. It has the power to immediately begin the sales for a firm from the day one and can have consistent gains. For ecommerce websites social media marketing has proved to be the best way to get the customers and start generating sales as the advertisements directly take the viewers to the ecommerce website and the information is quickly passed on to the interested viewers along with all the required details. To help and guide the users to properly utilize the advertising function, popular social media sites provide tips, tactics and right plan layouts to successfully carry out the desired campaigns as well as manage different channels to get the best reach and results. Social media advertising and marketing is ideal in terms of target marketing as the sites have some basic information of the users like age, location, educational qualification etc. this makes social media a great place for advertising and generating income.

Interest based Network

Here people with similar shared interests, hobbies, beliefs and activities can connect and form groups and clubs promoting their respective content or inviting other people to connect and contribute to the group. These networks have a more targeted approach rather than the whole as they focus on a single aspect such as music, sports, books, food etc. these networks allow its followers to contribute to and other people to get access to the information and use as per the benefit and interest of the network. Suppose there is group of people who want to form and get new players for a football team and compete in local tournaments, they can create a group on the platform i.e. facebook, and can get the interested prospects and information.

Messenger -Direct Message

All the social media platforms provide this facility of being able to message other users of that particular site, some call it messenger and some call it direct message. Here message can be of text format, image or video. It allows users to chat on real time and it is one of the

most cost efficient way of communication as it only requires internet connection on a smartphone or computer.

COMPANY PROFILE

Woovly India Pvt. Ltd is a Bangalore based start-up company operating from Koramangala as a social media platform which allows people to discover and accomplish their bucket list items which are majorly focused on travel, adventure sports, photography, fitness and food.

Established in 2017 by Mr. Venkat Jay after having decades of work and industry experience both as an business enthusiast and an angel investor he decided to come up with a social media platform with co-founder Ms. Neha Suyal, which caters the need of the people to discover their bucket list, connect with the right people to acquire the required information related to the bucket list item and successfully accomplish the buck list. Situated in start-up hub of India called Koramangala, Woovly provides thousands of bucket list ideas and helps you identify your type of ideas which you always wanted to do, moreover it helps you to connect with people who can perfectly guide you with the information required to accomplish those bucket list ideas and also the team of Woovly will connect and assist people on the same. If a person has successfully accomplished a bucket list item then there is a section called “bucket lister” for them where there extraordinary travel and adventure stories will be published which will inspire other users to discover and accomplish their bucket list as well.

At Woovly, they believe that every individual has a passion for some activity and desires and when accomplished gives them immense happiness. Woovly connects all such individuals based on their common passions. Platform is designed in a manner that it helps every individual to raise any queries they have for others on Woovly.

Currently with its Beta version website Woovly operates their social media platform by the name Woovly.com which takes the users to the journey from discovering to successfully accomplishing their bucket list. Woovly is backed by skilled workforce and latest technology devices for the best development of services and to enhance the user experience.

Vision & Mission of Woovly

Company logo



Vision-

To be a well-recognized and trusted platform for Adventure and travel enthusiasts.

Mission-

To be passionate about assisting people to discover, plan and accomplish their bucket list by making planning and execution easy.

Basic Information

Nature of the business	-	Social Network, Online
Company CEO	-	Mr. Venkat J
Year of Establishment	-	2017
Number of Employees	-	50
Location Type	-	Urban
Building Infrastructure	-	Rental basis

Services provided	-	Social Networking, Bucket list development, Blogging, Information.
Competitive advantage	-	Unique model, Provides customised solutions

Quality and HR Policies

SL.NO	POLICY	APPLICABILITY
1	Code Of Conduct- responsibilities of the employees.	The company expects its employees to follow ethical approach in area of competence as well as they are expected to keep the image of the company clear and legal.
2	Dress Code Policy	This is applicable to all the employees from junior to top level management. Men can wear formals, suits, blazers on weekdays and jeans with collar T-shirt on Saturday. Women can wear salwar kameez, suits and formals.
3	Training and Induction	At the new entrants are provided with induction and the required training which will be useful in their work time and career. Training programmes take lace time to time to keep the employees updated with the industry.
4	Staff Meeting	It is applicable for junior and top level employees. Staff meeting should be an interactive communication session and the ideas discussed should not be disclosed by any

		employees to any person not relevant to the company.
5	Performance appraisal system	Company follows and yearly cycle beginning from April for implementing annual revision covering both increment and incentives.
6	Leave Policy	All employees are entitled to below leaves in a calendar year:- 12 Earned leaves, 10 casual leaves and 10 sick leaves, 12 weeks maternity leave(applicable for women)
7	Laptop Policy	All the employees are entitled to receive a working laptop to carry out tasks and job related work. Laptop shall be returned while the employees quit the organisation.
8	Termination Policy	Termination policy covers all levels of employees whether permanent and temporary. Termination can take place due to following reasons:- employees fail to meet organisation standards of work and conduct, violation of work rules and performance.
9	Employee get-together	This policy shall be applicable to all the employees of the company where the expenses of such get together will be borne by the company limiting to Rs.1500 per person.

Areas of operation

Woovly India Pvt, Ltd social media organisation is an enlisted start-up. According to Financial report 2017 ISO 9001 Quality accreditation.

Since the website is made as per the need of the client, more appropriately under the studies to have the ability to meet them with all the upgradation in the field of direct organisations, it is information help advantage section basically tackle the choices encompassed by the clients.

Company works from Koramangala, Bangalore with 2 offices and do their entire setup from their only.

Infrastructure Facilities

The working environment at Woovly bring out organisation attributes, headway and adaptability among delegates. Association under pins and recognises the coordinated efforts.

Woovly has made arrangements to keep fun activities in the work premises which enhances employee affirmation and relieves stress.

Various work place entertainments are given to employees to empower recreation, for instance

- Foosball
- Dart
- Television
- board games

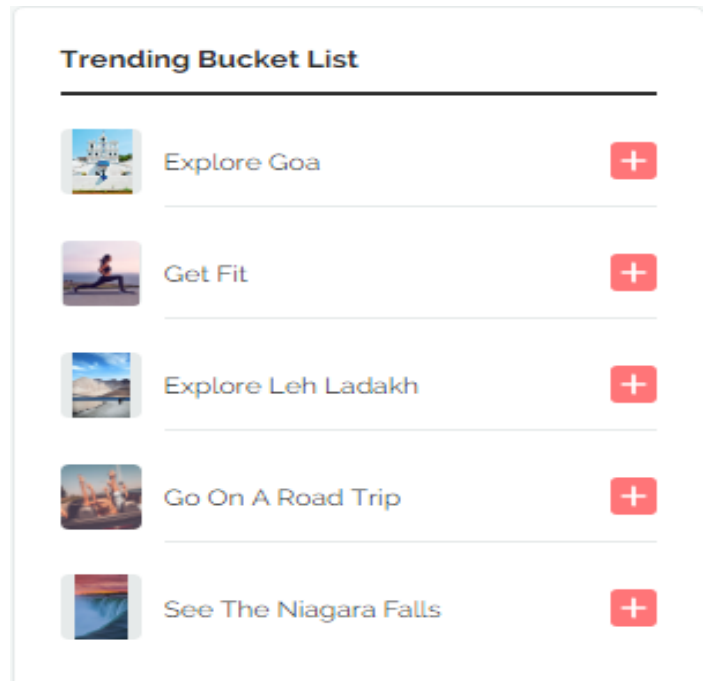
Services provided by Woovly are –

➤ Virtual Bucket list

Bucket list is a collection of activities, things and actions that an individual would like to do and accomplish in coming seasons or during their epoch. These are ideas, plans or motives that a person desires to fulfil in their lifetime.

Woovly provides a platform where any person can build its bucket list by registering on the website free of cost. This allows the registered users to build, track, edit, update and share their bucket list any number of times along with setting long and short term goals. Woovly has made this process of

making bucket list online a very easy and attractive as it allows users to add relevant photos and videos on their bucket list items. It gives a timeline view to the users where they can go by watching their accomplishments and desires that are yet to be fulfilled.



➤ Information

Woovly provides a lot of information on 7 categories to the users. In order to assist users in having the right idea and information related to their area of interest which will enable them to explore more opportunities so that they can fulfil their desires and accomplish their bucket list items. Those 7 categories are:

- Adventure Sports - adventure sports and extreme sports are defined as activities that have a high degree of danger and risk, it may involves one or a combination of these things- speed, height, water, certain level of physical application, safety gears



and
equipment.
Adventure
sports need
some level
of
preparation

before getting into the field, some level of professional coaching too is needed.

Woovly provides the right information and ideas of adventure sports to its users.

Information like the right amount of preparation required, budget needed, the degree of satisfaction, physical requirements and many other things that will allow users to make the right plan in order to execute and enjoy these adventure sports.

- DIY/Hobby - “Do it yourself” is a process where you learn, build or repair without the help or presence of a professional, things like home improvement, makeup, tailoring etc. This method in trend as it helps you in saving money by cutting down labour or expert fee. It is being taken up by a lot of people these days and Woovly help in providing right information regarding DIY and hobbies that make people happy and reach a satisfaction level.
- Photography- Photography is one of the leading hobbies and bucket list items of a lot of people, being a photographer is a dream of millions and having the right information and ideas is what a person needs in order to be good at photography. Photography is an art of capturing a views with right skills and creating images. Woovly provides an innovative platform for existing and budding photographers to



learn, teach and showcase their photography skills to the world. On Woovly a person can acquire the right information that is required to start, enhance and excel at this skill. From the right equipment required to the places which are good for photography every information is available on Woovly.

- Travel – Travel is movement of people for a motive of exploring or reaching a place which will give them an experience to remember, people travel from one geographical location to another in search of something different and something they have never seen or experienced before. Woovly provides a lot of articles and information on travel and tourism with a lot of options of exotic locations and facilities, this allows users and travel enthusiast to gather the required information in order to experience the best of travel. Woovly connects people with interest in travel and adventure which allows interaction and enables exchange of experience, knowledge and information with each other.

- Food and drinks - Another category of activities on Woovly is food and drinks, here people with interest in food industry can acquire a lot of news, knowledge and



information as a lot of food bloggers and experts are on the platform to share their experience and interact with people who have queries. Woovly brings all these people under one platform where all the information related food and drinks

is available along with the option of being able to interact with each other which gives room for exchange of ideas and information to take place.

- Fitness – One of the categories on Woovly is fitness, as the world and technology advances, number of people working on computers and sitting in office whole day have increased, the need to stay fit has increased as people now have a very limited physical movements due to advanced technology machines and devices. Woovly provides all the articles and information on fitness that are required to have a good fit body. Experts and trainers have written articles on this platform which is very useful for somebody who wants to know more about fitness. Woovly provides a platform for all fitness lovers where they can share their experiences and guide other people on it. Users can set their goals on the bucket list and work accordingly using the information available on Woovly.



- Sports and Games – Last category on Woovly is sports and games, a lot of information on sports and games can be acquired from the website, there are a lot of sports enthusiasts on this platform who are ready to share their sports experiences and tips to others, woovly have collectively a lot of articles, tips and information to offer to its users. Previously people had to personally go and meet or read the interviews of the sports personnels but now due to advanced level of technology it is available on internet and woovly brings them on this platform where they ineract and give information to others. In this way Woovly help its users in getting information related to sports and games.

➤ **Social network**

Woovly is a platform which allows a social network for people with similar interest in categories like travel, adventure sports, fitness, food & drinks, hobbies, photography and

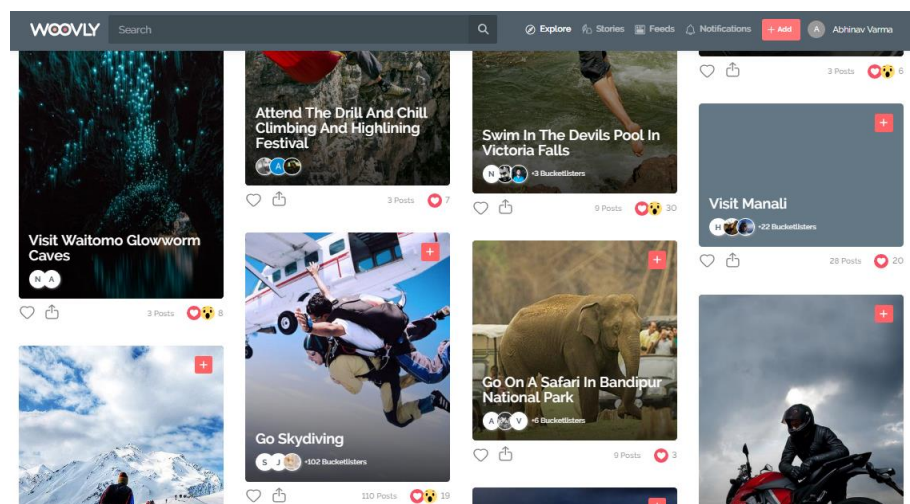


sports. It allows people to connect with other user, interact and clarify their

queries which will help them in accomplishing their bucket list ideas. The motive of the networking on Woovly is to get ideas, get right information, plan the process and successfully perform the activity or accomplish the goal along with making certain connections of similar interests that will help or partner in future.

➤ **Blogging** Woovly provides a platform for bloggers to contribute their articles and interests in written form along with suitable pictures an videos that may help other users to get knowledge and information which will enable them to get ideas of similar

genre to motivate them to do it and accomplish their bucket list, bloggers can send their articles



and micro blogs related to these 7 categories- travel, adventure sports, fitness, food & drinks, hobbies, photography and sports. Content team of Woovly gets in touch with experienced and experts of the field and features their stories on the website as a micro blog which motivates other people to take up the activity. There are hundreds of blogs

on each of the listed categories, a lot of bloggers have gained popularity by posting their articles on Woovly.

COMPETITORS

Worldwide social media is fiercely competitive there are a number of social media platforms that allows user to connect and network with each other, each platform is trying to add something different and unique while trying their best to give its users a better experience than other social media platforms, by doing this they aim in getting more number of users than their competitors. As one of the biggest factor of success for any social media platform is having maximum number of users, with growing competition it becomes difficult to sustain. Some of the competitors of Woovly are:-

Trell is a similar Bangalore based social media platform which provides a place for enthusiasts to discover and share their offbeat experiences. Basically helps people in finding places to hangout, street food, trekking and traveling. Trell has successfully built a very good mobile application which has attracted a good amount of users specially travellers to make their profile and start networking and contributing to the platform. The same genre which is focus and travel and adventure makes Trell a direct competitor of Woovly.

Another competitor is **Bucketlistly**, as the name suggests its focus is on helping users in overcoming obstacles and completing their bucket list, which is a very similar idea to Woovly's model. Bucketlistly keeps an online track on your bucket list and tells its users how many goals they have unlocked and shows a map with locations you have left your mark. Bucketlistly then shares the accomplishment's levels to the user's friends on Twitter and Facebook.

HelloTel is a California based platform started in January 2014 for business travellers who most of the time have to travel alone, Hellotel App creates a network around the hotel that the user is staying in by using its technology which allows the users to connect with nearby travellers or locals basically to do a little networking and find some entertainment nearby like a drink or a game together.

SWOT ANALYSIS

SWOT analysis is a fine and well known procedure or technique for discovering your Strength and Weaknesses and spotting Opportunities available to you and the Threats you may later suffer from. Strength and Weakness are considered internal factors of the organisation whereas Opportunities and Threats are external to the organisation and can exist or impact these areas; size and segmentation, international aspects, technology, growth and maturity.

Using SWOT method on yourself and your competitors, you can analyse and strategize things that will help you to build in a way that will distinguish yourself from other competitors which will allow you successfully compete and establish yourself in the market.

Strength

Strengths happen to be attributes that are internal to the organization.

- Unique idea and platform- Woovly provides a very unique platform from other social media sites as its major focus is on bucket list accomplishment.
- Skilled and experienced workforce dedicated to mission accomplishment both as a team and at individual level.
- Tools to improve human resources activities are available (e.g., interview guide and training manual)
- Organisation uses latest technology gadgets and software for building and maintaining the website perfectly.
- Strong branding and marketing approaches are being taken by the organisation.
- Limited number of networking speciality which allows them to focus on the existing ones.

Weakness

Weaknesses are the internal attributes that are harmful to the organization in achieving the objectives.

- Lack of accountability of managers and employees to achieve clear and measurable performance levels.
- Lack of creativity in employees as they take direct instructions from the top level management.
- As it is a start-up its revenue model is yet to be clearly structured and executed.
- Lengthy working hours makes employees tired and reduces their productivity.

Opportunities

External factors that help the organization in achieving its objectives.

- Competitive environment brings the best out of you, as we know the competition in social media is very fierce.
- Availability of skilled and qualified tech professionals, developers and freelancers in Bangalore.
- Growing popularity and usage of social media among youth.
- Digital marketing is going to stay for a while and Woovly is well positioned to make the best profits out of it.
- Government of India provides funds to start-ups under “start-up India” campaign.

Threats

External factors that are harmful to the organization in achieving the objectives of the organization.

- Increasing competition in social media industry is a major threat to grow and survive.
- Retaining customer is a big challenge due to a lot of available options.
- Other organizations may attract employees towards them.
- The content shared on the website can be stolen by others.
- Low click-through rate is a big threat to a website based organization like Woovly.

Future Growth and Prospects

As Woovly is a start-up company just 1 year old, it has a lot of potential to achieve in coming years. Right growth and future planning is very essential in order to survive and sustain on long term basis. At present the focus of Woovly is to increase the website traffic so that it gets a good name and publicity in the market. The marketing team is well focused on creating a good brand image along with spreading brand awareness which is very important for a company as more the number of users, more its name will be known by the people.

- Currently its website traffic ranges around 1000-1500 users on daily basis. By using social media marketing and implementing brand awareness campaign Woovly wants to achieve the target of increasing its traffic to 3500-4000 users on daily basis by coming 8-12 months.
- After successfully building an attractive and user friendly website, Woovly want to come up with its application that can be accessed by its users through a smartphone which will definitely increase its traffic and customer satisfaction. It will also give Woovly and edge over its competitors.
- Woovly plans to get into sponsoring events in order to gain popularity and brand awareness, they want to sponsor events like college festivals as a lot of young age crowd is present at college festivals who are a prime target of Woovly, as social media is very famous among young people as they have the access to internet and are comfortable in using it.

CHAPTER 2

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

Theoretical Background of the study of “Brand awareness using social media marketing”

Brand awareness is a term which means to what extent people recognize a brand or a company, it means how popular the company and how its image is in the eyes of the consumers and general public. As Woovly is just a year old start-up, they are focusing on creating brand awareness and bringing users to the website. The tool that Woovly has used in order to create brand awareness is “Social Media Marketing”, it means carrying out marketing campaigns on popular social media platforms such as Facebook and Instagram. Using blogging sites like Wordpress and discussion forums like Quora and Reddit for creating brand awareness and popularizing Woovly among the general people. Online marketing is very powerful as it has a wider reach than any other means of marketing, people from all parts of the world are on social media.

Objectives of brand awareness are:-

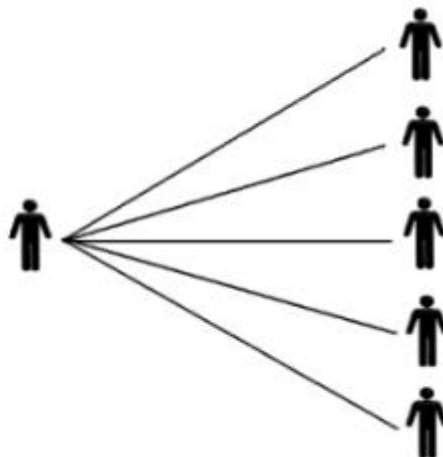
- To form a good image of the company in the hearts and minds of the users and general public.
- To aggressively get into the market and make a space for itself by competing with other similar businesses.
- Woovly strives to increase the traffic that will allow them to have more users and eventually increase its popularity.

- As the popularity increases a company like Woovly attracts advertisers and they pay the website in return for promoting its products and services or just an advertisements

Sarnoff's Law

This law is stated by David Sarnoff an American businessmen and also an expert on commercial networking on radio and television. This law states that a broadcast network's value is determined by the number of viewers the platform has. A network with 100 participants is 10 times more powerful in terms of reach than a network with 10 participants. In social network you can say that more the number of people are associated more is effect.

The figure below clarifies on how the law works in networking.



Significance of Social Media Marketing

Social media can be successfully utilized in order to improve B2C business by lead generation and brand awareness. It allows direct interaction with the users from all parts of the world. By 2019 it is estimated that there will be 2.8 billion users on Facebook which gives a big opportunity for the organizations like Woovly to

implement their brand awareness activities like forming communities by inviting people with similar interests or by advertising using paid marketing campaigns. Social networking sites like Facebook provide assistance in order to select the right type of advertising and campaigns which will effectively provide positive results to the organizations. This type of marketing is very cost effective and has a wider reach in the fastest way. Social media marketing embraces all types of businesses and can be utilized to generate sales and gain popularity by making right strategy according to the type of business.

Creating customer awareness and loyalty

Company uses a variety of ways to increase brand awareness of the Woovly- Bucket list. Those are:

- Advertising – Woovly uses Facebook advertisements to spread the word and create awareness among the general public, they run paid campaigns on Facebook which pop up on the accounts of Facebook users along with the link to the website and articles.
- Messaging – Sending messages to customer using the social media to spread the word or affect the overall public who get it about our organizations.
- Featuring – Woovly provides opportunities to the deserving people to feature on the website in form of an article or a micro blog in which they can share their experiences and provide guidance to other users.
- Consumer Support – Giving a customer an advantage to look up to the organization and get any kind of support related to bucket list and experience sharing.
- Consumer immovability – The headway of a long - term relationship with customers by giving nature of organizations and after arrangement organizations.

LITERATURE REVIEW

- **Rooney, 1995**

Brand Equity as defined by Rooney is a combination of assets and liabilities associated to a brand that increases or decreases the value of product or service provided to a consumer. Though a lot of other factors can contribute to the value and image of the brand for example awareness, recognition and recall.

- **Farquhar, 1991**

Brand Equity have had a lot of different perspectives like the financial based perspective, customer based perspective and combined perspectives. Brand equity's first perspective have been from the point of view of financial market where the asset value is appraised.

- **Harridge & Quinton, 2012**

It was estimated by Harridge and Quinton that through social media more than 400 billion impressions were created by consumers about products and services in 2011. Approximately one-quarter of 400 billion impressions were created because of online advertising of all forms. Those media impressions allowed people to learn and about those products.

- **Barnes, Bradley Morris, 2001**

Nature of awareness explores into advertising: The reports gather the byproduct of exploratory examination is a part of research program projected to explore the importance of advertising as a way to improve quality in a medium sized company.

- **Moise, 2011**

Numerous advertisers trust that the association ought to forcefully advance just a single preferred standpoint in the market concerned and interpersonal organizations in the online condition enables them to seem more alluring to shoppers, the association can investigate the manner by which the objective market has offered an explanation to past correspondence and perceive the channels to which the partner bunches had the best reaction.

- **Kaplan, 2010**

Examines the possibility of online networking being the highest point of the arrangement for business officials. To settle on a firm beneficial chiefs, and additionally advisors are attempting to recognize modes for it through utilization of different online networking. They likewise set forward an unmistakable comprehension of what the expression "Online networking" precisely implies. Finally, they have given with 10 bits of direction for associations which have chosen to utilize Social Media.

- **Keller, 2003**

A powerful brand awareness offers consumers many access points into the brand by drawing them through a combination of functional and emotional qualities.

- **Webster, 2000**

A good brand awareness will make a consumer more inclined towards repurchase from that particular store or brand and will a positive word of mouth to other people they interact. These actually facilitate instore actions related to sales of the product and services with the brand. A strong brand may also shows that manufacturer providing the products will be more dedicated to the in-store promotions.

- **Ranaweera & Prabhu, 2003**

Whether online marketing campaigns will be effective in short term and long term is most of the time an unanswerable estimate. Online marketing is often difficult to implement effectively and measure properly.

- **Bhagwat & Goutam, 2013**

The duo states that social media is connecting users in ways where they can share information and a lot of other items with other active users. Their study have found that Facebook is the leading Social media networking site. It also showed that social media sites are growing and are providing services to the people as well as businessmen and companies. Their reputation in short time have shot up as a result of the requirements of the people.

- **Trusov, Bucklin and Pauwels, 2009**

According to the trio, most of the activities that take place on social media marketing are just a little more than experimental, or simply about visions than metrics.

- **Mangold & Faulds, 2009**

In their investigation indicated web-based social networking as another mixture component of advancement blend. They emphatically set forward that advanced promoting ought to incorporate social media as a special apparatus while creating and actualizing their Integrated Marketing Correspondence systems. As Social media apparatuses achieves a vast mass of gathering of people, the supervisors must mull over buyer dialogs in a way that is depended with the association's central goal and execution objectives.

- **Li & Bernoff, 2008**

Illustrated with help of 25 cases in the matter of how association can build raise their showcase information, make salary, spare subsidizes and systematize their workers utilizing "social advancements". Such associations take after a "groundswell" show, like that of a wave that scopes markets. They likewise feature on the significance of seeing how new connections are made in online networking.

- **Geers & Ferguson, 2011**

Examined the utilization of twitter for advancement and marking utilizing a content investigation. They utilized a strategic and key model of media advancement to look at the Twitter destinations of 488 nearby TV channels in the United States. One finding of their investigation was that news stories were the most generally happening things on the locales and furthermore found that, in any case, stations that offered news things likewise only from time to time advanced their normal broadcasts. In any case, different things in this class, for example, challenge promos, breaking news, or solicitations for client connection did not happen numerous a times. They close their examination by saying that

generally speaking, stations did not turn out to utilize Twitter to guide watchers to the station's on-air programming.

- **Kapferer, 1986**

A brand is a combination of aspects, it is both tangible and intangible, it is visible and also invisible under some economically viable conditions for a company.

- **Edosomwan, 2011**

Portray online networking as a reality that has changed the interface and correspondence of people everywhere throughout the world. They have completed a subjective report by portraying the highlights and how online networking has developed after some time. They have too talked about CyWorld, Facebook, Lunar Storm, YouTube, Twitter and MySpace. They additionally talk about the best circumstances where online networking can be utilized viz., to impart appropriately between the administration and the representative, to influence representatives to work proficiently in groups and to share thoughts, and so on.

- **Guba & Lincoln, 1991**

Many marketers wants to tick the social media box in the process and show how innovative and cutting edge they are, while the primary forces of their campaign remain surrounded in traditional media.

- **Bajpai & Pandey, 2012**

Inspects how popular advertising as an idea denotes its place through person to person communication locales. They have taken Facebook for their investigation. They have obviously set forward that those immediate advertisers with keen methodologies for Facebook condition will taste achievement. They additionally feature upon the offers gave by Facebook for mark advertisers and presume that there are numerous things left to learn and advertisers are still in the beginning times.

- **Jati & Mohanti, 2012**

Emphasized on the current development and patterns in the Social Systems administration Media, for which the nearness of advertisers in web-based social networking is need of great importance. They concentrated on the significance of Social Media Marketing to be a pivotal component for building organization's image and to get achievement. In this article, they have given ten proposals for most ideal elective choice for the organizations that have a tendency to be working in a worldwide domain and furthermore feature on the Reuters' online networking proposals.

- **Castronovo & Huang, 2012**

In their examination had portrayed the part of web-based social networking as an elective showcasing correspondence display. The primary motivation behind their paper was to diagram WOM Marketing, online networking and elective advertising correspondences as would be prudent parts of incorporated advertising correspondences. Furthermore, they have likewise created an incorporated elective advertising correspondence applied model that can be utilized by mechanical professionals to help them in understanding their promoting goals viz., increment deals, increment customer mindfulness; and increment shopper steadfastness, where in all the unique segments of the model could be coordinated to synergize and make progress.

CHAPTER 2

RESEARCH DESIGN

TOPIC OF THE STUDY

When a company strives to increase its brand awareness among the general people about services and attractions provided by them to attract more customers and users to increase the market share, then the company needs to implement strategies and tactics to successfully get more customers. The need for the study is to understand whether social media marketing has an impact on brand awareness of the company.

STATEMENT OF THE PROBLEM

“A project and study to evaluate the effectiveness of social media marketing to increase the brand awareness of the company”

NEED FOR THE STUDY

When an organization needs to implement Brand awareness and marketing activities in order to build an image and popularize the brand, they explore ways in which it can be done, one of the latest methods of implementing these is social media marketing. The need to study this is to know whether this method can take us near to the desired results.

OBJECTIVES OF THE STUDY

1. To study the level of brand awareness of the Woovly and its bucket list idea.
2. To find out the effectiveness of social media marketing and advertising on brand image and popularity.
3. To discover potential market and growth area for Woovly India Pvt Ltd.

SCOPE OF THE STUDY

The study on Brand awareness using social media marketing covers aspects regarding this modern way of marketing on online platforms. This study is also to find out whether the advertisements on social media educate the viewers in a right way or not.

RESEARCH METHODOLOGY

Research needs to continue efficiently is an arranged course with the assistance of the quantity of ventures in succession. To make the research systemized, the specialist needs to receive certain strategies. The strategies embraced by the analyst for finishing the undertaking is called look into strategy. As it were look into procedure is just arrangement of activity for an exploration which clarifies in subtle elements how information is to be gathered examined and deciphered. Information progress toward becoming data just when an appropriate technique is adjusted. In this manner it can said approach is an instrument which forms the information to solid data. The present part endeavors to feature the exploration system received in this task. The examination is attempted to know the wellbeing and security measures gave to the representatives and the preparation program composed and their viability

RESEARCH PLAN

1 Descriptive Research:

Descriptive research design has been used. It is evidence based research design where quantifiable information is gathered and used for statistical inference on target population through data analysis.

2 Exploratory Research:

Exploratory Research is focused towards finding general way of tackling any issue and the factors that are discovered with the research study. Exploratory research decides the best research outline, information gathering strategy and choice of subjects.

TYPES AND SOURCES OF DATA

In this research study the data collected comes from two types of sources that are:

- **Primary Source of Data**

These are the original sources of data where the collection of data is directly done by the researcher himself and this data can't be found in any other studies. In this study the data is collected through a structured questionnaire.

- **Secondary Source of Data**

Secondary data is the something which is available either for free or paid option on public source like articles, reports, internet, and magazines. In this study the secondary data has been collected from company website, articles and social media.

SAMPLING.

Sampling Design: Simple Random Sampling

Sampling Frame: General Public

Sample Size: 110

MEASUREMENT TECHNIQUES

QUESTIONNAIRE

A questionnaire is a research tool which has of a series of questions designed to gather data from respondents.

It demonstrates the most broadly perceived kind of estimation of information. To such a degree, as much its capacity is estimation.

The Poll consists of Open-Ended Questions, Multiple choice questions, and Dichotomus questions.

Open-Ended Questions

The questions leave the respondents don't hesitate to give the appropriate responses that appear to be fitting in the light of the inquiries.

A poll was incorporated that directed an open finished inquiry to know certain desires of the respondents at present.

Multiple Choice Questions

Various choices are immediately trailed by a summary of possible from which the respondents must pick one option.

Dichotomous

Question

Dichotomous questions addresses an absurd sort of the various choice address, allow only two responses, for instance "Yes or No".

Utilize these kinds of inquiries to see whether the respondents know about Getmyuni Instructive Administrations Pvt. Ltd. furthermore, the administrations gave by them.

Rating Scales

The operation of value requires an amount to put the points of network of the question being assessed in a specific point along the chain of the required classifications numerically. Spotlight on the size of assessment, qualities, by and large, towards the question. Review protest containing the property.

Hypothesis Framework:

Null hypothesis (H0): There is no significant relation between awareness of service and overall satisfaction level.

Alternative hypothesis (H1): There is significant relation between awareness of service and overall satisfaction level.

Dependent variable is overall satisfaction level and independent variable is awareness of services.

Statistical Tests:

The statistical tests used in this study are MS-Excel, percentage Analysis, AN, SPSS. Let's see the meaning of the statistical tests and what are the uses of these tests?

Correlation:

Correlation is statistical technique and that is factual method that can demonstrate whether and how unequivocally combines of factors are connected.

SPSS:

SPSS stands for Statistical Package for the Social Services. It is the software which is used for the logical batched (LB) and non-batched statistical analysis.

LIMITATIONS OF THE STUDY

There were a few limitations that came in way of smooth study and analysis of the project. Some of these are:

1. There was a limited time provided for the study,
2. As the company is private limited, some of the information was kept confidential,
3. Some of the respondents hesitated to provide their opinion.
4. As it is a start-up, financial information was not provided for study.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

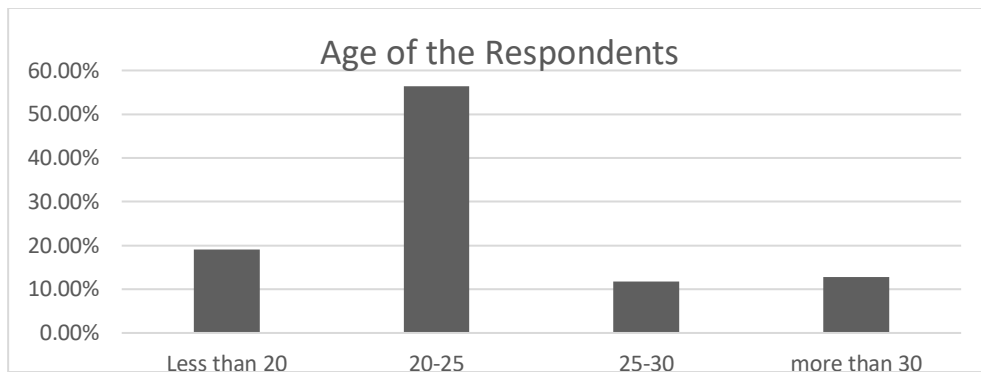
1. Table presenting the “Age of the Respondents”

AGE(in years)	No. of Respondents	Percentage of Respondents
Below 20	21	19.09%
20-25	62	56.36%
25-30	13	11.82%
More than 30	14	12.73%

Analysis

The data presented in the above table tells us that maximum number of respondents are in the age category of 20-25 years i.e. 56.36%, respondents below the age of 20 are 19.09%, respondents between the age of 25-30 are 11.82% and respondents above the age of 30 are 12.73%.

Chart presenting the “Age of the Respondents”



Interpretation

As the chart shows maximum respondents in this study are between the age of 20-25, this shows that the social media is well popular among young people and not so popular among older generations.

2. Table presenting the “occupation of the respondents”

Occupation	No. of Respondents	Percentage of Respondents
Student	64	58.18%
Employee	33	30%
Self-owned Business	6	5.45%
Unemployed	6	5.45%
Others	1	0.91%

Analysis- The data presented in the above table tells us that maximum number of respondents are in the occupation category of students i.e. 58.18%, respondents who are employees are 30%, respondents who have a self-owned business are 5.45%, respondents who are unemployed are 5.45% and others are 0.91%

Chart presenting the “Occupation of the Respondents”



Interpretation

As the chart shows maximum respondents in this study are Students followed by employees, this tells us that social media is being used by educated and mostly young people.

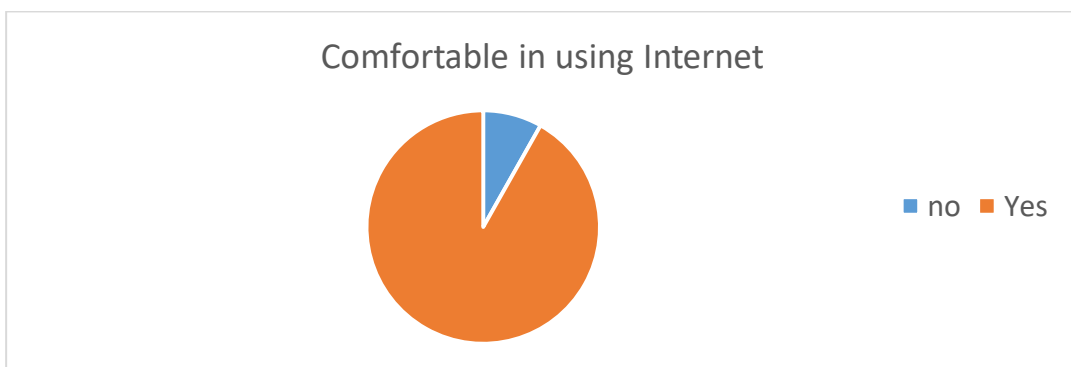
3. Table presenting “comfort in using Internet”

Comfortability	No of Respondents	Percentage of Respondents
Yes	101	91.82%
No	9	8.18%

Analysis

The data presented in the above table tells us that maximum number of respondents are comfortable in using internet i.e. 91.82%, respondents who are not comfortable in using internet are 8.18%.

Chart presenting “comfortability in using internet”



Interpretation

As the chart shows maximum respondents in this study are comfortable in using internet and very less people are not comfortable. This shows that internet is a great platform for any company to initiate brand awareness.

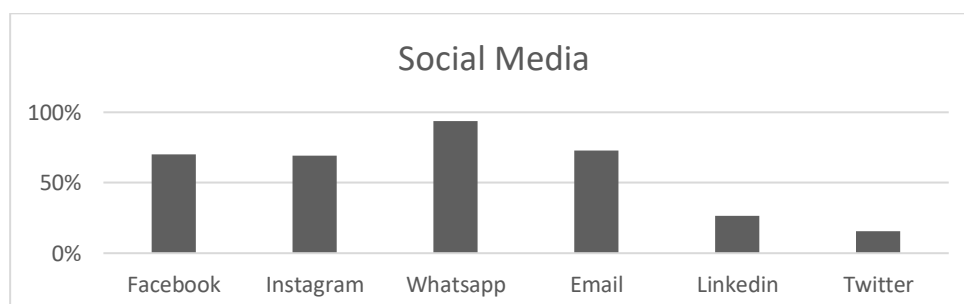
4. Table presenting the social media platforms that the respondents are active on

Platform	No of Respondents	Percentage of Respondents
Facebook	77	70%
Instagram	76	69.03%
Whatsapp	103	93.64%
E-mail	80	72.73%
Linked-in	29	26.36%
Twitter	17	15.45%

ANALYSIS

The data presented in the above table tells us that maximum number of respondents are active on whatsapp i.e. 93.64%, facebook is being used by 70%, Instagram is used by 69%, E-mail is used by 72%, Linked-in is used by 26.36% and twitter is being used by 15.45%

Chart presenting social media platforms that the respondents are using.



Interpretation

As the chart shows maximum respondents in this study are using whatsapp, email and facebook so Woovly should focus on these sites in order to create brand awareness.

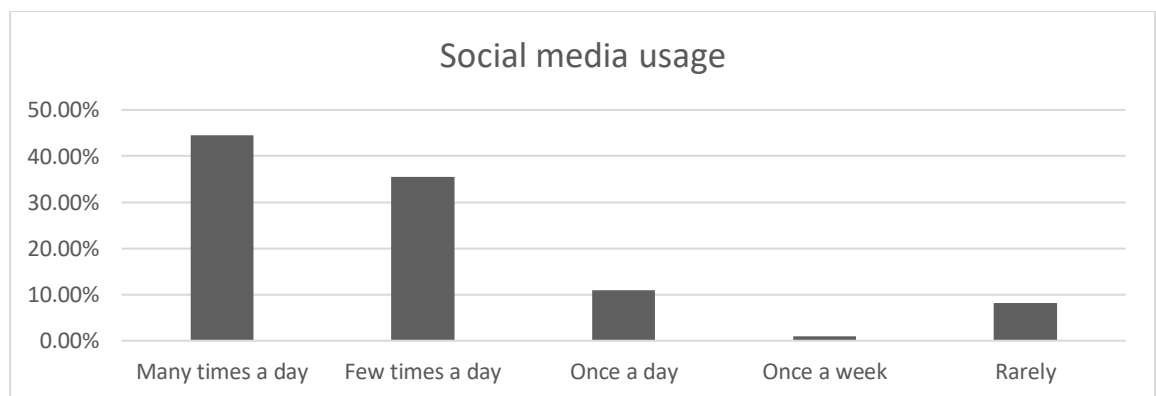
5. Table presenting how often the respondents use social media

Number of Times used	No of Respondents	Percentage of respondents
Many times a day	49	44.5%
Few times a day	39	35.45%
Once in a day	12	10.91%
Once in a week	1	0.91%
Rarely	9	8.81%

ANALYSIS

The data presented in the above table tells us that maximum number of respondents are using social media many times a day i.e. 44.5%, respondents using few times a day are 35.45%, respondents using once a day are 10.91%, respondents using once in a week are 0.91% and respondents who rarely use are 8.81%.

Chart presenting how often the respondents use social media



Interpretation

As the chart shows maximum respondents in this study are using social media many times a day which is a good thing for the marketers as they can advertise on social media.

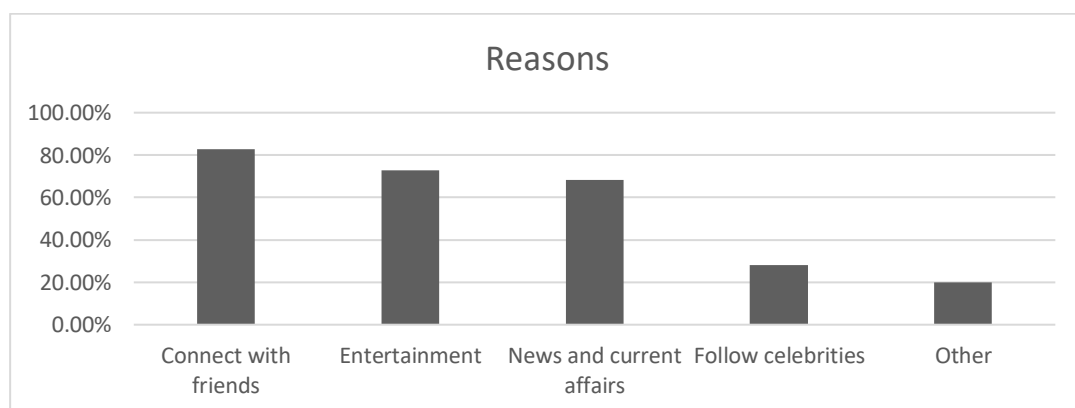
6. Table presenting the reasons for using social media by respondents.

Reasons	No of Respondents	Percentage of Respondents
Connect with friends	91	82.73%
Entertainment	80	72.73%
News and current affair	75	68.18%
Follow celebrities	31	28.18%
Other	22	20%

ANALYSIS

The data presented in the above table tells us that maximum number of respondents are using social media to connect with friends i.e. 82.73%, respondents using social media for entertainment, news and current affairs, follow celebrities and other reasons are 72.73%, 68.18%, 28.18% and 20% respectively.

Chart presenting reasons for using social media by respondents



Interpretation

As the chart shows maximum respondents in this study are using social media for the reason of connecting with friends and entertainment, by using entertainment organizations should come up with ways to create brand awareness.

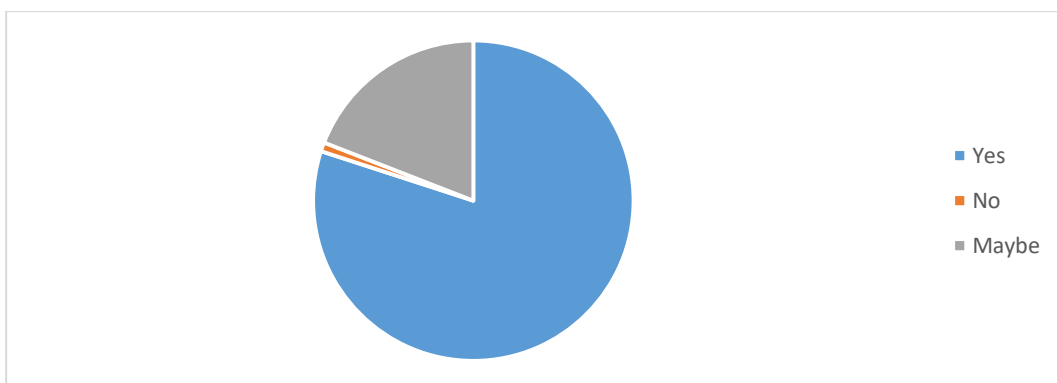
7. Table presenting opinion on learning on social media

Learning	No of Respondents	Percentage of Respondents
Yes	88	80%
No	1	0.91%
Maybe	21	19.09%

ANALYSIS

The data presented in the above table tells us that maximum number of respondents are saying yes to the fact that social media has made learning easy i.e. 80%, respondents who said maybe are 19% and respondents who said no are 1%.

Chart presenting opinion on learning on social media



Interpretation

As the chart shows maximum respondents in this study are saying yes that social media has made learning and acquiring information easy, this should allow marketers to teach educate people about the brand.

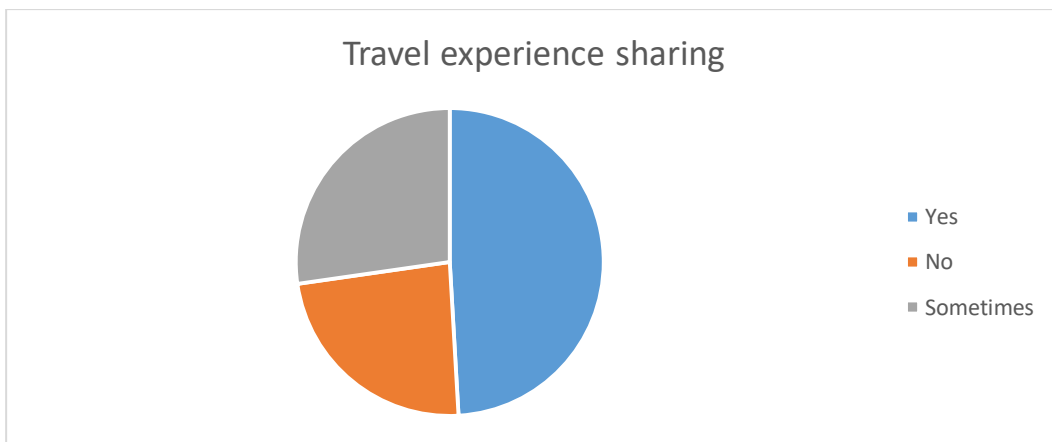
8. Table presenting comfort in sharing travel experience on social media

Comfortable	No of Respondents	Percentage of Respondents
Yes	54	49.09%
No	26	23.64%
sometimes	30	27.27%

ANALYSIS

The data presented in the above table tells us that maximum number of respondents are comfortable in sharing their travel experiences i.e. 49.09%, respondents who said no are 23.64%, respondents who said sometimes are 27.27%.

Chart presenting comfort in sharing travel experiences



Interpretation

As the chart shows maximum respondents in this study are saying yes to be comfortable in sharing travel experience which is a good sign for Woovly as it is majorly based on travel and adventure.

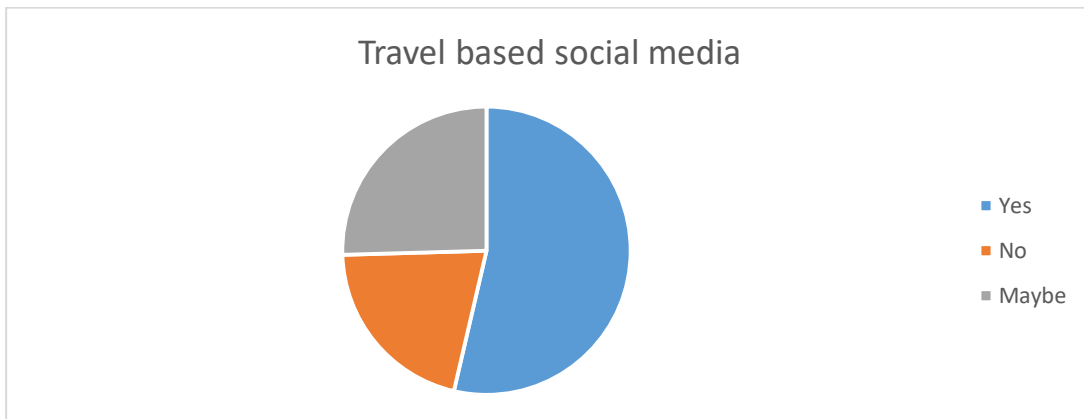
9. Table presenting interest in joining travel based social media

Interested	No of Respondents	Percentage of Respondents
Yes	59	53.64%
No	23	20.91%
Maybe	28	25.45%

ANALYSIS

The data presented in the above table tells us that maximum number of respondents are willing to join a travel based social media i.e. 53.64%, respondents not willing to join are 20.91%, respondents who may join or may not join are 25.45%.

Chart presenting willingness to join travel based social media.



Interpretation

As the chart shows maximum respondents in this study are saying yes to joining a travel based social media, it is a positive hint for Woovly as they can target these people.

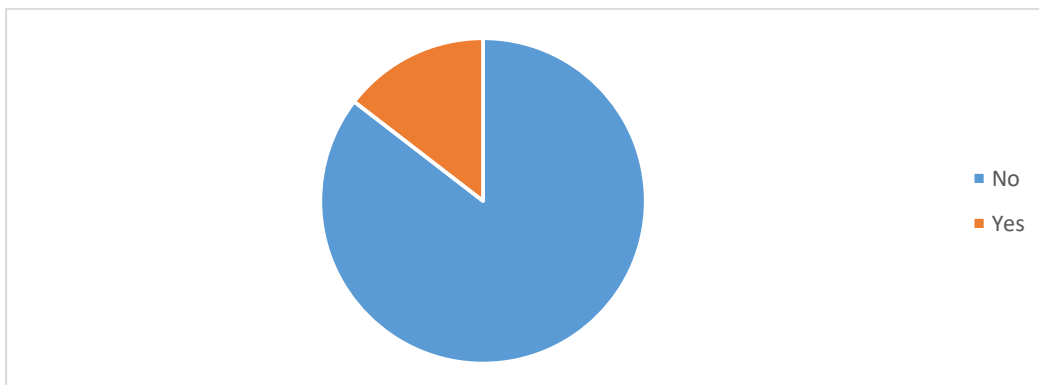
10. Table presenting awareness of Woovly

Aware	No op Respondents	Percentage of Respondents
Yes	16	14.55%
No	94	85.45%

ANALYSIS

The data presented in the above table tells us that maximum number of respondents are unaware of Woovly, i.e. 85.45%, respondents who are aware of Woovly are 14.55%.

Chat presenting awareness of Woovly.



Interpretation

As the chart shows maximum respondents in this study are saying they are not aware of Woovly, which is a concern and now brand awareness and marketing should be done more aggressively.

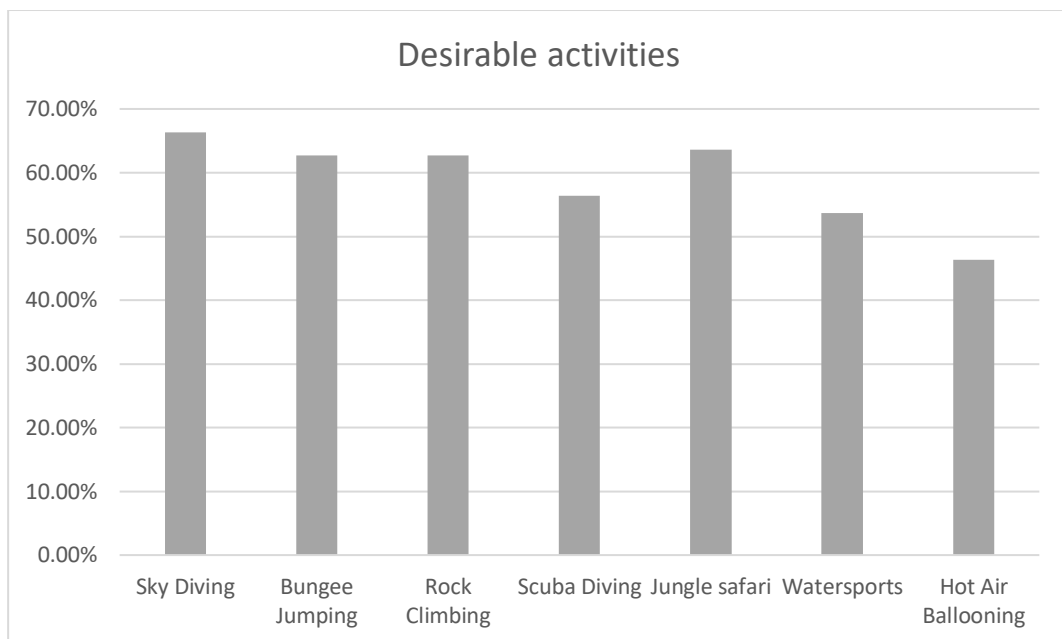
11. Table presenting things people would like to try in future

Activity	No of Respondents	Percentage of Respondents
Sky Diving	73	66.36%
Bungee Jumping	69	62.73%
Rock Climbing	69	62.73%
Scuba Diving	62	56.36%
Jungle Safari	70	63.64%
Watersports	59	53.64%
Hot Air Ballooning	51	46.36%

ANALYSIS

The data presented in the above table tells us that maximum number of respondents are looking forward to do sky diving in future i.e. 66.36%, respondents wanting to do bungee jumping are 62%, respondents wanting to do rock climbing, scuba diving and jungle safari are 62.73%, 56.36% and 63.64% respectively, people wanting to do watersports are 53% and hot air ballooning are 46.36%.

Chart presenting things people would like to try in future



Interpretation

As the chart shows maximum respondents in this study are interested in doing sky diving and jungle safari, so Woovly should provide more information and articles on these activities to increase viewer's attractions.

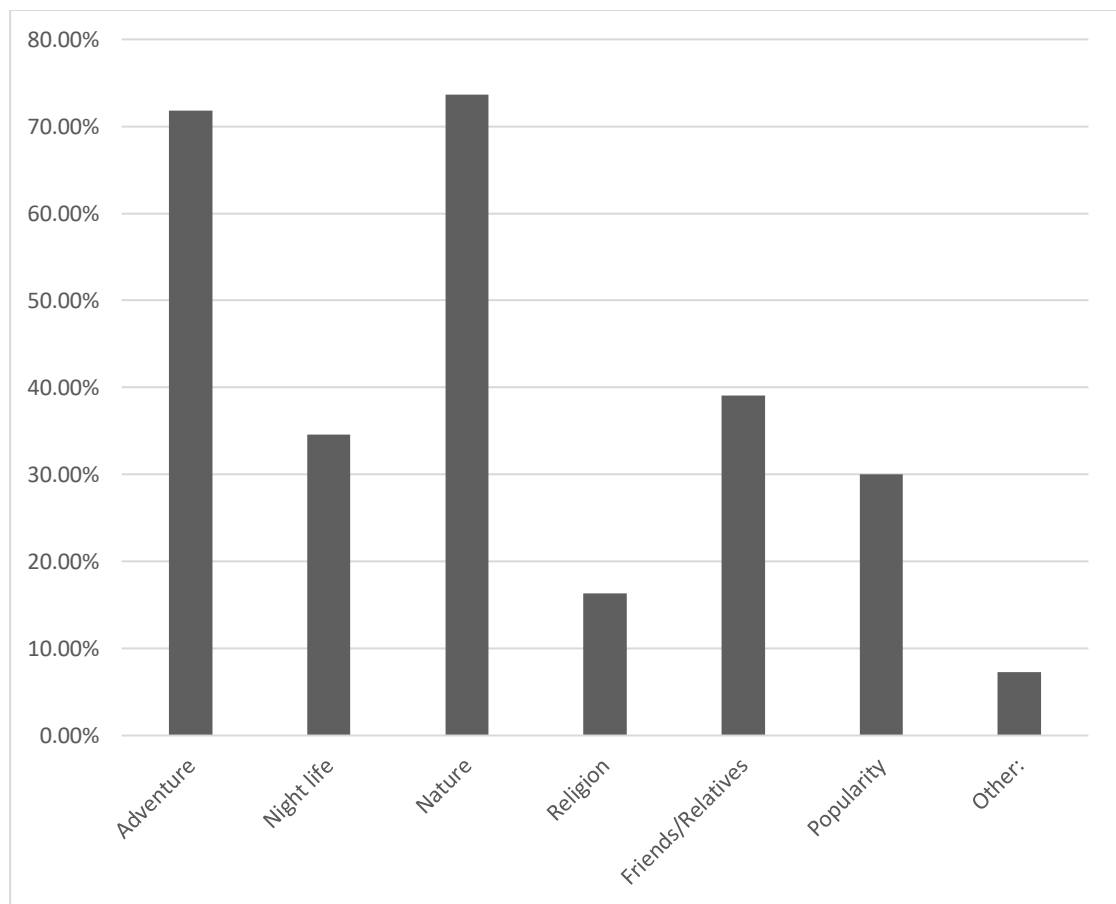
12. Table showing basis of selecting a destination

Basis	No of Respondents	Percentage of Respondents
Adventure	79	71.82%
Night life	38	34.55%
Nature	81	73.64%
Religion	18	16.36%
Friends/ relatives	43	39.09%
Popularity	33	30%
Others	8	7.27%

Analysis

The data presented in the above table tells us that maximum number of respondents look for nature while selecting a destination i.e. 73.64%, respondents who consider adventure are 71.82%, respondents who look for night life are 34.55%, respondents who look for religion, friends and relatives are 16.36% and 39.09% respectively, respondents that look for popularity are 30% and other reasons are 7.27%.

Chart presenting reasons for selecting a destination



Interpretation

As the chart shows maximum respondents in this study look for nature and adventure while selecting a destination for a visit, this can be used by marketers to advertise accordingly to attract users to the website.

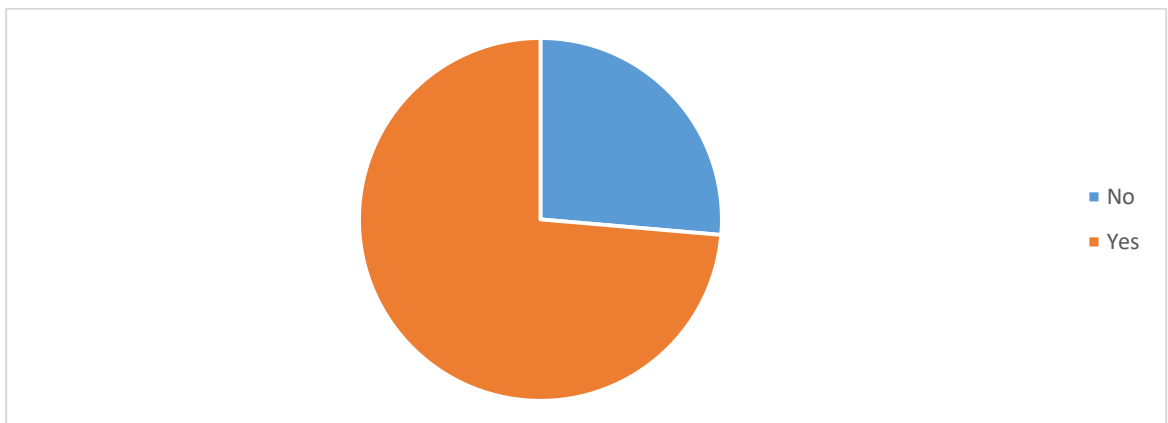
13. Table presenting people with bucket list

Bucket list	No of Respondents	Percentage of Respondents
Yes	81	73.64%
No	29	26.36%

Analysis

The data presented in the above table tells us that maximum number of respondents have a bucket list i.e. 73.64% and people who do not have a bucket list are 26.36%.

Chart presenting people with bucket list



Interpretation

As the chart shows maximum respondents in this study have a bucket list, this is a great sign for Woovly as they can attract these people to the website as Woovly is a platform for discovering and accomplishing bucket list.

14. Table presenting brand loyalty of respondents

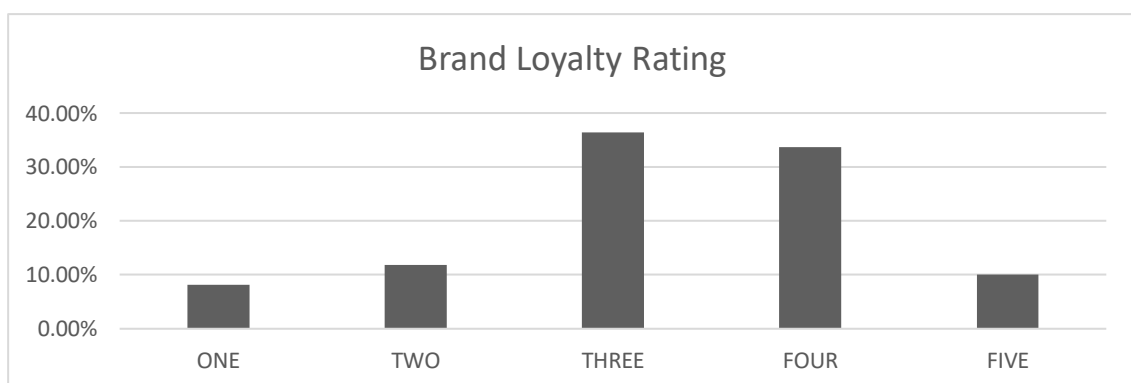
Rating 1-5	No of Respondents	Percentage of Respondents
1	9	8.18%
2	13	11.82%
3	40	36.36%
4	37	33.64%
5	11	10%

Analysis

With 1 being least loyal and 5 being most loyal;

The data presented in the above table tells us that maximum number of respondents range in 3 out of 5 in brand loyalty i.e. 36.36%, respondents with 1 rate are 8.18%, respondents with 2 rate are 11.82%, with 4 are 33.64% and with 5 are 10%.

Chart presenting brand loyalty of respondents



Interpretation

As the chart shows maximum respondents in this study are loyal between 3 to 4 ratings, this means people are loyal if they are satisfied, companies should work hard for the satisfaction of the customers.

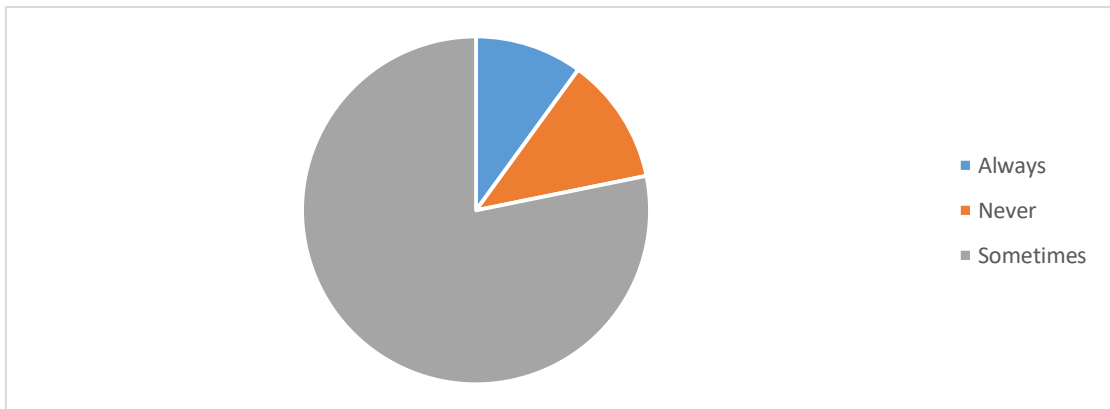
15. Table presenting helpfulness of advertisements on social media

Help from advt	No of Respondents	Percentage of Respondents
Never	13	10%
Sometimes	86	78.18%
Always	11	11.28%

Analysis

The data presented in the above table tells us that maximum number of respondents have said that advertisements on social media have helped them sometimes i.e.78.18%, respondents who have never been helped are 10%, people who are always helped are 11.28%.

Chart presenting helpfulness of advertisements on social media



Interpretation

As the chart shows maximum respondents in this study have sometimes been helped by advertisements and social media marketers can utilize advertising in a manner that helps the audience and also promotes the brand.

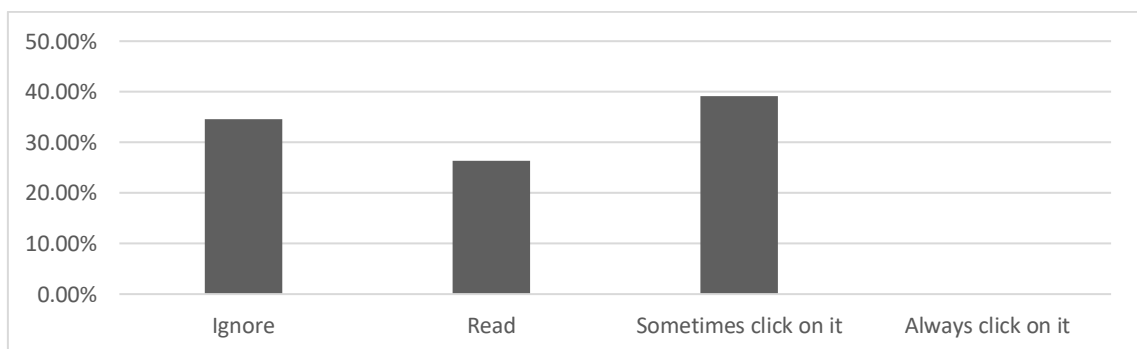
16. Table presenting reaction to an advertisement on social media

Reaction	No of Respondents	Percentage of Respondents
Ignore	38	34.55%
Read	29	26.36%
Sometimes click on it	43	39.03%
Always click on it	0	0%

Analysis

The data presented in the above table tells us that maximum number of respondents sometimes click on the advertisement i.e. 39.03%, respondents who ignore are 34.55%, respondents who read are 26.36% and respondents who always click are 0%.

Chart presenting reaction to advertisement on social media



Interpretation

As the chart shows maximum respondents in this study sometimes click and read the advertisements, this is a plus for the marketers as the advertisements are being acknowledged.

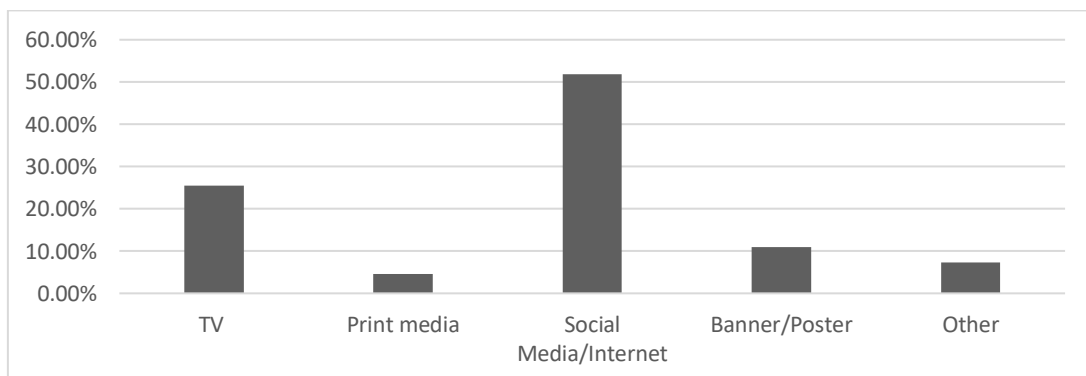
17. Table presenting best mode of advertisement

Mode	No of Respondents	Percentage of Respondents
Television	28	25.45%
Print Media	5	4.55%
Social media/Internet	57	51.82%
Banner/poster	12	10.91%
Other	8	7.27%

Analysis

The data presented in the above table tells us that maximum number of respondents find advertisements on social media more influencing i.e. 51.82%, respondents who said television are 25.45%, respondents who said print media are 4.55%, respondents who said banner poster and other are 10.91% and 7.27%.

Chart presenting best mode of advertisement



Interpretation

As the chart shows maximum respondents in this study said that advertising on social media/ internet, it can be said that the best mode for advertising is social media marketing and it should be well performed.

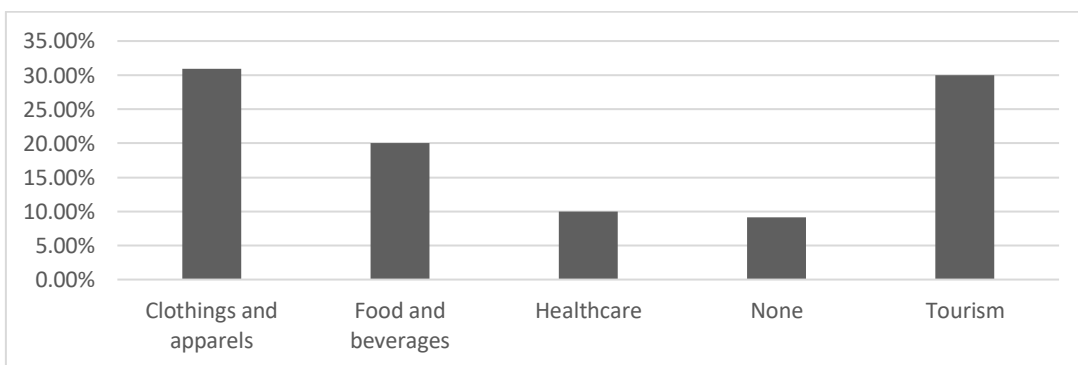
18. Table presenting kinds of advertisements respondents want to see

Kinds of Advertisements	No of Respondent	Percentage of Respondent
Tourism	33	30%
Clothing and apparels	34	30.91%
Healthcare	11	10%
Food and beverages	22	20%
None	10	9.09%

Analysis

The data presented in the above table tells us that maximum number of respondents want to see advertisements of Clothing and apparels i.e.30.91%, followed by tourism 30%, food and beverages 20%, healthcare 10% and none 9.09%.

Chart presenting kinds of advertisements respondents want to see



Interpretation

As the chart shows maximum respondents in this study said that they want to see clothing's and tourism related advertisements more than any other. This data can help advertisers of these two genre of companies.

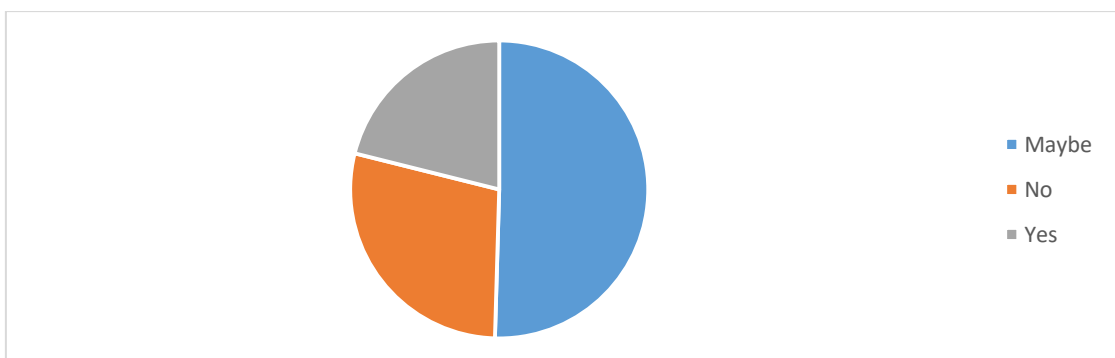
19. Table presenting opinion on using paid social media.

Use paid Social media	No of respondents	Percentage of Respondents
Yes	23	21.10%
No	31	28.44%
Maybe	56	50.46%

Analysis

The data presented in the above table tells us that maximum number of respondents may or may not use social media if it becomes a paid service i.e.50.46%, respondents who will use are 21.10%, respondents who will not use are 28.44%.

Chart presenting opinion on using paid social media



Interpretation

As the chart shows maximum respondents in this study said that they may not use social media if it becomes a paid service, so the business companies should strive towards keeping social media free to access and utilize the opportunity to keep users on the website.

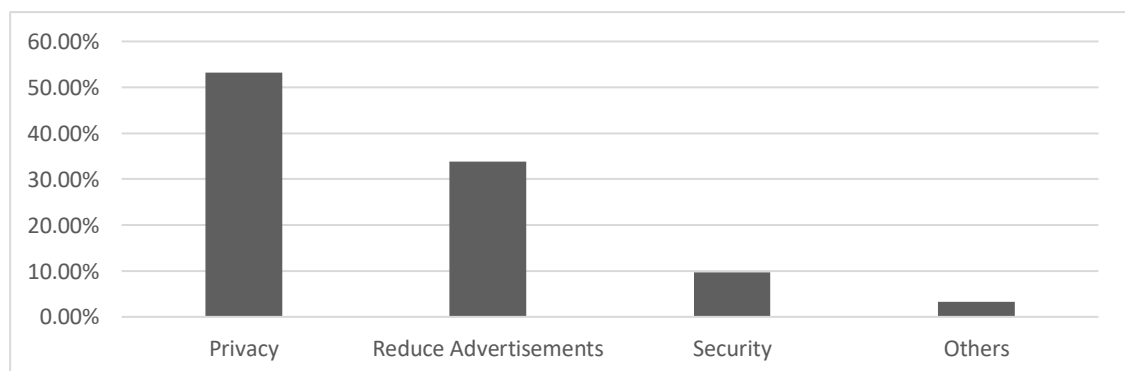
20. Table showing changes respondents want in social media

Changes	No of Respondents	Percentage of Respondents
Privacy	33	53.23%
Reduce Advertisements	21	33.87%
Security	6	9.68%
Others	2	3.23%

Analysis

The data presented in the above table tells us that maximum number of respondents want privacy to be maintained in social media i.e 53.23%, respondents who want reduction in advertisements are 33.87%, security is asked by 9.68% and other things by 3.23%.

Chart presenting Changes needed by respondents



Interpretation

As the chart shows maximum respondents in this study said that they need the social media to maintain high level of privacy, so Woovly should build a platform that keep privacy secure for the users.

Statistical Tools Results

Hypothesis Testing

Null Hypothesis (H0): No significant relationship between awareness of brand and usage level of social media.

Alternative Hypothesis (H1): There exists a significant relationship between awareness of brand and overall usage of social media.

Dependent variable is overall usage level and independent variable is awareness of brand.

Table shows correlations

Correlations

Correlations

		Usage of social media level of respondents	Awareness about the services of Woovly in respondents.
Usage of social media level of respondents	Pearson Correlation Sig. (2-tailed) N	1 100	.713** 100
Awareness about the services of Woovly in respondents.	Pearson Correlation Sig. (2-tailed) N	.713** 100	1 100

Correlation is significant at the 0.01 level (2-tailed).

Interpretation

The customer awareness level with respect to the service provided by Woovly and customer education level are highly related and positive with the significant value 0.00 which is less than 0.05 is means usage of social media towards the service provided by Woovly.

CHAPTER 5

FINDINGS SUGGESTIONS AND CONCLUSION

FINDINGS

1. From the study it has been that Social Media is being used by young and educated people mostly of age less than 25 years.
2. From the study it has been observed that in today's world maximum people are comfortable in sharing their travelling experiences and photos on social media.
3. From the study it is found that 78% of people have some or the other time found advertisement on social media helpful
4. From the study it has been found that 73% of the people have a bucket list. Bucket list are the list of things that a person want to accomplish in his lifetime.
5. From the study it has been found that 53% of the people have shown willingness to join a social media platform that is majorly based on travel and adventure as well as accomplishing bucket list.
6. From the study it has been found that the major reason for using social media is connecting with friends and seeking entertainment online which mounts about 82% of the total respondents.
7. From the study it has been found that more than 50% of the people have accepted that advertisement on social media and internet influences the most than any other mode of advertisement.
8. From the study it has been observed that 31% of the respondents wants to watch advertisement of clothing and apparels followed by tourism that is 30% of the people.
9. From the study it has been observed that close to 75% of the respondents may stop using social media if it becomes a paid service.
10. From the study it has been found that respondents have agreed to the fact that social media has made learning and acquiring information easy.

SUGGESTIONS

1. The company must increase its awareness program so that more and more social media users become aware of all the services of the company because 85% of respondents said that they are not aware of the company and the services provided by them.
2. Company must give employees some power to innovate and be creative as the employees at the moment have very less creativity permitted as they most of the time follow the orders of higher level management.
3. Advertisements on mass media like television and radio should be executed as they have a wider reach and can be a great tool in order to create brand awareness.
4. As there a fierce competition in social media industry, having and maintaining uniqueness is very important and should be stressed on as unique and innovative things are a major attraction for the users.
5. Company must arrange employee attractions such as outings, team travels which will motivate and keep the employees fresh and satisfied which will make them work better than before with high level of commitment.

Conclusion

In the modern and global era, information technology firms are willing to spend more on brand awareness and brand image building activities. Though it is one of the highly regulated industries, it still provides a high scope of creativity and innovation

The result of the study showed that brand awareness programs are very important for social media and website based services because there is huge competition in the current market. And I conclude that brand awareness about Woovly India Pvt. Ltd is pretty low but have a lot of scope to improve as they have a unique feature that is bucket list of most of the users are not aware of the services offered by the company and a lot of marketing activities and campaigns need to be done in order achieve required level of awareness.

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Anexure

1- Name *

2- Gender *

- Male
- Female

3- Age Group *

- Less than 20
- 20-25
- 25-30
- More Than 30

4- Occupation *

- Student
- Employee
- Self owned business
- House wife
- Unemployed

5- Are you comfortable using internet? *

- Yes
- No

6- Which social media platforms are you active on? *

- Facebook
- Instagram
- Whatsapp
- Email
- Linkedin
- Twitter

7- How often do you login to social media sites"? *

- Many times a day
- Few times a day

- Once a day
- Once a week
- Rarely

8- What are your reasons for using social media? *

- Connect with friends
- Entertainment
- News and current affairs
- Follow celebrities
- Other

9- Has social media made learning and acquiring information more interesting and easy? *

- Yes
- No
- Maybe

10- Are you comfortable in sharing your travel experiences on social media? *

- Yes
- No
- Sometimes

11- Would you like to join a social networking site which is majorly based on travel and adventure? *

- Yes
- No
- Maybe

12- Are you aware of a social media platform called Woovly? *

- Yes
- No

13- Which of these adventure sports do you want to try in coming future? *

- Sky Diving
- Bungee Jumping
- Rock Climbing
- Scuba Diving
- Jungle safari
- Watersports

Hot Air Ballooning

14- On what basis do you select a destination for a visit? *

- Adventure
- Night life
- Nature
- Religion
- Friends/Relatives
- Popularity
- Other:

15- Do you have a bucket list? *

- Yes
- No

16- On a scale of 5 with 1 being the least and 5 being the most, how brand loyal are you? *

1 2 3 4 5

17- Are advertisements on social media helpful? *

- Never
- Sometimes
- Always

18- What do you do when you see an advertisement on social media? *

- Ignore
- Read
- Sometimes click on the advertisement
- Always click on the advertisement

19- Which mode of advertisement do you think influences the most? *

- Television
- Print Media
- Social Media/Internet
- Banners/Posters
- Other

20- What kind of advertisement do you want to see more? *

- Tourism
- Clothings and apparels
- Healthcare
- Food and beverages
- None

21- Will you use social media if it becomes a paid service? *

- Yes
- No
- Maybe



**ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA
WEEKLY PROGRESS REPORT(16MBAPR407)**

Name of the Student: Abhinav Varma

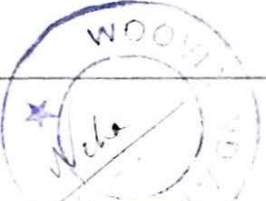



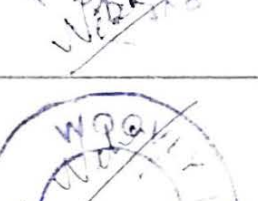


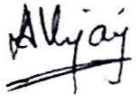
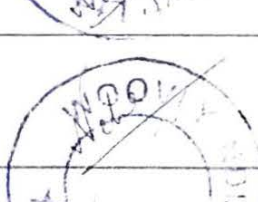


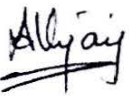


Internal Guide: Prof. Archana Vijay




USN No: IAY16MBA02

Specialization: Marketing

Title of the Project: Brand Awareness Using Social Media Marketing

Company Name: Woovly India Pvt Ltd, Bangalore

Week	Work undertaken	External Guide Signature	Internal Guide Signature
15-01-18 to 20-01-18	Introduction about Woovly India Pvt Ltd		
22-01-18 to 27-01-18	Learning about different types services by Woovly India Pvt Ltd		
29-01-18 to 03-02-18	Orientation and gathering information about the growth of the company		
05-02-18 to 10-02-18	ANALYSIS of the position of the company		
12-02-18 to 17-02-18	Research problem identification		
19-02-18 to 24-02-18	Preparation of the research instrument for data collection		
26-02-18 to 03-03-18	Theoretical background of the study		

05-03-18 to 10-03-18	Data collection and dataAnalysis		<u>Aljay</u>
12-03-18 to 17-03-18	Interpretation of the data gathered during the survey		<u>Aljay</u>
19-03-18 to 24-03-18	Final report preparation and submission		<u>Aljay</u>



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