

## **EXECUTIVE SUMMARY**

Packaged Food industry in India has shown major growth and development as one of the fastest growing sectors in India in terms of new products introduced and markets captured. The young population of India who are the major consumers of this sector have meanwhile grown up with internet and a majority of them are prolific users of social media. Brands have discovered social media as a vehicle for marketing communications during this last decade. Major packaged food companies are now using popular social media to reach their customers. This report describes a study on the use of social media by the Swastik Food Products brands in this sector. Facebook, Twitter, and YouTube users have been studied through a survey to understand the impact of brand communications by Swastik Foods brands. Overall satisfaction with social media brand communications, brand equity and purchase intention has been studied.