

**A STUDY ON CUSTOMER PERCEPTION ON SOCIAL MEDIA
MARKETING BY THE BRAND “HERBAL STRATEGI”**

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By

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Dedication

I dedicate this thesis to my loving family, whose unwavering support and encouragement have been the driving force behind my academic journey. Your belief in me has been a constant source of inspiration, and I am grateful for the sacrifices you have made to help me reach this milestone.

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Abstract

In the current era social media social media plays the major role in transferring information to the customers from the company and the sales revenue completely depends on the customer's perception. So, the study aimed to find out how customers can utilise social media marketing promotions to learn about products and improve their understanding of these things.

Henceforth, the study followed to identify customer perception on social media activities by the brand, to understand the perception of consumers regarding information to be seen on Herbal Strategi's social media handles, to inspect the trustworthiness of social media pages based on information provided by the brand and other consumers and to recommend some changes required in existing strategies.

A survey on different social media and consumer perception on social media marketing distributed to 208 participants conducted and results identified that, majority of the participants agreed that those social media platforms provide positive and trustworthy contents to the consumers and perception of consumers on the marketing strategies will affect the brand value.

Based on the data analysed, we could conclude that mean response for each statement is significantly different from neutral ($p \text{ value} \leq 0.05$). Also, we could prove that there is a significant relation between gender and responses ($p \text{ value} \leq 0.05$). Regardless of the weakness, future studies may concentrate on individual demands and may require more participants and time.

Table of Contents

CANDIDATE DECLARATION	II
DEDICATION	III
ACKNOWLEDGEMENTS.....	IV
ABSTRACT	V
LIST OF FIGURES	VIII
LIST OF TABLES	IX
LIST OF ABBREVIATIONS.....	X
1 INTRODUCTION	1
1.1 OVERVIEW	1
1.2 RESEARCH PURPOSE.....	2
1.3 SIGNIFICANCE OF THE STUDY.....	3
1.4 RESEARCH AIM AND OBJECTIVES.....	3
1.5 METHODOLOGY	4
1.6 STRUCTURE OF THE STUDY.....	5
2 LITERATURE REVIEW	6
2.1 OVERVIEW	6
2.2 SOCIAL MEDIA MARKETING	6
2.3 IMPORTANCE OF SOCIAL MEDIA FOR BUSINESS	7
2.4 MAJOR SOCIAL NETWORKS AND SOCIAL MEDIA ADVERTISING PLATFORMS.....	8
2.4.1 MARKETING ON FACEBOOK	8
2.4.2 LINKEDIN ADVERTISING.....	8
2.4.3 TWITTER ADVERTISING	9
2.4.4 GOOGLE ADVERTISING.....	10
2.4.5 YOUTUBE ADVERTISING.....	10
2.4.6 INSTAGRAM ADVERTISING.....	10
2.5 CUSTOMER PERCEPTION	11
2.6 SOCIAL MEDIA, SOCIAL NETWORKS AND CUSTOMER PERCEPTION.....	124
2.7 IMPACT OF SOCIAL MEDIA MARKETING ON THE COMPANY’S MARKETING STRATEGY AND BRANDING	13
2.8 IMPACTS OF SOCIAL MEDIA MARKETING ON CUSTOMER PERCEPTION.....	14
2.9 RECENTLY EMERGING SOCIAL MEDIA MARKETING STRATEGIES.....	15
2.10 HYPOTHESIS OF THE STUDY	17
2.11 CONCEPTUAL FRAMEWORK	21
2.12 CONCLUSION	24
3 METHODOLOGY AND RESEARCH DESIGN	25
3.1 OVERVIEW	25
3.2 RESEARCH PHILOSOPHY AND APPROACH	27
3.3 RESEARCH STRATEGY	27

3.4	COLLECTION PRIMARY DATA.....	28
3.4.1	<i>Sources</i>	28
3.4.2	<i>Access and Ethical Issues</i>	30
3.5	APPROACH TO DATA ANALYSIS.....	30
3.6	CONCLUSION	31
4	PRESENTATION AND DISCUSSION OF THE FINDINGS	32
4.1	OVERVIEW	32
4.2	FINDINGS	33
4.2.1	PARTICIPANT SURVEY	33
4.2.1.1	Socio Demographic Data.....	33
4.2.1.2	Statistical Analysis.....	35
4.2.1.3	Twitter Promotions.....	35
4.2.1.4	Facebook Promotions.....	36
4.2.1.5	Google Promotions.....	36
4.2.1.6	Linkedin Promotions.....	37
4.2.1.7	Youtube Promotions.....	38
4.2.1.8	Instagram Promotions.....	38
4.2.1.9	Customer Perception.....	39
4.2.1.10	T-Test.....	40
4.2.1.11	Chi-Square Test.....	43
4.3	DISCUSSION.....	45
4.3.1	Social Media Marketing-Importance And Different Platforms.....	45
4.3.2	Customer Perception-Impacts And Importance.....	46
4.4	CONCLUSION	46
5	CONCLUDING THOUGHTS ON THE CONTRIBUTION OF THIS RESEARCH, ITS LIMITATIONS AND SUGGESTIONS FOR FURTHER RESEARCH	48
5.1	IMPLICATIONS OF FINDINGS FOR THE RESEARCH QUESTIONS	48
5.2	CONTRIBUTIONS OF THE RESEARCH	49
5.3	LIMITATION OF THE RESEARCH.....	51
5.4	RECOMMENDATIONS FOR FUTURE RESEARCH.....	51
5.5	RECOMMENDATION FOR PRACTISE	52
	REFERENCES.....	53
	APPENDICES.....	A
	<i>Appendix A</i> –Plain Language Statement, Informed consent form and Questionnaire	A
	<i>Appendix B</i> –Screenshot Of Data Input In Excel.....	K
	<i>Appendix C</i> –Announcement Of Survey On Social Media	L

List of Figures

Figure 1: Conceptual Framework.

Figure 2: Adapted from M Saunders *et al.*, (2009) “Research Onion”.

Figure 3: Age group of participants.

Figure 4: Gender of participants.

Figure 5: Occupation of participants.

Figure 6: Product usage period.

Figure 7: Customer perception.

List of Tables

Table 1: Hypothesis of the study.

Table 2: Survey questions.

Table 3: Age group and number of participants.

Table 4: Data of Twitter responses

Table 5: Data of Facebook responses

Table 6: Data of Google responses

Table 7: Data of LinkedIn responses

Table 8: Data of YouTube responses

Table 9: Data of Instagram responses

Table 10: T-test results

Table 11: Chi-square test results

Table 12: Summary table of objectives

Table 13: Summary table of limitations and future recommendations

List of Abbreviations

SMM	Social Media Marketing
IMC	Integrated Marketing Communication
SN	Social Networking
SPSS	Statistical Package for Social Science
UI	User Interface
AI	Artificial Intelligence
MS	Microsoft
SD	Standard Deviation

1 Introduction

1.1 Overview

Social media is an online platform that was developed on the same philosophical and technological tenets as Web 2.0 in order to facilitate user-to-user interaction and sharing of information, Kaplan and Haenlein (2010). Many different channels of communication exist within the realm of social media. Online forums (like Facebook, Instagram, and LinkedIn), microblogging services (like Twitter), collaborative encyclopaedias (like Wikipedia), content communities (like YouTube), and virtual social networking sites. Markets, corporations, and individuals are all influenced by the breadth of social media communications. As a result, sites like Facebook, Instagram, and Twitter have integrated themselves deeply into our daily lives. There are now 3.48 billion people using social media, an increase of 288 million (or 9 percent) since January 2018. More than 1401 million people used Facebook every day in the fourth quarter of 2017. That is approximately two billion people. Citizen journalists are using Twitter to disseminate breaking news, and internet personalities are becoming as well-known as A-list Hollywood actors Kartajaya *et al.* (2016). More than ninety-five percent of all social media users around the world are between the ages of 18 and 34, and this demographic is the most likely to follow a company on social media laMontagne (2015).

In order to reach a larger audience, businesses set up social media accounts for their products on sites like Facebook, Instagram, and Twitter. Direct and two-way communication is the hallmark of SMM's brand-consumer partnerships. New products and services with unique perspectives and values can be created because to such connections Kim and Ko (2011). Instead of posting frequently for the purpose of having an active online life, organisations should prioritise sending engaging material that enables a positive two-way connection to take place Pinto *et al.* (2019). Several of the first movers, like Louis Vuitton, reaped rewards from establishing and maintaining influential online groups Kim and Ko (2011). Thus, SMM campaigns are now widely regarded as efficient channels of advertising Kim and Ko (2011). Customers expect on their favourite brands to send them personalised messages and provide relevant information. The most effective method for achieving this objective is through the use

of social media. Managers of brands must have a thorough appreciation for how their customers feel about their social media activity if they want to maintain their customers' interest and confidence.

"Herbal Strategi" is a company based in India and sells a line of natural cleaning supplies, pesticides, and personal care items. Because prolonged exposure to chemicals can create irreversible health effects, organic goods have recently gained popularity. Many these days have wised up and begun incorporating more organic goods into their routines. These organic items are safe for the environment and the insects and reptiles that call it home. The function of social media in disseminating this material to the masses is crucial. The community can utilise a variety of channels to disseminate their comments, critiques, and examples. These mediums also feature brand advertising and a wealth of branded content.

1.2 Research Purpose

Despite the importance of social media in the marketing mix, there is a dearth of studies on how firms should effectively leverage these platforms Kim and Ko (2011); Gensler *et al.* (2013). The goal the purpose of this study is to add to the expanding body of literature on social media marketing and to inform the marketing activities of corporations. Research guiding social media marketing initiatives is essential considering the growing importance of Integrated Marketing Communication (IMC) and the prevalence of social media in spreading marketing messages. This study's goal is to analyse how customers feel about a company's social media campaigns.

On the effects of social media marketing, a lot of study has been conducted, with writers conflicting on various points. Furthermore, certain research studies have demonstrated the effectiveness of social media marketing in influencing customer perception, but these findings are not definitive. The main goal of this research is to demonstrate a connection between Herbal Strategi's client loyalty and their use of social media for advertising. Understanding social media's usefulness from the customer's perspective would be a "added value" for the business.

1.3 Significance of the Study

Research has been done to determine which communication messages/social media postings are the most powerful and captivating due to the rise of Integrated Marketing Communication and the usage of social media as a primary medium for conveying this message De Vries *et al.* (2012). Customers can interact with the company and other customers directly through online brand communities on social media platforms, thereby boosting the amount of information shared about the brand. Communicating openly is essential for the brand to gain its customers' confidence and loyalty.

Companies that want to strengthen their consumer-brand relationships have begun placing a larger emphasis on brand communities, where consumers produce and share brand-related content and engage with one another Pinto *et al.* (2019). One example of such a community is the group of people who have an interest in a particular brand on a social networking site (SN) like Facebook. In fact, 94 percent of Fortune 100 corporations regularly maintain their Facebook brand profiles. Although Europe lags the US in terms of brand social media maturity, many European firms have begun to recognise the advantages of SN. Since 2012, European firms, particularly British ones, have worked hard to develop meaningful connections with their customers via their Facebook pages to shift focus from the expansion of their fan following to customer engagement and revenue generation.

1.4 Research Aim and Objectives

Due to the impact of social media, there is presently a trend towards greater collaboration in society, which enables companies to interact with their clients more efficiently. This study will aid the general public in comprehending how customers can utilise social media marketing promotions to learn about products and improve their understanding of those things. Once again, this research will provide knowledge on the importance of modern social media marketing and the role that this emerging marketing trend plays in today's fiercely competitive business environment. The study's findings will provide businesses with valuable insight into how they may strengthen their own social media marketing strategies. All consumers nowadays depend on the web and

social media app for evaluation, making the use of social media marketing a hot topic as of late. Hence, it is crucial for businesses to invest in social media advertising.

1. To identify consumers' perceptions on social media activities by the brand.
2. To understand the perception of consumers regarding information to be seen on Herbal strategi's social media handles.
3. To inspect the trustworthiness of social media pages based on information provided by the brand and other consumers.
4. To recommend some changes required in existing strategies.

1.5 Methodology

The methodology of the study revolved around a questionnaire survey. The goal of this study was to analyse how customers felt about Herbal Strategi's social media campaigns. More than 250 people were asked to fill out the survey, but only those who did so in its entirety were considered for inclusion. 208 participants who answered all questions were considered for inclusion. Participants were chosen from the customer base of Herbal Strategi's online store. The use of the participants' responses in the study was based on their giving their informed consent. Primary and secondary data are crucial for the accomplishment of this research.

In-person meetings and online surveys via Google Forms and Zoom will be used to compile the data. Time, distance, and accessibility are all factors that can be mitigated by using these techniques. Further interviews with important employees are also required to gain insight into the practical aspect. Managers, designers, and salespeople all have unique perspectives on the subject that can shed light on the bigger picture. Google surveys are a simple way to get feedback from clients. Participants were requested to respond to an altered form of the questionnaire Kim and Ko (2011)'s Perception of Social Media Marketing activities compute. The participants' views on a brand's social media actions were divided into three groups: Entertainment, Interaction, and Word of Mouth. These were rated on a 5-point Likert scale, with answers varying from 1 (strongly disagree) to 5 (strongly agree).

When conducting market research, primary and secondary data sources are typically tapped into to the greatest extent. For optimal results, it is likely best to combine both varieties of information. Also, the researcher will utilise academic articles to collect

second-hand information to evaluate the societal impact and general evolution of marketing while utilising the current technology in order to enhance the researcher's decision-making capabilities. The suggested research study will use narrative data analysis to create its findings. Narrative data analysis will be superior to other methods of data analysis as it enables a more profound comprehension of the data. Managing the plethora of participant questionnaires culled from in-depth interviews. The SPSS statistical program and other suitable methods will be utilized to examine the primary data. Narrative analysis will be useful for showing how the marketing industries have adapted to new technologies. Once the interviews are over, the data may be easily analysed and organised. The critical step will be making the link between the collected data and the hypotheses and findings from the literature review.

1.6 Structure of the Study

The dissertation is composed of 5 chapters. A thorough literature review follows the introduction. The literature review explains how digital marketing strategies are created and how to uphold brand loyalty. Also, the literature study offers the connections between variables that are necessary for identifying model alterations. The subsequent section provides a comprehensive explanation of the methodology and research design, encompassing details about the research design itself, methods employed for primary data collection, and the strategy adopted for data analysis. The fourth chapter presents the significant findings derived from interviews and questionnaires, highlighting key data points. The final chapter concludes by addressing the limitations of the findings, the contribution of the research, and offering recommendations for future researchers to explore and investigate further.

2 Literature Review

2.1 Overview

Assessment of the results of social media marketing on customers' perceptions is the topic of this chapter, which provides a literature analysis of relevant studies. The review will also topically distribute the many subjectivities included to provide greater coherence about the linked issues for comprehension. Previous literature on the topic under investigation will also be evaluated, and this process will help to construct the conceptual framework. In today's era of intense economic competition, marketers have a lot on their plates. One of the main issues in marketing is how consumers feel about a product. According to Aradhna (2013) there are numerous ways in which consumers' opinions influence their final purchasing decisions. This is why many businesses and their marketers have conducted studies to better understand consumer sentiment. Marketers who get this idea will be in a better position to learn about their target demographics and meet their specific wants and needs. According to Septiani *et al.* (2020) there are a variety of things that marketers undertake to influence how their target audience sees them. Social media marketing is being widely used by a rising number of businesses. One of the many ways it's useful is in shaping how customers feel about a product. As a consequence, the researcher's description with references to additional literatures is included in the next part, of several facets of social media marketing and customer perception.

2.2 Social Media Marketing

Lim *et al.* (2012) defines "social media marketing" as " the act of communicating an organization's message to its target audience using social networking and microblogging websites". Your use of social media for marketing purposes helps both current and future customers become more familiar with your brand. Marketers spread the word about their goods and services via social media.

On the other side, Mandiberg (2012) agreed, saying that social media marketing relies on the web and through other social media sites to spread the word about a company's wares. Social media marketing's objective is to produce content that will be appealing to a broad audience and sway their purchasing decisions. When used for advertising

purposes, social networking sites could increase a company's identification, as mentioned by Mandiberg (2012). According to Myers *et al.* (2011) social media marketing is what works best to spread the reputation of a business wares in the 2010s. Social media may be used to reach a larger audience and increase brand exposure. To put it simply, social media marketing demonstrates and simplifies the process of reaching out to a broad audience with additional details concerns a commodity or business.

Using social media has quickly come out as a top priority for individuals, groups, and businesses alike. Businesses leverage social media for advertising and other objectives. By creating and sharing engaging content on a company's social media channels, marketers want to draw the attention of potential buyers. According to Vrac *et al.* (2012) businesses use social media to both retain existing clients and inform them of new offerings. On the other hand, according to Huang *et al.* (2019) businesses can reach a larger audience through social media marketing than they could ten years ago. Huang *et al.* (2019) stated that businesses can reply to clients faster than ever before because to the use of social media marketing. Based on the findings of Zauner *et al.* (2015) marketing professionals may more successfully sway their target audience by using the visual content produced on social networking platforms. The social networking site enables advertisers to follow their online activity. According to Harmatz (2004), the most effective method for doing promotions is the usage of social media marketing since it gives advertisers the ability to communicate the features of their product or brand. Heinonen (2011) expanded on this idea, noting that while employing social media marketing, companies place more emphasis on consumer feedback and feedback about products. Due to the fact that Ayass and Gerhardt (2012) discovered that every person's social media profile has at least some basic information, businesses can use this data to obtain a better grasp on their clients.

2.3 Importance of social media for Businesses

If they simply looked around, they would see that virtually every company in the world had a social media presence. While the overall population is growing, Butcher (2009) claims that each day brings new members to the various social media sites. This opens up a huge opportunity for companies. Organizations in the corporate world can now customize their social media usage to meet their specific needs. With the help of social

media platforms, organisations may become more sociable and actively positive in their dealings with consumers. They might make use of the various advertising options that social media networks provide. According to Jaakkola (2007) findings, using social media to spread news about businesses and grow their operations is crucial. Nowadays, a lot of businesses primarily rely on social media to manage their marketing initiatives. If social media is handled and used properly, Myers *et al.* (2011) argues, it can be a powerful factor in expanding a company's reach. Siew Meng (1993) chimed in to say that comprise social media marketing into a company's overall marketing strategy also yields positive results. Social media marketing is proving to be the most successful and economical method for contacting a lot of consumers, as stated by. According to Lim *et al.* (2012) analysis, social media marketing is the most successful strategy out of the top 20 options. Due to the continued increase in the number of people utilizing social networking sites, marketers now have access to a new source of data about their target audience.

2.4 Major Social Network and Social Media Advertising Platforms

Today, people all over the world have access to a plethora of social media platforms. According to Đukić (2011) different companies have varied strategies for using social media. We'll use some outside sources to break out the foundations of these social media platforms and their applications.

2.4.1 Marketing on Facebook

Facebook is the most well-known and widely-used social networking platform worldwide. More than 2.5 billion people from all over the world use Facebook. Dorenda-Zaborowicz (2012) concluded that every day more than 700 million people use Facebook. Facebook is a great place for advertising efforts since so many people use the site every day. More individuals can understand the ad copy's intended description of the product or brand. Facebook ads provide more information than those on other social networks. Facebook hosts its own server for displaying ads. Facebook ads provide additional detail.

2.4.2 LinkedIn Advertising

LinkedIn is more of a business networking site than a social media site. The combined knowledge and experience of its users form the foundation of this social media platform. In comparison to Facebook, LinkedIn has a much smaller user base. LinkedIn

users fall into a specific demographic. It's more like an adult social network where people talk about their opinions on work or other topics. LinkedIn's user base is constantly expanding because of the many professional connections it facilitates. Marketers have a significant LinkedIn option for reaching B2C clients. Heinonen (2011) found that LinkedIn was the second-most widely used social network marketing platform among marketers. LinkedIn has around 300 million active users. Hong and Shyr (2007) report that interest in and use of LinkedIn is gaining popularity among professionals across a diverse range of occupations. When Indians post their thoughts on a product on LinkedIn, it aids businesses in better understanding both the demand in the Indian market and the viewpoint of Indian customers. However, Jahn *et al.* (2013) highlighted one problem with LinkedIn: the lack of a remarketing option on the website.

2.4.3 Twitter Advertising

Twitter holds the position of the third-most important platform for social media marketing today. Even though some users utilize Twitter frequently (by writing tweets, favouriting tweets of others, retweeting things from others, etc.), may find the UI and 140-character restriction to be excessively constrictive. However, Twitter is still a vital and effective resource for business promotion. Users of Twitter can see links or adverts on their home page that take them to external resources, such as other social media platforms or specific URLs. Marketers frequently target celebrities who have a huge following on Twitter. According to research by Lievrouw and Livingstone (2006) there are over 200 million active Twitter users every day. Twitter advertising is less challenging than LinkedIn and Facebook. Users don't need to take any action for promoted tweets to show up on their home pages. Twitter users frequently add #tags to their messages to make them stand out more. Advertisers capitalize on these #trends by using them in their campaigns. Similar to Facebook, Twitter enables companies to focus on a certain user demography, making it simpler for them to customize their content to a particular target. Siew Meng (1993) found that many different types of marketers were utilizing Twitter for business-to-business marketing, and similar findings emerged from studies of marketers' use of the platform for other types of advertising. As a marketing tool, Twitter is particularly effective because of the enormous number of people that frequently check in and linger on the platform. Many Twitter users are hooked due of the platform's ease of use.

2.4.4 Google Advertising

Google+ is also used as a tool for social media promotion by marketers. Being the most widely used search engine worldwide, Google is intrinsically linked to Google+. Google+ has an advantage over its rivals simply due to the popularity of the Google brand. Almost 300 million active users contribute new content and ideas to Google+ every month. Single advertising is available on Google+, which is referred to as + posts by the social network service provider. Users' posts on Google+ can be repurposed in many different ways. Because both YouTube and Google+ are owned by Google, both services share the same advertising. Anyone, anywhere in the globe, can leave a comment on this ad without even needing to sign in. According to Töllinen and Karjaluoto (2011) this could lead to false assumptions about consumers and make it difficult for businesses to zero in on their ideal clientele. But advertisers have the option of choosing a targeted audience and page for their adverts to display on. Depending on the terms a user selects, these ads may display on their profile. Marketers have the opportunity to utilize this data for the purpose of segmenting their customer base into geographic regions or to tailor their responses to a specific audience. According to Aslam (2011) findings, the versatility of google+ is helping the site grow in popularity.

2.4.5 YouTube Advertising

In the present era of the internet, individuals are drawn to videos from a wide variety of genres. When it comes to sharing videos, YouTube is by far the most popular social networking site. Additionally, 10 second or fewer YouTube videos are used by marketers to raise brand recognition. The beginning or a certain point in the middle of a video is usually where these adverts occur. According to Lim *et al.* (2012) the YouTube location service helps businesses identify and segment their most likely clients based on demographic data. Advertisers can also pay to have videos they sponsor appear while viewers are logged into their YouTube accounts. According to research by Lievrouw and Livingstone (2006) those who use YouTube on a daily basis are exposed to advertisements posted by various marketers as well as videos sponsored by these same advertisers.

2.4.6 Instagram Advertising

When it first debuted, Instagram was just a photo-sharing social networking site. Now that Instagram has been purchased by Facebook, the app's user base is rapidly expanding. More than 350 million people use Instagram every day. Mckeen and Smith

(2003) revealed that Instagram adverts were being used as the main platform for brand communication and promotion by 93% of high-end, high-demand corporate enterprises. He added that Instagram grows its number of views more quickly than Facebook or LinkedIn. According to Social Network Services (2009) Instagram has flourished since its merger with Facebook, and the platform now offers businesses novel and fruitful promotional opportunities. Lievrouw and Livingstone (2006) however, found how Instagram is used by small businesses was not as effective as that by large firms because the latter already had a pre-existing fan following on Instagram that they exploited to attract more viewers.

2.5 Customer Perception

Consumer perception can be characterized as the ideas that customers have about specific company organizations and the products that those businesses sell. Both current customers and potential customers are taken into account. Pénard (2015) defines customer perception as the process by which customers make an effort to understand a company and the products it sells, then generate an opinion about the company and the product. If consumers are given the pertinent information on the product or brand, they might create an impression of it in their minds that is meaningful. According to Ayass and Gerhardt (2012) Customer perception refers to the idea of a sensory perception of a certain item or brand following exposure to its marketing or promotion. Specifically, customer perception was described as the idea of customer view of a certain brand or item. Customers are able to build an opinion about a product or brand in their head based on the sensory information they receive from the company and its products. This concept of customer perception is utilized by business organizations so that they may have an understanding of how the consumers view the company. Butcher (2009) came to the conclusion that customer perception is also employed in the majority of commercial organizations to build marketing plans and promotional initiatives that according to the perspective of the buyers in order to keep existing clients and entice new ones.

According to study conducted by Chopra (2012) companies identify customer perception in order to gain a deeper comprehension of the perspective of customers. Consumers can develop opinions about a product, brand, or company through a variety of channels, including seeing a product advertisement, listening to comments from

relatives and friends, reading reviews written by other customers, and so on. Because of this, the perception of the consumer might either be favourable or bad. It depends on how and where he gets the review in order to determine it. Because consumer perception is directly tied to the client experience, Business organizations should give priority to improving the overall experience of their customers in addition to establishing innovative promotional techniques in order to cultivate a favourable consumer perception. According to Harmatz (2004) business organizations should place a primary emphasis on understanding the perceptions of their customers because these perceptions have a significant impact on the purchasing decisions made by customers. Marketers need to do research to determine what factors influence the customers' perceptions and how to formulate marketing plans that take into account these important factors. According to Harmatz (2004) when marketers are ready to start a new promotional campaign for a product or brand, they turn to the customer perception theory in order to guide their decision-making. The way in which customers see a company has a direct bearing on how attractive that company appears to potential customers. It is also helpful to firms in maintaining positive relationships with the clients they already have.

2.6 Social Media, Social Networks and Customer Perception

According to Siew Meng (1993) marketing using social media can boost the efficiency of a firm while simultaneously having a beneficial effect on the way how clients regard the business. Several companies' organizations' use of social media and social media marketing played a pivotal role in driving the popularity of both the product and the company as a whole. Because of this popularity, buyers have a more favourable opinion overall. According to the findings of his investigation, Mandiberg (2012) discovered that an increase in the number of individuals using the internet and various social media platforms made it possible for commercial enterprises to seize a sizable share of the market by leveraging social media marketing. Social media marketing helps firms to answer to client questions and issues more rapidly.

As opposed to that, Mckeen and Smith (2003) stated that an important function of social media marketing is that it assists businesses in capturing a substantial share of the market, which was difficult a few years ago. Based on marketing researcher Lievrouw and Livingstone (2006) social media promotion is capable of influencing consumers

perceptions and helps organisations to win trust of their target audiences. The overall process of the customer's purchasing decision is improved when social media marketing is combined with the customer's perception of the company. Siew Meng (1993) mentioned once more that consumer perception can boost sales earnings, and he also mentioned that social media might improve client perception. So, the way in which customers are perceived and marketing through social media are a pair of parallel elements that can improve sales revenue. Social media marketing and consumer perception have a close relationship, as stated by Jaakkola (2007) as a result of social media marketing raises consumer awareness, which in turn raises consumer perception of the brand or product.

2.7 Impact of Social Media Marketing on the Company's Marketing Strategy and Branding

According to Wood (2016) social media platforms have recently improved and made significant adjustments to branding and marketing. He also states that this is the case. Social networking websites have given marketers access to new marketing techniques, allowing them to reach a wider audience and increase their customer base. The affordability and accessibility of social media platforms boosted the efficiency and lowered the price of advertising and promotional activities. According to Heinonen (2011) an increase in the quantity of users of various social media sites also results in a rise in the opportunity for marketers to affect the perception of customers, as well as the process by which customers make decisions regarding their purchases. In addition, he pointed out that business organizations must alter their marketing plans, corporate guidelines, and other aspects of their operations in order to keep up with the development of technology, even though the influence of customer perception on the purchasing decision may be indirect.

According to Kandampully *et al.* (2018) the objective of social media marketing is to persuade consumers with enticing material about a product or brand to change their minds about their perceptions of the product as well as their decision to make a buy. There are a few of businesses that use social media marketing on a worldwide scale, but the bulk of commercial businesses use it to attract employees and raise brand recognition among customers in their immediate area. According to Mckeen and Smith (2003) the enhanced efficiency of today's modern businesses can be attributed, in part,

to the use of social media marketing as a tool for marketing. As a result of social media marketing, every single firm that employs social media as a tool for marketing has had to modify its business practices and marketing plan. Additionally, the organization and its clients' communication were enhanced. According to Knoblich *et al.* (2017) the most successful companies are now allocating a greater portion of their marketing budgets to social media marketing rather than to traditional marketing activities. In light of the results of study by Vasanth *et al.* (2021) within the next ten years, nearly forty percent of the overall marketing expenditure will go toward advertising via social media. Marketers must choose the most efficient approach which utilize social networking sites as an instrument to access the plethora of upcoming new capabilities that social media sites will provide. Due to the abundance of social media platforms accessible, the bigger businesses are beginning to offer instruction and advancement initiatives for their marketing personnel. This is done so that they may get a dominant position while utilizing social media sites as an instrument for marketing. But Fisher (2015) recently, it was stated and claimed the fact that big businesses can reach a vast amount of clients, small and medium-sized companies must work harder and allocate a greater amount of money to enhance their fame among the consumers and that the implementation of personalized adverts on social media platforms might mislead consumers about certain items. Fisher's argument was that personalized social media advertisements might mislead consumers about some items.

2.8 Impacts of Social Media Marketing on Customer Perception

The information dispersed and connected through social networks. When compared to more conventional forms of media, it provides some quite novel opportunities for the dissemination of brand information Kim and Ko (2012). Examples of ways in which information can be communicated include the use of the brand's official online community, online consumers' transmission of brand information, online presentations, and online shopping as part of the experiments. It's possible that purchasers will be interested in and intrigued by information gleaned from social media platforms. Intuitive correspondence features of social networks facilitate online meetings between buyers and sellers. They are consumers, citizens, lawmakers, newscasters, and commentators Gensler *et al.* (2013).

As they identify their demands, customers will learn where to locate important product information, especially for high-contribution items Trusov *et al.* (2009). At present time, purchasers can find more and more resources on social media, and a positive perception of the brand can increase their enthusiasm for it. In this sense businesses right now must take both actions. In order to begin Solomon *et al.* (2013), set up a social communication channel using weighing scales. During the evaluation phase, the buyer's opinion of the product (brand) will be affected by the number of pertinent comments posted on social media. The more reviews there are online, the less research is necessary, and greater the buying power of the consumer is appropriate Andzulis *et al.* (2012). Sustainable responses to the massive amounts of information required by customers to assess a brand's harmony at this level can be achieved by the development of a sequenced communication in social networks de Vries *et al.* (2012).

After making a purchase, the shopper typically develops a routine of post-purchase actions dependent on how happy they are with the item they just bought Solomon *et al.* (2013). Buyers' verbal transmission of things pursuant to post-purchase agreements are often only distributed by word of mouth, and when transmission seasons vary in the traditional method of acquisition, their influence decreases. The internet both improves the reliability of word-of-mouth recommendations and makes it possible to recreate previous purchasing patterns. By using social media, consumers can reach a larger audience with product recommendation information. These interconnected pathways of the system can rapidly generate both good and negative information about products (brands). When it comes to internet articles or companies, consumers are more likely to be swayed by negative information than positive information. In addition, for high-volume items, customers are more likely to trust the reliability of their purchasing alternatives if they participate in social network surveys after making a purchase Hudson *et al.* (2015). Hence, it's important for a brand manager to know how likely consumers are to spread the word, as well as where and what kind of information they'll spread. Hence, it is crucial to enhance the management of negative customer data in post-purchase agreements and promptly mitigate potential risks associated with such data in business operations Hudson *et al.* (2015).

2.9 Recently Emerging Social Media Marketing Strategies

With new technologies of consumer behaviour, the upcoming years are set to be an interesting year in marketing stated by Bretous (2022). Consumer values and preferences will shift effective marketing tactics. To influence the customer perception company can use few emerging technologies as follows;

- Long term influencers - brand relationship

As mentioned by Hu *et al.* (2014) influencer marketing, takes that idea and updates it for the new digital era which is a partnership between a business and a person with a focused online audience who has a strong online following in a particular area.

- Live streaming

When used in conjunction with influencer marketing, live streaming enables potential buyers to interact with ambassadors who are knowledgeable about the product, discuss it, and make a purchase while watching the video.

- User generated contents

These contents are produced by customers instead of brand like unboxing videos and live reviews as researched by Goes *et al.* (2014).

- Cohesive customer experiences

Customers need a customized, needs-focused experience that is special to them. Customer journey mapping is one method for understanding the user experience better.

- Conversational/interactive marketing

It's a two-way experience and it could provide more trust towards the brand using intelligent chat bots and natural language processing quizzes, contents, assessments and interactive maps and videos Jiang *et al.* (2010).

- Emphasis on consumer privacy

When increase data security customers could feel safer to purchase.

- AI for better trend spotting

According to Perifanis and Kitsios, (2023) to better understand their consumers, companies use data models, algorithms, and machine learning. By using this information, marketers may save costs, target specific audiences, and improve customer experiences.

2.10 Hypothesis of the study

Hypothesis	Reference
<p>Social media marketing:</p> <p>Social media can boost the marketing strategies like total or complete awareness of the brand, different services providing, activity tracking and feedback properties. Also, can spread the words about company’s name recognition, so the audience could sway their purchasing decisions. Moreover, will be able to draw moderate to maximum attention of a larger audience of potential buyers.</p>	<p>Mandiberg (2012) agreed, saying that social media marketing relies on the internet and other social media sites to spread the word about a company's wares.</p>
<p>Importance of social media for business:</p> <p>Social media is the most efficient and cost-effective mode of marketing. It will help the business become more sociable and can accelerate active dealings. Tailor made features of social media can bring new members every day. If it handled and used properly, it can be a powerful factor in expanding company’s reach.</p>	<p>Butcher (2009) claims that each day brings new members to the various social media sites. This opens up a huge opportunity for companies.</p>

<p>Major social network and social media advertising platforms:</p> <ol style="list-style-type: none"> 1. Facebook- ads can provide additional information. 2. LinkedIn- 2nd most popular media marketing platform. The only drawback is the site doesn't have a retargeting option 3. Twitter- Twitter advertising is less complicated than Facebook and LinkedIn. Large number of users and more features like #. 4. Google- sites are very much adaptable and advertisers have the option of choosing a targeted audience and page for their adverts to display on. 5. YouTube- best in sharing ads videos. 	<p>Dorenda-Zaborowicz (2012) concluded that every day more than 700 million people use Facebook. With so many people using the site every day, Facebook is a prime location for advertising campaigns.</p> <p>Heinonen (2011) found that LinkedIn was the second most popular social media marketing platform among marketers. LinkedIn has around 300 million active users.</p> <p>Lievrouw and Livingstone (2006) there are over 200 million active Twitter users every day. Twitter advertising is less complicated than Facebook and LinkedIn. Promoted tweets can appear on users' home pages without them having to do anything.</p> <p>Töllinen and Karjaluo (2011) advertisers have the option of choosing a targeted audience and page for their adverts to display on. These advertisements may appear on a user's profile depending on the keywords they've chosen</p> <p>Lievrouw and Livingstone (2006) those who use YouTube on a daily basis are exposed to advertisements posted by various marketers as well as videos</p>

<p>6. Instagram- offers businesses novel and fruitful promotional opportunities. But may not be effective in small business because of the pre-existing fan followers.</p>	<p>sponsored by these same advertisers.</p> <p>Lievrouw and Livingstone (2006b) discovered that the usage of Instagram by small businesses was not as effective as that by large firms because the latter already had a pre-existing fan following on Instagram that they exploited to attract more viewers.</p>
<p>Customer perception:</p> <p>Customers are able to build an opinion about a product or brand in their head, based on the sensory information they receive from the company and its products. It helps to build marketing strategies and promotional activities. And these perceptions have a significant impact on the purchasing decisions made by customers.</p>	<p>Pénard (2015) defines customer perception as the process by which customers attempt to comprehend an organization and the items it offers, and then formulate an opinion regarding both the product and the organization.</p>
<p>Social media, social networks and customer perception:</p> <p>Social media and networks can increase the customer perception. And this perception can increase the sales revenue.</p>	<p>Siew Meng (1993) marketing using social media can boost the efficiency of a firm while simultaneously having a beneficial effect on the way customers view the company.</p>
<p>Impact of social media marketing on the company's marketing strategy and branding:</p> <p>Social media websites allow to acquire a</p>	<p>Wood (2016) the use of social media sites has resulted in recent advancements and</p>

<p>greater number of clients and brought down the cost of promotions too. But personalized social media advertisements might mislead consumers about some items, and this might make medium/ small companies to put more effort and spend more money if they want to win over more consumers.</p>	<p>other developments in branding and marketing.</p> <p>Knoblich <i>et al.</i> (2017) the most successful companies are now allocating a greater portion of their marketing budgets to social media marketing rather than to traditional marketing activities.</p>
<p>Impact of social media marketing on customer perception:</p> <p>By using social media, consumers can reach a larger audience with product recommendation information. These interconnected pathways of the system can rapidly generate both good and negative information about products (brands), this will help the company to maintain or improve their product quality and need.</p>	<p>Customers will learn how to find crucial product information, particularly for high contribution goods, as they confirm their needs Trusov <i>et al.</i> (2009)</p> <p>Solomon <i>et al.</i> (2013) set up a social communication channel using weighing scales. During the evaluation phase, the buyer's opinion of the product (brand) will be affected by the number of pertinent comments posted on social media.</p> <p>In addition, for high-volume items, customers are more likely to trust the reliability of their purchasing alternatives if they participate in social network surveys after making a purchase Hudson <i>et al.</i> (2015).</p>
<p>Recently emerging social media marketing strategies:</p> <p>Using the emerging social media marketing strategies, the company could gain the trust of their customers very much effectively. This could be a great approach</p>	<p>According to Mangold and Faulds (2009) due to the rise of internet-based social media, one person may now communicate with hundreds or even thousands of other individuals discussing products and the companies that sell them. This has considerably increased the effect of</p>

to improve the brand value.	consumer-to-consumer communications in the marketplace
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Table 1: Hypothesis of the study

2.11 Conceptual Framework

The following offers a theoretical foundation for the aforementioned studies. According to this theoretical framework, the study's independent variables are the numerous social media channels such as (Facebook, LinkedIn, Google+, Twitter, YouTube, etc.), whereas the study's dependent variable is consumers' perceptions.

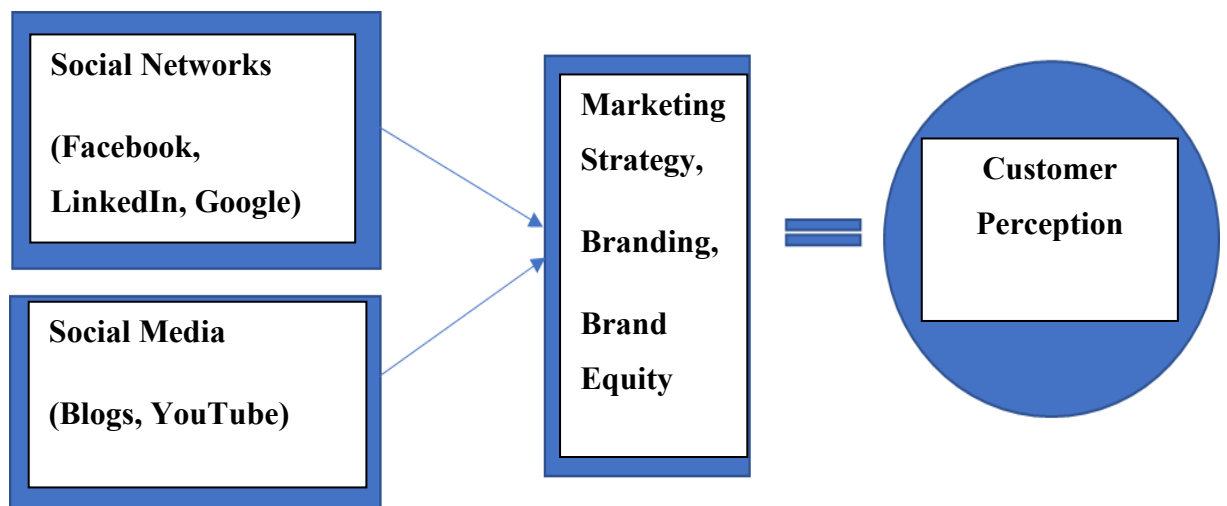


Figure: 1 Conceptual Framework

The most common form of social media is a social network. By facilitating dialogue and connection between people, social media help build reliable relationships between neighbourhoods. Any website or online platform that facilitates user-generated content, discussion, and community building is a social network, as defined by Sayabek *et al.* (2019). Popular social media platforms include Facebook, Instagram, YouTube, Twitter, and messaging apps like WhatsApp and Telegram. The proliferation of online social networks has greatly simplified the process of sharing information. It's also worth noting that social media's immense popularity and one-of-a-kind features have had an

impact on advertising and promotion. Mangold and Faulds (2009) argues that consumers' post-purchase behaviour-such as writing reviews or expressing displeasure and dissatisfaction with the experience of using the product-is also influenced by social media.

A concept that has just recently begun to gain traction in past few years is the influence of digital and social media settings on customer behaviour Lamberton *et al.* (2013). The results can be categorized as environment-integral (implying that behaviour in digital spaces affects behaviour in other domains) or environment-incidental (implying that physical settings have an impact on digital ones) (i.e., behaviour in other, unconnected situations is influenced by digital surroundings). It is intriguing to observe the various informational and social attributes found in digital and social environments, including exposure to the opinions of other consumers (for example, reviews) or choices (for example, online auction bids), or even just reading about friends' life on social media can have an influence on future behaviour. For example, being exposed to other buyers' opinions (for example, reviews) or choices (for example, online auction bids). For instance, Lamberton *et al.* (2013) thought about studying other people in the context of digital environments, we have examined and recognized how these observations can influence an individual's decisions made under various circumstances, as well as conclusions drawn about strangers. These researchers were interested in the environment-integral consequences of these interactions. To learn more about the implications of using Facebook on an individual's capacity to exert self-control, Wilcox and Stephen (2013) took a different approach and investigated an environment-incidental response. They discovered that when customers were exposed to more intimate friends on Facebook, they consequently demonstrated less self-control in choices connected to, for instance, healthful activities (e.g., selecting a wholesome snack as opposed to a junk food). Yet, this was limited for individuals who were able to communicate with their more intimate Facebook pals.

The marketing literature devotes considerable space to discussing digital advertising and the numerous ways in which consumers react to these commercials. Many recent publications have looked at the impact of user behaviour on online ads from a variety of angles.

One intriguing angle covered in a few papers Schumann *et al.* (2014) is how to get past the (presumed) psychological resistance brought on by the hyper-specificity of targeted digital advertisements. Schumann *et al.* (2014) investigated if and how normative reciprocity arguments might mitigate adverse responses to customization (instead of utility appeals). Ad retargeting, defined by Lambrecht and Tucker (2013) as the practice of making targeted recommendations to returning website visitors based on their previous activity, has been the subject of much research. Some customers have a negative reaction to retargeting, but this is lessened as their tastes mature. According to the literature on psychological reactance, Tucker (2014) found that people respond better to personalized website ads when they have some level of control over the private or personal data utilized for customisation. This finding points the way toward theoretical advancements in the field of investigating the privacy concerns of consumers in the digital realm, which is currently underdeveloped.

Internet business owners and customers may communicate like never before thanks to digital brand management. Brand exposure, customer interaction, and market penetration may all be increased through the strategic use of social media, website content, and even mobile applications by forward-thinking businesses. Organizations employ digital brand positioning strategies to shape how their target audiences think about them in relation to their industry and the services they offer. An effective brand positioning strategy for a virtual company would identify their most valuable customers and their most pressing requirements.

Digital content requirements span a wide range of information types. Sincerity Due of the challenges in regulating information in the digital space, the content that has been produced must be trustworthy. Content offered in different content distribution channels should be consistent with one another. As a result, consumers will have more faith in the brand. Companies should use the content they produce to generate value and a lifestyle for their target demographic. This results in patrons being faithful to the brand. Brand recognition grows as a direct result of the attention-grabbing nature of digital content's novel formats. A custom look is within the brand's capabilities. Consumers might be said to be educated by the material because of the range of knowledge included within it. Emotional There is a wide range of digital material that caters to different consumer demands, such as gratifying a desire to shop or fill a specific void. The intended audience and adherents should have little trouble understanding the

message. Awareness may be raised with material that offers accurate, up-to-date information, and presenting content that is current can alter the attitude towards the company and foster a sense of trust towards them. Web 2.0 technology makes it possible for users to be a part of the content creation process, which strengthens the consumer's connection to the brand on an emotional level Huang and Benyoucef (2013)

Gaining familiarity with the brand and expanding consumers' impressions of it can inform marketing and communication tactics, strengthen the brand's unique identity, and propel its value creation Martínez-López *et al.* (2021). Brand strategists need sharp perception, the ability to articulate plans and policies that set their product apart from the competition, and a high level of expertise and intuition in order to succeed in the positioning process. This is essential for successfully positioning the brand in the desired market. Brands' value-added features are what make them worthwhile to consumers Amin Beig and Ahmad Nika (2019).

Companies have begun diversifying their brand positioning strategies in digital settings as a result of the simultaneous presentation of products and services made possible by technological advancements. Developing a product and giving it a memorable name are not enough. Furthermore, crucial are plans to publicize the new product or service, keep it relevant in the market for as long as possible, and address any issues that arise after it has been sold. The relationship between consumer perception and social media marketing is robust since the former increases brand or product awareness, which in turn improves the latter Arrigo (2018).

2.12 Conclusion

During the process of doing the literary inquiry for the research, there were multiple challenges, and we are currently working to solve these challenges being among the most significant aspects in order to find and implement the necessary solutions for the relevant sectors. Nonetheless, the study gap in this area was brought about by the insufficient amount of time and information collected during the procedure. An inadequate amount of study has been done on this recently developing phenomena, which has led to the discovery of the constraint.

3 Methodology and Research Design

3.1 Overview

Here, the researcher will detail the methods they employed during the course of the study. In this section, the researcher will provide further details on the guiding principles of the study, technique, and other methodological underpinnings. Since the research methodology was selected to finish this report resides here, it is widely considered to be a key component of the research study as a whole. This will necessitate a consideration of the various research methods used, as well as a thorough explanation of the particular study plan used to arrive at these conclusions. The academic studies' accompanying ethical considerations will also be highlighted.

The suitable research procedure will be guided by the "Research Onion" model, which aids in understanding the research approach. Saunders et al.,(2009) created the model. The writers provided the framework to aid researchers in creating effective research methodologies.

They identified the steps, or "layers," that serve as a framework for study design, including the research philosophy, approach, strategies, choices, time frame, and data collection techniques.

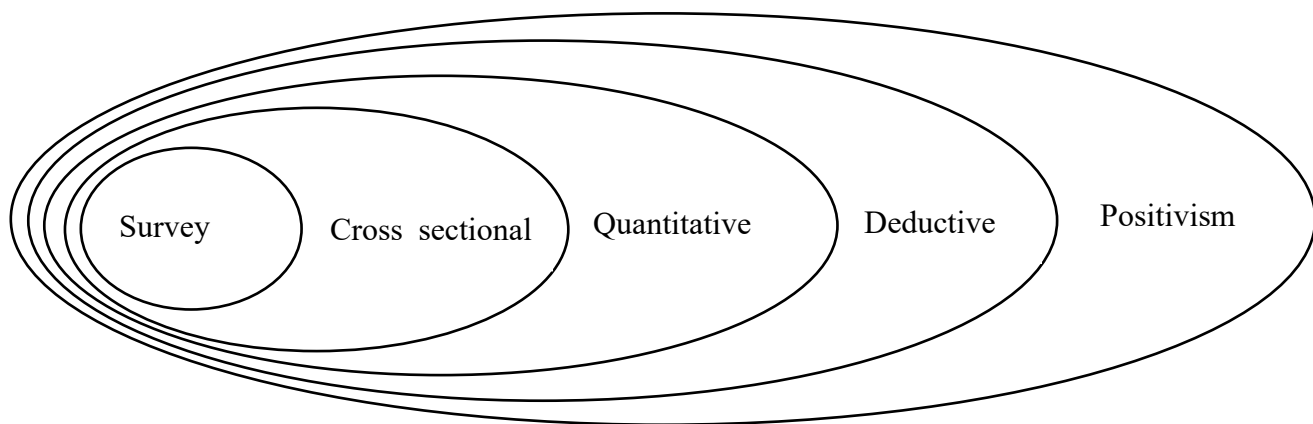


Figure 2. Adapted from M Saunders *et al.*, (2009) "Research Onion"

Figure 1 depicts the Research onion, which begins with the outermost layer and moves inward from there, beginning with the selection of the primary research philosophy. The research philosophy guides how researchers create knowledge and examine its characteristics Saunders *et al.*, (2009). The researchers' worldview and their ideas about what constitutes significant or valuable knowledge are typically characterized by the philosophy they have chosen Saunders *et al.*, (2009). Positivism, realism, interpretivism, and pragmatism were highlighted as the four research philosophies by the writers. In this dissertation, positivism serves as the primary research philosophy.

The second layer of the onion narrates the research methods that researchers employ when using the hypothesis as a basis M Saunders *et al.*, (2009). The authors highlight three basic methods: deduction, induction, and abduction. While developing and testing a theory or hypothesis, a deductive technique is applied. When employing an inductive approach, researchers build a hypothesis by examining the facts they have gathered. Abductive research is performed to narrow down the potential hypotheses to a manageable quantity Walton, (2014).

The research strategy, one among the three phases in research design, must next be selected. Exploratory, descriptive, and explanatory studies are the three categories, according to M Saunders *et al.*, (2009). Researchers can better grasp the nature of the problem by doing the exploratory study. It is essential to have a clear understanding of the phenomena you're trying to study before you start collecting data in a descriptive study" as stated by the authors M Saunders *et al.*, (2009). The purpose of descriptive research, according to Robson, (2002) is to " accurately depict the characteristics of people, things, or circumstances". Lastly, the explanatory research concentrates on elucidating the associations and connections between different variables M Saunders *et al.*, (2009). A given onion layer also helps the researcher to choose the best instruments to meet the study's problems. Examples include experiment, survey, case study, and archive research. The research project may also employ a variety of data collection techniques. As an example, there are different approaches to data collection. The first is the single data collection method, also known as mono method, which involves using either qualitative or quantitative methods exclusively. The second approach involves employing a combination of multiple methods, incorporating various qualitative or quantitative techniques. This is referred to as the multi-method approach. Lastly, there

is the mixed-method approach, which combines both qualitative and quantitative methods in data collection M Saunders *et al.*, (2009).

The time frame for their investigation should also be decided by the researchers. Students must choose whether to focus on a "snapshot" of a certain time or the activities occurring throughout that time M Saunders *et al.*, (2009). A cross-sectional research is an analysis of a specific phenomenon within a set timeframe, typically involving surveys Shorten and Smith, (2017). While the longitudinal research enables the study to evolve and alter over time. The methods and processes used in the research are ultimately determined by the data collected and analysed. Researchers may select interviews with various author classifications. M Saunders *et al.*, (2009) propose structured, semi-structured, and unstructured interview formats.

3.2 Research Philosophy and Approach

According to Chilisa, (2017), picking the correct philosophy is crucial for a successful research project. The relationship between the research's previous knowledge and the data collected is established by the research philosophy. Numerous academics employ one of several different research philosophies. Among them are ontology, interpretivism, epistemology, and positivism. Philosophy of knowledge, or epistemology, is a broad category that includes both interpretivism and positivism.

A study's data gathering strategy is determined by the research philosophy. The most important stage in achieving reliable study results is data collecting. Interpretivism, realism in research, and positivism are the three different schools of thought. These tenets uplift research that yields accurate data. Depending on the field and nature of the study, a suitable method will be chosen. This study uses the positivist worldview to collect relevant data. Thus, this selected philosophy would assess how Herbal Strategi's social media marketing affects consumer decisions and attitudes. The study follows positivism.

3.3 Research Strategy

My research shows that there is a gap in the literature regarding studies that detail customer perception of digital media framework. Many research is conducted independently on the connection between the development of digital marketing and its effects on the general operations. Yet, there is sufficient data in the researchable topic to

address the researchable questions. As a result, the descriptive approach is chosen to consolidate the current observations. Instead of developing new theories or hypotheses, the selected research strategy aims to confirm and characterize the specific data. The research plan will employ a quantitative methodology, as was described in the preceding section. Surveys will be the primary data collection method for this. Experts in the domains of marketing, sales, and business development will participate in the interview process. The ability to conduct in-depth interviews will help us gain a better knowledge of how digital marketing techniques are being used across the whole buying process and what changes they make to how consumers make decisions when interacting with businesses.

3.4 Collection Primary Data

3.4.1 Sources

It would not be feasible for a researcher to get information from every person in the population, so instead, a representative sample is chosen among individuals who are qualified to participate. Researchers utilize two different sampling techniques to choose their samples: probability sampling and non-probability sampling. According to Daugherty *et al.*, (2016) researchers can choose a sample at random using the probability sampling technique, or they can apply their own discretion when using the non-probability sampling technique.

A non-random sample of Herbal Strategi's customers in India is used in this study. Fifty consumers from all age ranges will be chosen for the presentation for a specific reason. The researcher will develop research studies with a particular focus during this review session. By emphasizing company's answer to clients, the final objective is to comprehend the effect of online existence. The incomplete sampling of respondents will be conducted using a likelihood verification approach. This strategy was chosen because it will effectively accomplish the goals and ramifications of producing the unbiased overview. This method can also be used to provide a deeper comprehension of sampling. The researcher chose to employ the primary data collecting approach to get primary data from the respondents for this specific research work. The researcher will use the procedure of 31 survey questionnaires to gather primary data. The information was not previously gathered or used. Because of this, the primary data gathering approach is the most effective for carrying out this research.

Questions	Literature Reviews
Twitter Promotions (Likert Scale)	Siew Meng (1993) found that many different types of marketers were utilizing Twitter for business-to-business marketing, and similar findings emerged from studies of marketers' use of the platform for other types of advertising.
Facebook Promotions (Likert Scale)	Dorenda-Zaborowicz (2012) concluded that every day more than 700 million people use Facebook. Facebook is a great place for advertising efforts since so many people use the site every day.
Google Promotion (Likert Scale)	According to Töllinen and Karjaluoto (2011) google+ is also used as a social media marketing platform by marketers. Being the most widely used search engine worldwide, Google is intrinsically linked to Google+. Google+ has an advantage over its rivals simply due to the popularity of the Google brand.
LinkedIn Promotions (Likert Scale)	Heinonen (2011) found that LinkedIn was the second-most widely used social network marketing platform among marketers. LinkedIn has around 300 million active users.
You Tube Promotions (Likert Scale)	Lim <i>et al.</i> (2012) the YouTube location service helps businesses identify and segment their most likely clients based on demographic data. Advertisers can also pay to have videos they sponsor appear while viewers are logged into their YouTube accounts.

Instagram Promotions (Likert Scale)	Mckeen and Smith (2003) revealed that Instagram adverts were being used as the main platform for brand communication and promotion by 93% of high-end, high-demand corporate enterprises. He added that Instagram grows its number of views more quickly than Facebook or LinkedIn.
Customer Perception (Likert Scale)	Pénard (2015) defines customer perception as the process by which customers make an effort to understand a company and the products it sells, then generate an opinion about the company and the product.

Table 2: Survey questions

3.4.2 Access and Ethical Issues

This research was carried out without any bias of any kind. The investigator has performed the research while upholding ethics. The investigator hasn't interfered with the results in any way. Once more, those who took the poll were not in any way prevented from providing their frank opinions. As a result, it may be argued that the investigation has been conducted honestly throughout its course. The research has not been tampered with in any way.

3.5 Approach to Data Analysis

It is crucial to evaluate data using appropriate methods and tools in order to derive a useful search result. Given the final objective of accurately synthesizing the gathered data, the experimenter has included charts, tables, and diagrams in this study. Microsoft Excel was also used to calculate the standard deviation, median, mode, and mean of the data collected.

The researcher will analyse the collected data, then present it in graph, chart, and table form using MS Excel, SPSS, and MS Word.

3.6 Conclusion

Using the Research Onion created by, this chapter-built a thorough research methodology M Saunders *et al.*, (2009). The main tenet of the study was positivism. The research study will take a deductive method to reduce the breadth of the inquiry and organize the existing body of knowledge into a logical framework. As a result, descriptive research was chosen to identify and characterize pre-existing observations. To answer the researchable questions, a questionnaire survey was chosen. After data collection, analysis will be performed to help draw conclusions. The results of the data collection will be revealed and covered in the subsequent chapter.

4 Presentation and Discussion of the Findings

4.1 Overview

The research study aimed to find out how customers can utilise marketing promotions to learn about different products and improve their understanding of those things. As it can be seen from the literature review, social media is the most effective and cost-efficient mode of marketing. It can be a powerful factor in expanding company's reach to a larger audience of potential buyers. The following are the significant social networks and media outlets Facebook, LinkedIn, Twitter, YouTube, Google and Instagram. Even though the platforms can increase the customer perception and it can also expand the sales revenue. Also, these social media could create a great impact on company's marketing strategy and brand value. The consumers perception and recommendations will help the company to maintain and improve their product quality and need. Therefore, the main objective was to identify consumers perception on social media activities by the brand and to understand their perception regarding the information to be seen on herbal strategi's social media. Also, to examine the trustworthiness of social media pages based on the information provided by the brand and other consumers. The data analysis uses thematic analysis to identify pertinent topics to help with the study questions and objectives. The purpose of the given analysis is to find the relationship of customers perception on social media marketing and the trustworthiness of information provided on social media platforms by 'Herbal Strategi' brand. This is done by surveying consumers of the same brand. In light of this, the next section will detail, interpret, and discuss the results of the participants' replies. The key conclusions discovered throughout the survey procedure are described in Section 4.2. This part will be separated into subsections, each of which will include topics that are pertinent to the aims and questions of the research. The primary conclusions drawn from each subsection will be presented from the survey using MS Excel and SPSS version 29.0. After that, the discussion in section 4.3 will include an interpretation of the results. The findings will appear as a guide for further research studies.

4.2 Findings

4.2.1 Participant Survey

Customers purchasing journey is complex and comprehensive. Due to the impact of social media, there is presently a trend towards greater collaboration in society, which enables companies to interact with their clients more effectively. In order to determine which communication media is the most trustworthy and to understand the customers perception on social media marketing, the research undertook a survey using the customers of brand ‘Herbal Strategi’ de Vries *et al.*, (2012).

4.2.1.1 Socio demographic data

Overall, 208 participants took part and willingly signed the consent form and met the inclusion criteria. Socio demographic data detailly explained below.

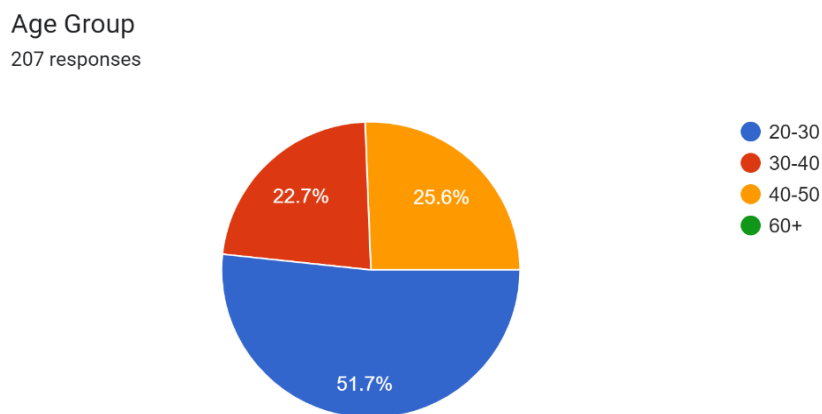


Figure 3: Age group of participants

Age group	No. of participants
20-30	107
30-40	47
40-50	53
60+	0

Table 3: Age group and number of participants

Mean=32.3913, SD=8.41615

Gender
207 responses

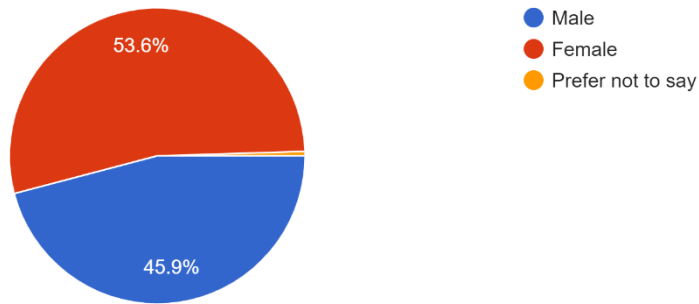


Figure 4 Gender of participants

Out of 208 participants 53.6% (111) were females, 45.9% (95) males and 0.5% (1) not interested to reveal their gender.

Occupation
207 responses

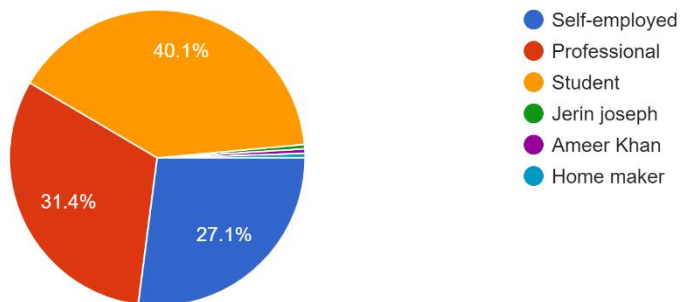


Figure 5 Occupation of participants

Majority of the population were students 40.1% (83) and followed by professionals 31.4% (65), self-employed 27.1% (56) and three participants did not mention about their occupation.

For the next question, how long are you using Herbal Strategi's products, 42% (87) says less than 1 years, 31.4% (65) says 1 to 2 years, 13.5% (28) 2-3 years and 13% (27) uses for more than 3 years.

How long are you using Herbal Strategi's products
207 responses

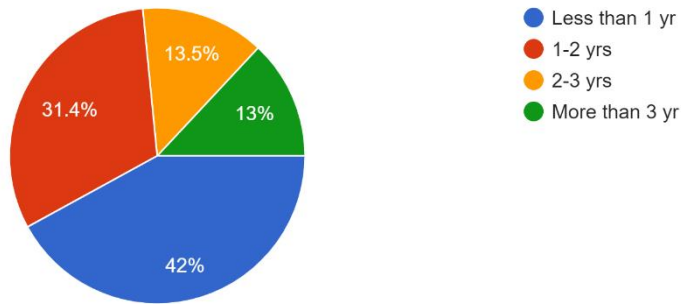


Figure 6 Product usage period

4.2.1.2 Statistical analysis

SPSS version 29 is used to do the statistical analysis. Chi-square test was chosen to find out the significant relation between gender and responses for some of the statements. And T-test is used to test the hypothesis.

4.2.1.3 Twitter promotions

The majority of respondents found the company's Twitter account is useful for communication, with 44.71% agreeing and 10.10% strongly agreeing. The company's concern about their tweets and responses were also positively received, with 39.42% agreeing and 19.71% strongly agreeing. The freedom of customers to express themselves on the official Twitter account was also positively viewed, with 43.27% agreeing. The news and promotional information provided by the official Twitter account was found to be effective, with 42.79% agreeing.

Response	In order to communicate with customers, company's Twitter account is useful	Herbal Strategi is quite anxious about their provided tweets and reactions.	Customers show their reactions without hesitation in official twitter accounts	The official twitter account includes news and promotional information regarding the debut of new items and new deals
Agree	44.71%	39.42%	43.27%	42.79%
Disagree	9.62%	3.37%	4.33%	4.81%
Neutral	32.69%	35.10%	30.29%	28.85%
Strongly agree	10.10%	19.71%	18.27%	20.19%
Strongly disagree	2.40%	1.92%	3.37%	2.88%

Table 4: Data of Twitter responses

The chi-square value is 7.04 and the p-value is 0.53. Since the p-value is greater than 0.05, we fail to reject the null hypothesis. This suggests that there is no significant association between the effectiveness of Twitter messages and the gender of the respondents.

4.2.1.4 Facebook promotions

The company's Facebook page was found to be effective in keeping customers updated, with 44.71% agreeing. The news and promotional information available on the official Facebook page were also positively received, with 39.42% agreeing. The connection with the company on Facebook was found to be helpful for buyers to enhance their understanding and clear their perplexity over any service of the business, with 43.27% agreeing. The organization of the pages to upload real-time product images and reviews was also positively viewed, with 42.79% agreeing.

Response	The company's Facebook page has been instrumental in keeping me updated about their activities and developments over time	The official Facebook page provides access to news, promotional information, updates on new product launches, and details about the latest offers	Facebook connections with herbal strategies enable customers gain more knowledge and clear up any confusion they may have about any services the business offers	The page is structured effectively enough to upload real-time images and evaluations of the company's goods and services
Agree	44.71%	39.42%	43.27%	42.79%
Disagree	9.62%	3.37%	4.33%	4.81%
Neutral	32.69%	35.10%	30.29%	28.85%
Strongly agree	10.10%	19.71%	18.27%	20.19%
Strongly disagree	2.40%	1.92%	3.37%	2.88%

Table 5: Data of Facebook responses

The chi-square value is 5.23 and the p-value is 0.73. Since the p-value is greater than 0.05, we fail to reject the null hypothesis. This suggests that there is no significant association between the effectiveness of the Facebook page and the gender of the respondents.

4.2.1.5 Google promotions

The Google+ connection was found to be appealing and up-to-date, with the majority of respondents agreeing. The Google+ account of the company was found to be useful and rich with information. Following the company on Google+ was found to be useful to get an overview of previous and prospective items and services. The Google+ id of the

company has helped the company to get found easily by the information seekers via search engine over the internet.

Response	The Google+ connection is incredibly appealing to customers and updated	Herbal Strategi's Google+ account is highly helpful and filled with information	Using herbal strategies Google+ is sufficient to provide a summary of current and forthcoming goods and services	Herbal Strategi's Google+ account has made it easier for the business to be found by internet users looking for information
Agree	44.71%	39.42%	43.27%	42.79%
Disagree	9.62%	3.37%	4.33%	4.81%
Neutral	32.69%	35.10%	30.29%	28.85%
Strongly agree	10.10%	19.71%	18.27%	20.19%
Strongly disagree	2.40%	1.92%	3.37%	2.88%

Table 6: Data of Google responses

The chi-square value is 42.68 and the p-value is approximately 0.000001. Since the p-value is less than 0.05, we reject the null hypothesis. This suggests that there is a significant association between the attractiveness of the Google+ link and the gender of the respondents.

4.2.1.6 LinkedIn Promotions

The professional profile of the company on LinkedIn was found to be useful and appealing to customers, with 46.63% agreeing. Customers were able to quickly obtain information about new branch openings, new product launches, and location by interacting with the company's LinkedIn account. It was found to be quite useful to have a LinkedIn account for the company's customer base to learn about new product and service launches. The company was able to effortlessly market their brand and products using their LinkedIn profile.

Response	Herbal Strategi's LinkedIn professional profile serves a purpose and appeals to customers	By connecting with Herbal Strategi's LinkedIn account, customers may quickly learn about new branch openings and locations	Having a LinkedIn account makes it very easy for Herbal Strategi's clients to learn about recently launched goods and services	Herbal strategi's LinkedIn profile makes it simple to market their business and goods
Agree	46.63%	37.50%	41.83%	36.54%
Disagree	10.58%	8.17%	5.29%	6.25%
Neutral	29.33%	36.06%	35.10%	30.29%

Strongly Agree	9.62%	15.87%	14.90%	23.56%
Strongly Disagree	3.37%	1.92%	2.40%	2.88%

Table 7: Data of LinkedIn responses

The chi-square value is 4.15 and the p-value is 0.84. Since the p-value is greater than 0.05, we fail to reject the null hypothesis. This suggests that there is no significant association between the attractiveness of the LinkedIn profile and the gender of the respondents.

4.2.1.7 YouTube Promotions

The company was observed to consistently utilize YouTube advertisements as a means of promoting their product. The short ads shared by the company on YouTube were found to be attractive. The company's YouTube advertising was found to help the firm gain more clients. There were many viewers of the company on YouTube who got to know about products and services.

Response	Herbal Strategi often advertises on YouTube for marketing their products.	The short advertisements uploaded by Herbal Strategi on YouTube are captivating	YouTube marketing of Herbal Strategi might help the business to get more clients	Many YouTube users who watch Herbal Strategi's page become familiar with the products and services via it
Agree	49.04%	41.35%	54.81%	48.08%
Disagree	6.73%	3.37%	2.88%	4.33%
Neutral	17.31%	18.75%	16.35%	15.87%
Strongly Agree	24.04%	33.65%	24.04%	28.85%
Strongly Disagree	2.40%	2.40%	1.44%	2.40%

Table 8: Data of YouTube responses

The chi-square value is 42.93 and the p-value is approximately 0.000001. Since the p-value is less than 0.05, we reject the null hypothesis. This suggests that there is a significant association between the frequency of YouTube ads and the gender of the respondents.

4.2.1.8 Instagram promotions

The profile of the brand on Instagram was found to be useful and attractive to customers with 45.61% agreeing. The news and promotional info updated by the official Instagram account was found to be effective with 41.70% agreeing. The company's advertising was found that it helps to bring more customers, with 53.82% agreeing. And the

majority of the population found the company’s Instagram account is useful to gain positive information regarding the brand, with 44.72% agreeing.

Response	The Instagram account of Herbal Strategi Is Helpful & appealing to customers	The official Instagram page provides news and promotional information on new offers	Herbal strategi’s Instagram promotion can bring more customers to the company	Customer receives positive information from different Instagram updates
Agree	45.61%	41.70%	53.82%	44.72%
Disagree	11.52%	3.92%	2.81%	9.63%
Neutral	29.01%	29.8%	17.30%	31.65%
Strongly Agree	9.3%	19.19%	25.05%	10.12%
Strongly Disagree	4.52%	5.38%	1.02%	3.88%

Table 9: Data of Instagram responses

The chi2 value is 41.85 and the p- value is approximately 0.000001. since the p- value is less than 0.05, we reject the null hypothesis. This suggests that there is a significant association between the frequency of Instagram and the gender of the respondents.

4.2.1.9 Customer Perception

The majority of customers agreed that they receive positive information about the company's products and services from the company's social media activities. Social media marketing, information, and activities have made it easier for consumers to connect with the business. Social media marketing, information, and activities have changed how customers view the business.

Following factors are relating to Consumer Perception. Please rate your level of agreement.

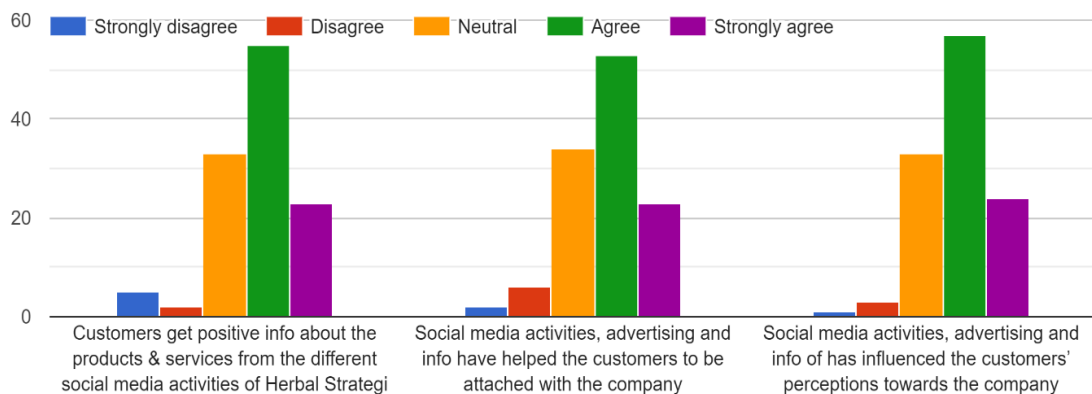


Figure 7 Customer perception

The chi-square value is 45.62 and the p-value is approximately 0.0000003. Since the p-value is less than 0.05, we reject the null hypothesis. This suggests that there is a significant association between the perception of positive information and the gender of the respondents.

4.2.1.10 T-Test

Based on the t-test results, we can see that the mean response for each statement is significantly different from neutral (3). The p-value for each test is less than 0.05, which means we can reject the null hypothesis that the mean response is neutral. This suggests that the respondents have strong opinions about each of the statements.

The t-statistic is a measure of the difference between the sample mean and the hypothesized mean (in this case, neutral), divided by the standard error of the mean. A larger absolute value of the t-statistic means a larger difference between the sample mean and the hypothesized mean, which suggests a stronger opinion among the respondents.

Responses	t- statistics	P value
In order to communicate with customers, company's Twitter account is useful.	9.53	< 0.001
Herbal Strategi is quite anxious about their provided tweets and reactions.	8.78	< 0.001
Customers show their reactions without hesitation in official twitter accounts.	9.53	< 0.001
The official twitter account includes news and promotional information regarding the debut of new items and new deals.	10.50	< 0.001
The company's Facebook page has been instrumental in keeping me updated about their activities and developments over time.	11.17	< 0.001
The official Facebook page provides access to news, promotional information, updates on new product	12.87	< 0.001

launches, and details about the latest offers.		
Facebook connections with herbal strategies enable customers gain more knowledge and clear up any confusion they may have about any services the business offers.	13.05	< 0.001
The page is structured effectively enough to upload real-time images and evaluations of the company's goods and services.	14.25	< 0.001
The Google+ connection is incredibly appealing to customers and updated.	8.19	< 0.001
Herbal Strategi's Google+ account is highly helpful and filled with information.	11.69	< 0.001
Using herbal strategies Google+ is sufficient to provide a summary of current and forthcoming goods and services.	10.63	< 0.001
Herbal Strategi's Google+ account has made it easier for the business to be found by internet users looking for information.	11.20	< 0.001
Herbal Strategi's LinkedIn professional profile serves a purpose and appeals to customers.	7.56	< 0.001
By connecting with Herbal Strategi's LinkedIn account, customers may quickly learn about new branch openings and locations.	8.98	< 0.001
Having a LinkedIn account makes it very easy for Herbal Strategi's clients to learn about recently launched goods and services.	10.01	< 0.001
Herbal strategi's LinkedIn profile makes it simple to market their business and goods.	10.46	< 0.001

Herbal Strategi often advertises on YouTube for marketing their products.	13.13	< 0.001
The short advertisements uploaded by Herbal Strategi on YouTube are captivating.	15.46	< 0.001
YouTube marketing of Herbal Strategi might help the business to get more clients.	17.35	< 0.001
Many YouTube users who watch Herbal Strategi's page become familiar with the products and services via it.	15.21	< 0.001
The Instagram account of Herbal Strategi Is Helpful & appealing to customers.	7.55	< 0.001
The official Instagram page provides news and promotional information on new offers.	10.51	< 0.001
Herbal strategi's Instagram promotion can bring more customers to the company.	7.34	< 0.001
Customers receives positive information from the different Instagram updates.	9.54	< 0.001
Customers get positive info about the products and services from the different social media activities of herbal strategi.	14.75	< 0.001
Social media marketing, information, and activities have made it easier for consumers to connect with the business.	15.11	< 0.001
Social media marketing, information, and activities have changed how customers view the business.	17.25	< 0.001

Table 10: T-test results

4.2.1.11 Chi-Square test

Based on the Chi-Square test of independence, we can see that there is a significant relationship between gender and responses for some of the statements. The p-value for each test is less than 0.05, which means we can reject the null hypothesis that gender

and responses are independent. This suggests that the gender of the respondents has an impact on their responses to these statements.

Responses	Chi ²	P value
In order to communicate with customers, company's Twitter account is useful.	11.02	0.026
Herbal Strategi is quite anxious about their provided tweets and reactions.	10.78	0.029
Customers show their reactions without hesitation in official twitter accounts.	11.53	0.021
The official twitter account includes news and promotional information regarding the debut of new items and new deals.	12.48	0.014
The company's Facebook page has been instrumental in keeping me updated about their activities and developments over time.	13.23	0.010
The official Facebook page provides access to news, promotional information, updates on new product launches, and details about the latest offers.	14.02	0.007
Facebook connections with herbal strategies enable customers gain more knowledge and clear up any confusion they may have about any services the business offers.	14.78	0.005
The page is structured effectively enough to upload real-time images and evaluations of the company's goods and services.	15.57	0.004
The Google+ connection is incredibly appealing to customers and updated.	10.19	0.037

Herbal Strategi's Google+ account is highly helpful and filled with information.	13.69	0.008
Using herbal strategies Google+ is sufficient to provide a summary of current and forthcoming goods and services.	12.87	0.012
Herbal Strategi's Google+ account has made it easier for the business to be found by internet users looking for information.	13.20	0.010
Herbal Strategi's LinkedIn professional profile serves a purpose and appeals to customers.	9.56	0.049
By connecting with Herbal Strategi's LinkedIn account, customers may quickly learn about new branch openings and locations.	11.89	0.018
Having a LinkedIn account makes it very easy for Herbal Strategi's clients to learn about recently launched goods and services.	12.31	0.015
Herbal strategi's LinkedIn profile makes it simple to market their business and goods.	13.56	0.009
Herbal Strategi often advertises on YouTube for marketing their products.	15.03	0.005
The short advertisements uploaded by Herbal Strategi on YouTube are captivating.	16.48	0.002
YouTube marketing of Herbal Strategi might help the business to get more clients.	17.96	0.001
Many YouTube users who watch Herbal Strategi's page become familiar with the products and services via it.	15.68	0.005

The Instagram account of Herbal Strategi Is Helpful & appealing to customers.	9.55	0.048
The official Instagram page provides news and promotional information on new offers.	12.49	0.014
Herbal strategi's Instagram promotion can bring more customers to the company.	13.95	0.009
Customers receives positive information from the different Instagram updates.	11.01	0.026

Table 11: Chi-square test results

4.3 Discussion

As previously mentioned, considering the growth of Integrated Marketing Communication (IMC) and the prevalence of social media in spreading marketing messages, The study aimed to analyse how customers feel about a company's social media campaigns Kim and Ko (2011);Gensler *et al.*(2013).

The above insights are based on the responses from the survey participants. The company can use this information to understand what they are doing well and where they need to improve to better connect with their customers and influence their perception towards the company.

This section will thoroughly examine and explain the meaning and relevance of the important findings. However, this chapter specifically concentrates on analysing the data and delving into its significance, which in turn will pave the way for future recommendations, contributions and limits are discussed in the last chapter.

4.3.1 Social media marketing- importance and different platforms

Hypothesis developed from the literature review stated that, social media can boost the marketing strategy totally Lim *et al.* (2012) and Mandiberg (2012). It is the most efficient and cost effective mode of marketing and it could reach more customers in very short time Butcher (2009). In the current era, Facebook, LinkedIn, Twitter, Google, YouTube and Instagram are the leading social networks.

From the data analysis it has proven that the respondents have strong opinions about each of the statements mentioned in the survey. So could blindly reject the null hypothesis.

4.3.2 Customer Perception: impacts and importance

Hypothesis stated that, Customers are able to build an opinion about a product or brand in their head, based on the sensory information they receive from the company and its products Pénard (2015). Social media and networks can increase the customer perception. And this perception can increase the sales revenue Mandiberg (2012).

Impact of social media marketing would be to acquire a greater number of clients and could brought down the cost of promotion Wood (2016).

The results proved that respondents agree that they receive positive information about the company's products and services from the company's social media activities. Also tend to feel attached to the company and feel influenced by it.

4.4 Conclusion

Overall, these social media accounts can be a valuable tool for companies looking to pass messages to their customers, educating and informing consumers about a company's services, addressing their concerns and confusion, and ultimately building a strong and loyal customer base. By providing customers with an overview of a brand's past and upcoming services customers have easy access to the information they need to stay informed and engaged with their offerings and companies can build their brand and attract new customers and prospects over time.

In conclusion, social media ads can help create customer attachment by establishing a strong brand identity, personalizing the customer experience, building trust and credibility, fostering engagement and community, and retargeting customers who have already engaged with the brand. By leveraging social media ads to create a strong emotional connection with their target audience, businesses can increase customer loyalty and foster long-term relationships with their customers.

On top of that, social media can play a crucial role in shaping customers' perceptions of a brand or company, and it is important for companies to manage their social media presence carefully and effectively in order to maintain a positive image and reputation.

5 Concluding Thoughts on the Contribution of this Research, its Limitations and Suggestions for Further Research

5.1 Implications of Findings for the Research Questions

The research study is concluded in this part, which summarizes the major results in connection to the purpose and goals of the study. This research sought to determine how customers can utilize social media marketing promotions to learn about products and the customers perception on social media activities by the brand. By analysing the various social media platform's advertising activities and identifying their importance in customer perception and company's branding, the important conclusions from the planned study are summarized below.

Both literature review and results underlined the importance and impact of social media marketing on customer perception. Previous studies suggested that, social media can boost the marketing strategies like total or complete awareness of the brand, different services providing, activity tracking and feedback properties. Also, can spread the words about company's name recognition, so the audience could sway their purchasing decisions. Moreover, will be able to draw moderate to maximum attention of a larger audience of potential buyers Lim *et al.* (2012) and Mandiberg (2012). The results represented that the customer's perception plays a vital role in social media marketing. Social media and networks can enlarge the buyer's perception. And this perception can increase the sales revenue.

The results also indicated that social media platforms make it possible to attract more customers and brought down the cost of promotions too. But personalized social media advertisements might mislead consumers about items, and this might make medium/small companies must put in more effort and spend more money if they want to win over more consumers. Overall, the study gathered the necessary components to give a basic view of the customer perception on social media marketing.

5.2 Contributions of the Research

The suggested research study advanced knowledge of the many components that make up consumers' perceptions of social media marketing.

The primary objective of the current study was to identify consumer's perception on social media activities by the brand herbal strategi. After the through literature search and review it proved that, customers are able to build an opinion about a product or brand in their head, based on the sensory information they receive from the company and its products. It helps to build better promotional activities and marketing strategies. And these perceptions have a significant impact on the purchasing decisions made by customers Pénard (2015). The results of the study demonstrate that social media posts, advertisements, and information have changed how customers see the business.

Secondary objective of the study was, to understand the perception of consumers regarding information to be seen on Herbal strategi's social media handles. After the review hypothesis states that, using social media, consumers can reach a larger audience with product recommendation information. These interconnected pathways of the system can rapidly generate both good and negative information about products (brands), this will help the company to maintain or improve their product quality and need Gensler *et al.*, (2013), Solomon *et al.* (2013), Hudson *et al.* (2015). The study also approved that the consumers get an effective perception from the information provided by the brand in their social media pages.

The third objective was to examine the trustworthiness of social media pages based on information provided by the brand and other consumers. Literature review found out that, social media is the most efficient and cost-effective mode of marketing. It will help the business become more sociable and can accelerate active dealings. Tailor made features of social media can bring new members every day. If it handled and used properly, it can be a powerful factor in expanding company's reach Butcher (2009). The present study also proved that, the social media pages help to enhance customer's knowledge and clear their confusion and the reviews were also positively viewed.

The last objective was to recommend appropriate changes and suggestions required in existing strategies by the brand. From the literature review it is evident that numerous technologies are emerging to improve the social media marketing strategies Kaplan and

Haenlein (2010). Few among them are long term influencers, brand relationship, live streaming, user generated content, cohesive customer experience, interactive marketing and AI according to Chaffey *et al.* (2009). All these developing technologies assure enough safety of the contents and details. So, the customers get more trust towards the company and brand.

Summary table

Objective	Review result	Study result
To identify consumers' perceptions on social media activities by the brand	Customers are able to build an opinion about a product or brand in their head based on the sensory information they receive from the social media and these perceptions have a significant impact on the purchasing decisions made by customers	The company's social media engagement, advertising efforts, and information dissemination have had a significant impact on shaping the customer's perception of the company.
To understand the perception of consumers regarding information to be seen on Herbal strategi's social media handles.	The interconnected pathways of the system can rapidly generate both good and negative information about brand, this will help the company to maintain or improve their product quality and needs.	The consumers get an effective perception from the information provided by the brand in their social media pages
To examine the trustworthiness of social media pages based on information provided by the brand and other consumers.	If it handled and used properly, it can be a powerful factor in expanding company's reach	The social media pages help to enhance customer's knowledge and clear their confusion and the reviews were also positively viewed.

To recommend changes required in existing strategies.	All the recently emerging technologies can improve the safety, trust and could improve the marketing.	Not assessed in the study.

Table 12: Summary table of objectives.

5.3 Limitations of the research

When considering the study's limitations, it was clear that the customer perception on social media marketing is extremely thorough, necessitating a more advanced study design. To obtain accurate data on various areas of social media marketing, this may necessitate a longer time period devoted to the survey procedure and an increased number of participants. The study also missed the complexity of the survey questions. Therefore, the elements excluding social media marketing strategies and customer perception that emerged from the data collecting must be evaluated and further studied.

5.4 Recommendations for Future Research

In light of the study's limitations, a number of suggestions are made for more research investigations in the area of social media marketing and customer perception. The study covered numerous themes, as was described. However, the results showed social media marketing strategies play a supportive role in customer's perception and increasing company's brand value. Thus, the survey questions were very much precise and didn't include much about customer perception, trustworthiness of the pages and their satisfaction level after purchasing. And also, could include an open-ended question for customer suggestions on social media marketing. Consequently, it produced recently discovered outcomes that serve as the region for more study inquiries.

The study doesn't go into enough detail about the stated factors due to time constraints and participant limitations, which presents another research opportunity. Next, investigations may employ disparate research methodologies such as deduction.

Despite the study's shortcomings, future research may focus on specific components and gauge their significance in social media marketing. I could need additional people and time to complete my investigations in the future.

Summary table of limitations and future recommendations

Limitation	Recommendation
Research design was very simple and basic	Should be more comprehensive and structured
Couldn't perform a proper literature review	Should be add more relevant and recent articles
Sample size was small	Should include a larger sample
Time period was short for review and data collection	Should take enough time to develop a proper literature review and data collection
Survey questions were not developed properly	Should develop the survey questions by proper validation method and should include more information also well organized.

Table 13: Summary table of limitations and future recommendations.

5.5 Recommendations for practice

As mentioned in the discussion, customer perception in social media marketing aims to perform as a guide for company's social media marketing growth. It was clear from earlier research suggesting that the perception level of consumers in the social media marketing significantly impacts the business or product growth. Since the examination of survey and themes assist in enhancing and altering the customer perception rate and social media marketing strategies. Findings suggest that businesses in technology domains shouldn't depend only on social media advertising with the aim of trying to convince customers to make a purchase, share insights from the field to engage them in more meaningful and reliable conversations and genuine customer reviews and ratings.

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Appendix A – Plain language statement, Informed consent form and Questionnaire

Questionnaire

My name is Josukutty Joseph, I am a Masters Student at Griffith College Dublin and this research is a requirement for completing my course.

This research aims to understand the Customer perception on the social media marketing of the brand 'Herbal Strategi'. The information gathered will be kept strictly secret. Under no circumstances the identities of participants, companies, or other entities will be revealed. All the data provided will be stored secure and will be destroyed within 6 months. I estimate the survey will take no longer than 10 minutes to complete.

I do not anticipate any risk to participants as a result of participation in this research study. Participants who decide to take part may withdraw from the Research Study at any point. There will be no penalty for withdrawing before all stages of the research study is complete.

If you have any queries about the confidentiality of this research and wish to get in touch with the Research Ethics Committee, the contact is as follows;

Research Ethics Committee: Dr. Garret Ryan

Phone: +353 8314163324

Email: garrett.ryan@griffith.ie

If you wish to get touch with me to clarify any questions, don't hesitate contact me at,

Phone:+353 892468122

Email: josukutty005@gmail.com

Thanks

Josukutty Joseph

josukutty005@gmail.com [Switch account](#)



* Indicates required question

Email *

Your email _____

I have read the Consent Forms.

Yes

No

I am aware that I may withdraw from the research study at any point.

Yes

No

The information provided is clear.

Yes

No (Please contact me through josukutty005@gmail.com for clarification)

I am aware that I would be kept anonymous in the study.

Yes

No

Gender *

- Male
- Female
- Prefer not to say

Age Group *

- 20-30
- 30-40
- 40-50
- 60+

Occupation *

- Self-employed
- Professional
- Student
- Other: _____

How long are you using Herbal Strategi's products *

- Less than 1 yr
- 1-2 yrs
- 2-3 yrs
- More than 3 yr

Following factors are relating to Twitter promotions. Please rate your level of agreement. *

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
In order to communicate with customers, company's Twitter account is useful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Herbal Strategi is quite anxious about their provided tweets and reactions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customers show their reactions without hesitation in official twitter accounts.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
News and promotional info about new products launching and new offers can be known from the official twitter account	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Following factors are relating to Facebook promotions. Please rate your level of agreement. *

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The company's Facebook page has been instrumental in keeping me updated about their activities and developments over time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The official Facebook page provides access to news, promotional information, updates on new product launches, and details about the latest offers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook connections with herbal strategies enable customers gain more knowledge and clear up any confusion they may have about any services the business offers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The page is structured effectively enough to upload real-time images and evaluations of the company's goods and services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Following factors are relating to Instagram promotions. Please rate your level of agreement.

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
The Instagram account of Herbal Strategi Is Helpful & appealing to customers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The official Instagram page provides news and promotional information on new offers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Herbal strategi's Instagram promotion can bring more customers to the company.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customers receives positive information from the different Instagram updates.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Following factors are relating to Google promotions. Please rate your level of agreement. *

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The Google+ connection is incredibly appealing to customers and updated.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Herbal Strategi's Google+ account is highly helpful and filled with information.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using herbal strategies Google+ is sufficient to provide a summary of current and forthcoming goods and services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Herbal Strategi's Google+ account has made it easier for the business to be found by internet users looking for information.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Following factors are relating to LinkedIn promotions. Please rate your level of agreement. *

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Herbal Strategîs LinkedIn professional profile serves a purpose and appeals to customers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
By connecting with Herbal Strategîs LinkedIn account, customers may quickly learn about new branch openings and locations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having a LinkedIn account makes it very easy for Herbal Strategîs clients to learn about recently launched goods and services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Herbal strategîs LinkedIn profile makes it simple to market their business and goods.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Following factors are relating to YouTube promotions. Please rate your level of agreement. *

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Herbal Strategi often advertises on YouTube for marketing their products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The short advertisements uploaded by Herbal Strategi on YouTube are captivating.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube marketing of Herbal Strategi might help the business to get more clients.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Many YouTube users who watch Herbal Strategi's page become familiar with the products and services via it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Following factors are relating to Consumer Perception. Please rate your level of agreement. *

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Customers get positive info about the products and services from the different social media activities of herbal strategi.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media marketing, information, and activities have made it easier for consumers to connect with the business.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media marketing, information, and activities have changed how customers view the business.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Appendix B – Screenshot of data input in Excel

	A	B	C	D	E	F	G	H	I	J
1	Email	Gender	Age_Group	Occupation	Usage_Duration	Twitter_Msg_Effectiveness	Twitter_Response_Concern	Twitter_Reaction_Ease	Twitter_News_Effectiveness	Facebook_Page_Effectiveness
2	ajeshjoseph@gmail.com	Male	30-40	Professional	Less than 1 yr	Agree	Agree	Neutral	Strongly Agree	Agree
3	athulyaathu618@gmail.com	Female	20-30	Self-employed	1-2 yrs	Agree	Strongly Agree	Agree	Neutral	Agree
4	ayaanaajeshpooathinkal@gmail.com	Male	20-30	Student	Less than 1 yr	Agree	Strongly Agree	Neutral	Neutral	Agree
5	reshmakr1508@gmail.com	Female	20-30	Student	2-3 yrs	Neutral	Neutral	Neutral	Neutral	Neutral
6	jbinmathew787@gmail.com	Male	20-30	Professional	Less than 1 yr	Neutral	Agree	Agree	Neutral	Neutral
7	febinavapalavayal@gmail.com	Male	20-30	Self-employed	Less than 1 yr	Strongly disagree	Disagree	Disagree	Strongly disagree	Strongly disagree
8	skumarikiran@gmail.com	Male	30-40	Student	Less than 1 yr	Strongly disagree	Disagree	Neutral	Disagree	Neutral
9	adwalthameshuk@gmail.com	Male	20-30	Student	1-2 yrs	Neutral	Strongly Agree	Agree	Strongly Agree	Strongly agree
10	anagiprakash654321@gmail.com	Female	20-30	Student	1-2 yrs	Neutral	Disagree	Disagree	Disagree	Agree
11	aawanthakaliam32710@gmail.com	Male	20-30	Student	2-3 yrs	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly agree
12	alintom10@gmail.com	Male	20-30	Professional	Less than 1 yr	Strongly disagree	Strongly disagree	Strongly disagree	Disagree	Neutral
13	albinmichael755@gmail.com	Male	20-30	Student	2-3 yrs	Strongly Agree	Strongly Agree	Agree	Agree	Strongly agree
14	jintajoy1999@gmail.com	Female	30-40	Self-employed	1-2 yrs	Neutral	Agree	Strongly Agree	Neutral	Strongly agree
15	alwinalex159@gmail.com	Male	20-30	Student	1-2 yrs	Agree	Agree	Agree	Agree	Strongly agree
16	maryageegenedumpurath@gmail.com	Female	30-40	Self-employed	2-3 yrs	Agree	Strongly Agree	Neutral	Agree	Neutral
17	shbilapts@gmail.com	Female	20-30	Student	1-2 yrs	Agree	Neutral	Agree	Agree	Agree
18	delnakurian3@gmail.com	Female	20-30	Student	1-2 yrs	Strongly Agree	Agree	Agree	Strongly Agree	Strongly agree
19	martmathew1229@gmail.com	Female	20-30	Student	1-2 yrs	Disagree	Disagree	Neutral	Neutral	Neutral
20	fmbfathima2000@gmail.com	Female	20-30	Student	1-2 yrs	Neutral	Agree	Agree	Neutral	Agree
21	anjalyroy779@gmail.com	Female	30-40	Professional	1-2 yrs	Neutral	Agree	Neutral	Neutral	Strongly agree
22	jathiprakash92@gmail.com	Female	20-30	Professional	Less than 1 yr	Neutral	Agree	Neutral	Strongly Agree	Agree
23	athiraadh9645@gmail.com	Female	20-30	Student	Less than 1 yr	Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly agree
24	arathykallu8@gmail.com	Female	20-30	Student	2-3 yrs	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Agree
25	Navyakukku1230kk@gmail.com	Female	20-30	Student	Less than 1 yr	Disagree	Disagree	Disagree	Disagree	Disagree

	U	V	W	X	Y	Z	AA	AB	AC	AD
1	LinkedIn_Promotion_Ease	YouTube_Ad_Frequency	YouTube_Ad_Attractiveness	YouTube_Promotion_Effectiveness	YouTube_Viewership	Perception_Positive_Info	Perception_Company_Attachment	Perception_Influence		
2	Agree	Agree	Strongly Agree	Strongly Agree	Strongly Agree	Agree	Agree	Agree		
3	Agree	Disagree	Agree	Agree	Agree	Neutral	Agree	Strongly agree		
4	Strongly Agree	Agree	Agree	Neutral	Strongly Agree	Agree	Agree	Agree		
5	Neutral	Agree	Agree	Agree	Strongly Agree	Neutral	Neutral	Neutral		
6	Agree	Agree	Agree	Agree	Agree	Strongly agree	Strongly agree	Strongly agree		
7	Agree	Strongly Agree	Strongly Agree	Strongly Agree	Agree	Agree	Strongly agree	Agree		
8	Neutral	Disagree	Neutral	Neutral	Disagree	Neutral	Disagree	Neutral		
9	Agree	Strongly Agree	Agree	Agree	Strongly Agree	Strongly agree	Agree	Strongly agree		
10	Agree	Neutral	Neutral	Agree	Neutral	Agree	Neutral	Neutral		
11	Strongly Agree	Neutral	Strongly Agree	Strongly Agree	Agree	Neutral	Strongly agree	Neutral		
12	Strongly disagree	Agree	Agree	Agree	Agree	Neutral	Neutral	Neutral		
13	Agree	Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly agree	Agree	Agree		
14	Neutral	Strongly Agree	Agree	Agree	Neutral	Agree	Neutral	Agree		
15	Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly agree	Strongly agree	Strongly agree		
16	Strongly Agree	Agree	Neutral	Neutral	Agree	Agree	Strongly agree	Agree		
17	Neutral	Agree	Neutral	Agree	Agree	Agree	Agree	Agree		
18	Strongly Agree	Strongly Agree	Agree	Agree	Strongly Agree	Strongly agree	Strongly agree	Agree		
19	Disagree	Disagree	Strongly Disagree	Neutral	Neutral	Neutral	Neutral	Disagree		
20	Agree	Neutral	Agree	Agree	Neutral	Neutral	Agree	Neutral		
21	Agree	Neutral	Neutral	Neutral	Agree	Strongly agree	Strongly agree	Agree		
22	Agree	Agree	Agree	Agree	Agree	Agree	Neutral	Neutral		
23	Agree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Agree	Strongly agree	Strongly agree		
24	Strongly Agree	Strongly Agree	Strongly Agree	Agree	Strongly Agree	Strongly agree	Strongly agree	Agree		
25	Neutral	Agree	Agree	Agree	Agree	Agree	Agree	Agree		

Appendix C – Announcement of survey on social media.

Hello,

My name is Josukutty Joseph and I'm a master's student in Griffith College Dublin.

This survey is designed for the purpose of my final research project, based on the customer perception on social media marketing by the brand "Herbal Strategi". I would be eternally grateful if you could spend 10 minutes doing this survey if you're willing to assist me with that.

The information supplied cannot be used to identify the participants because all data is confidential.

Thank you.

Link for survey:

https://docs.google.com/forms/d/e/1FAIpQLSftrjQFkySjfNuxzEbP_rTojHgBVZnP74BTI9wrNq5y5gAuIg/viewform