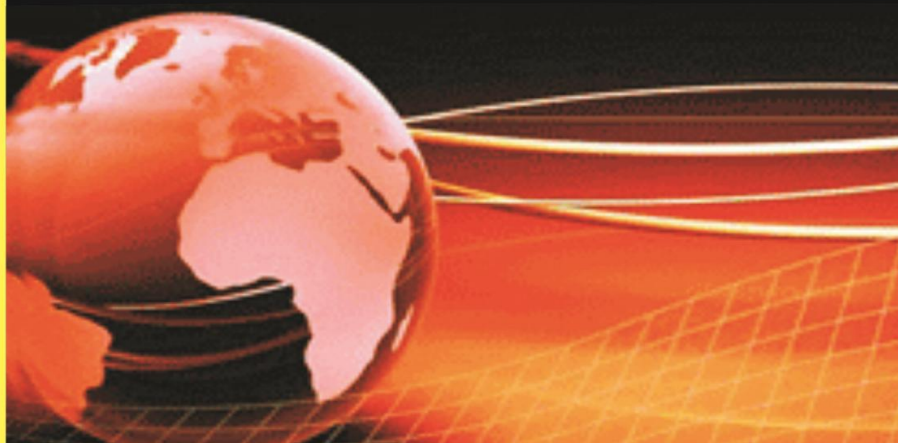


# ACADEMICA

ISSN (online) : 2249-7137

## ACADEMICA

An International  
Multidisciplinary Research  
Journal



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## **ACADEMICIA**

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### **VISION**

The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international business, finance, banking, service marketing, human resource management, corporate governance, social responsibility and emerging paradigms in allied areas of management including social sciences , education and information & technology. It intends to reach the researcher's with plethora of knowledge to generate a pool of research content and propose problem solving models to address the current and emerging issues at the national and international level. Further, it aims to share and disseminate the empirical research findings with academia, industry, policy makers, and consultants with an approach to incorporate the research recommendations for the benefit of one and all.

**SEMINAR PROCEEDINGS AND PAPERS PRESENTED/ CONTRIBUTED**

**AT**

**ONE DAY CDC (PANJAB UNIVERSITY, CHANDIGARH)**

**SPONSORED NATIONAL SEMINAR ON**

**RELATIONSHIP MARKETING THROUGH SOCIAL NETWORKING SITES**

**ON**

**SATURDAY, 5<sup>th</sup> March, 2016**



**ESTD. 1992**

**ORGANISED BY:**

**KAMLA LOHTIA SANATAN DHARAM COLLEGE**

**(Run and Managed by Shri Sanatan Dharam Sabha Regd., Purana Bazar, Ludhiana.)**

**Subhash Nagar, Near Daresi, Ludhiana 141008.**

**Contacts: 09876948001, [www.ksdcollege.org](http://www.ksdcollege.org), [contact@ksdcollege.org](mailto:contact@ksdcollege.org)**





ESTD. 1992

# KAMLA LOHTIA

## SANATAN DHARAM COLLEGE

A MULTI-FACULTY POST-GRADUATE CO-EDUCATIONAL INSTITUTE

DARES ROAD, SUBHASH NAGAR, LUDHIANA

One Day CDC, Panjab University, Chandigarh

Sponsored

### National Seminar

on

### Relationship Marketing through Social Networking Sites

on

**Saturday, 5th March, 2016 at 9.00 AM**

**Venue : Seminar Hall**

**Chief Guest**

**Prof. Naval Kishore**  
Dean, College Development Council,  
Panjab University, Chandigarh

**Guest of Honour**

**Sh. Jagmohan Krishan Jain**  
Chairman  
Ludhiana Stock Exchange Ltd.

**C.A. Pankaj Garg**  
Mg. Partner  
Pankaj K Garg & Co.  
Chartered Accountants

**Sunil Kumar Aggarwal**  
President  
98760-68987

**Dr. Shiv Mohan Sharma**  
Principal  
98769-48001


Invitation

## PROGRAMME

Registration	-	9:00 AM
Inaugural Session	-	9:30 AM
Tea Break	-	11:30 AM
Technical Sessions	-	11:45 AM
Valedictory Session	-	2:00 PM
Lunch		2:30 PM

## MANAGEMENT

Senior Vice President Sh. Dharam Pal Jain	Vice President Sh. Brij Mohan Ralhan	Vice President Sh. Sandeep Aggarwal
General Secretary Sh. R.D. Singhal	Secretary Sh. Rajesh Mittal	Cashier Sh. Shaman Jindal
Manager Sh. Sandeep Jain	Executive Member Sh. Keshav Garg	Executive Member Sh. Rakesh Jain
Executive Member Sh. Sukhdev Aggarwal	Executive Member Sh. Bhushan Verma	



ESTD. 1992

## Kamla Lohtia Sanatan Dharam College

website : [www.klsdcollege.org](http://www.klsdcollege.org) e-mail : [contact@klsdcollege.org](mailto:contact@klsdcollege.org)  
Ph. : 98769-48001, 0161-2741746, 2745688, Fax 0161-2745688

**KAMLA LOHTIA SANATAN DHARAM COLLEGE MANAGING COMMITTEE**



**Sh. Sunil Aggarwal**  
President, College Managing Committee



**Sh. Dharam Pal Jain**  
Sr. Vice-President



**Sh. Brij Mohan Raihan**  
Vice-President



**Sh. Sandeep Aggarwal**  
Vice-President



**Sh. R.D. Singhal**  
General Secretary



**Sh. Rajesh Mittal**  
Secretary



**Sh. Shaman Jindal**  
Cashier



**Sh. Sandeep Jain**  
Manager



**Sh. Keshav Garg**  
Executive Member



**Sh. Rakesh Jain**  
Executive Member



**Sh. Sukhdev Aggarwal**  
Executive Member



**Sh. Bhushan Verma**  
Executive Member



### **President's Message**

When I took the responsibility of this college, I had only one sole aim of my working. It was to realize the “College of Dreams” of my revered father Late Sh. Sudarshan Ji Aggarwal, the Founder President. The task had never been easy but my management members made it achievable. Saying confidently, the day has come when Kamla Lohtia S.D. College has spread its wings of the prosperity & sheer aim of imparting quality education to the aspirants has become a realistic intellectual process. Not bragging on the achievements, now the real time has come to channelize the energies.

Holding this seminar on Relationship Marketing through Social Networking Sites seems to be a very relevant and contemporary issue and I congratulate every resource person, participants & the staff of the college for making it a grand success.

It is said that dialogue leads to conference of various thoughts and openings, thus leading to critical reviews. Research is the hunger for those, I acknowledge. Till it is satisfied, the researchers moves on & on. I am glad to see such galaxy of intellectual in the premises of KLSDC. Throughout our history, KLSDC has been the forefront of educational innovation & shall strive to continue.

Our task- even while we grow in size , even while we commit to being a more diverse faculty, staff and student body; more cross disciplinary; and more global- is to retain KLSDC's focus on the ties that bind us together, the sense of being a small, interdependent community, but one with an impressively broad scope. This intimacy and shared sense of propose is what generates KLSDC's distinctive spirit. It also allows us to aspire to make the college even more unified. I feel grateful and privileged to have such a partners charting the future with us.

I wish through this podium, this seminar could contribute positively to the issue undertaken through the topic undertaken. I congratulate the Principal & the organizers to undertake this opportunity to serve & contribute to the society at large.

Sunil Aggarwal  
President



### **Vice President's Message**

Perhaps few colleges get opportunity to hold the seminars, this is why let me first congratulate the organizing team to hold and successfully accomplish the project undertaken. Visit of various researchers under the roof of Kamla Lohtia S.D. College is a matter of pride and immense pleasure for arrangement of collaboration of alike minds. When there is no criticism, the things do not normally happen to be true. The theme of the seminar is self-explanatory where there is a scope for the further development counting on the strengths already occupied. I also congratulate and thank the publishers for being a part of this seminar by presenting the papers worldwide.

Brij Mohan Ralhan  
Vice President



### **Vice President's Message**

Creativity and innovation are the catalyst of advancement. For the time immemorial, education emancipates. No study is complete when the scope of further research is available. Research is the fuel for advancement and development. Relationship Marketing through Social Networking Sites provided a platform where researchers contributed and presented their views and expressed them through their articles. I am happy with all what the seminar came out with. I congratulate Principal, Dr. Shiv Mohan Sharma and the organizing team for the seminar and I am happy with the revered publication of the articles.

Since inception Kamla Lohtia S.D. College is moving towards the heights of education and serving the society with quality education. Management is promised with such endeavors to happen in future too.

Sandeep Aggarwal  
Vice President



### **Manager's Message**

College Development Council, Panjab University, Chandigarh deserves a heartiest thanks from the side of management and staff of Kamla Lohtia S.D. College for providing an opportunity of holding this seminar in the premises of college. Undoubtedly. The Theme and the Sub Themes, I am sure, can produce the marvelous results. I am sure the college will proceed towards such intellectual process in the times to come too.

Sandeep Jain  
Manager



### **General Secretary's Message**

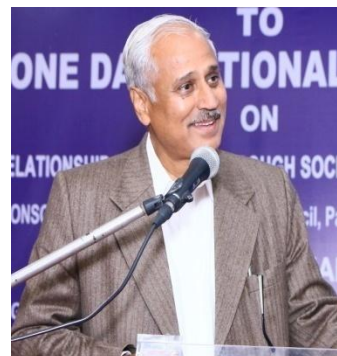
The prime motive of Kamla Lohtia S.D. College has been dispersal of quality education since inception. We have taken a legitimate proud sweep in the past 22 years since 1992, the year of foundation, for being transformed into a multi faculty Post Graduate premier institution.

Relationship Marketing through Social Networking Sites is a mile stone in the path of progress of the college as a whole. I congratulate the Principal, Organizers and the staff members related to the seminar for its successful float and well knitted reputed publication with the revered journal.

R.D. Singhal  
General Secretary



*From the desk of the Dean,  
College Development Council, PU Chandigarh*



**Dean's Message**

It gives me immense pleasure that Kamla Lohtia Sanatan Dharam College, Ludhiana has taken up a great challenge of addressing one of the contemporary aspects of e-commerce through the National Seminar on “Relationship Marketing through Social Networking Sites”.

The theme and the subthemes are not only challenging but also relevant for discussion in the present scenario in many disciplines especially commerce , management, IT, ICT or so, as evident from the range of papers which have been contributed by the students, research scholars, Professors and academicians.

I hope that this volume which has been brought out by the College will be of great academic value for scholars and common readers. I take this opportunity to congratulate the Editor for the efforts made for the compilation of this volume.

Prof. Naval Kishore  
Dean

---

*From the Desk of Principal*

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**Principal's Message**

*It has been said by Rabinder Nath Tagore that a teacher is like a lighted candle which lights another candle only if it keeps burning. A teacher can ignite the minds of the students only if he does not let his fire for new knowledge die down. He must keep himself abreast of changes which take place in various fields in general, and especially the ones which are related to his subject or field of work. In recognition of the importance of unabated pursuit of knowledge by the teachers, College Development Council, PU Chandigarh provides for liberal grants to hold seminars, conferences and workshops. It is a different matter if only a few institutions and departments, where teachers and administrators have drive and spirit, make use of the funds provided for updating knowledge regarding latest thought- content and techniques.*

*It is a matter of great pleasure for me that organizing team has put its every sincere efforts to realize the cherished dreams of a college. Holding a National seminar is always a matter of pride for a college.*

*I hope these proceedings containing the report of the seminar and the papers would prove a challenging contribution for the better promotion of the modern e-commerce as well.*

*Dr. Shiv Mohan Sharma*  
*Principal*

### From the Pen of the Editor



“He alone teaches who has something to give, for teaching is not talking, teaching is not imparting doctrines, it is communicating”. - Swami Vivekanadji

Oh Lord Shiva!!! I am thankful for embedding me for organizing the seminar. It is a usual saying that when the things are either sensitive or get complicated, it is the best way to solve them by discussion. The word seminar, derived from the Latin word seminarium, which means "seed plot". Seminars give such elaborated platforms where the thoughts from different angles are confronted with and a concrete solution to the problem is tended to identify.

Relationship marketing is a contemporary phenomenon to affix the relationships even in the business scenario too. We are daily confronted to a number of websites and applications in the smart phones to stay connected these days. Power of e commerce has overwhelmed the business dealings too. Perhaps, India is emerging as a dominant country in the contemporary era in the same field and indeed, the growth is much faster.

I am thankful to College Development Council, Panjab University, Chandigarh for being the sponsors of such a wonderful intellectual process. I may not find the true words to thank the Resource Persons & Researchers and Teachers who contributed to the seminar with their farsighted ideas.

Again, I acknowledge my sincere thanks to the Worthy Management, Principal, Teaching and Non-Teaching staff for the successful accomplishment of the task undertaken by the college.

Words should not fall short to thank my worthy parents, my wife Dr. Sonia and the little Aarav, my son, whose time was literally snatched during my business with seminar.

This message would be incomplete if I forget the force working in and with me. I am sincerely thankful to Ms. Karmjit Kaur, Mr. Anil Kakkar, Mr. Yogesh Batish and Mr. Ranjeev for the helping hand they all extended for the organization to publications of the seminar. Of course, the publishers, TARJ are thanked for being continuously attached with KLS D College's endeavor to move ahead academically.

Dr. Karun Kant Uppal  
Seminar Organising Secretary  
Editor- Seminar Proceedings &  
Papers Presented and Contributed

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**ONE DAY CDC NATIONAL SEMINAR**

**ON**

**RELATIONSHIP MARKETING THROUGH  
SOCIAL NETWORKING SITES**

**SUB THEMES**

1. Competitive advantages through Facebook.
2. Startup Social Media: Why relationship marketing is essential for growing one's user base.
3. Marketing with Social Networking sites has surpassed traditional relationship marketing with wine and dine.
4. Social Media Marketing & Relationship Marketing: A Revolution or Evolution.
5. e-Relationship Marketing: How to build Connections that leads to business
6. Relationships are the new currency.
7. Looking people in the eye digitally: Social Networking Sites ensure full attention.

**PROGRAMME**

**SATURDAY, MARCH 5<sup>TH</sup>, 2016**

**Venue - Seminar Hall (1<sup>st</sup> Floor)**

09.00 A.M	Registration
09.30 A.M	Lamp Lighting and Welcome to the Guests
09.45 A.M	Inaugural Address
10.30 A.M	Keynote Address
11.30 A.M	Tea Break
11.45 A.M	Technical Session 1&2 (Simultaneously)
	Technical Session 1 Venue: PGDIB LAB
	Technical Session 2 Venue: Room No-1
02.00 P.M	Valedictory Session
2.30 P.M	Lunch

**LIST OF RESOURCE PERSONS**

**Dr. Naval Kishore** - Dean, College Development Council, Panjab University, Chandigarh-  
Chief Guest, Presidential Address

**Dr. S.K. Chadha** - Professor and Chairman- University Business School, Panjab University,  
Chandigarh.- Key Note Address

**Dr. Sanjeev Kumar Sharma** - Professor & Director, University Institute of Applied Management Studies (UIAMS), Panjab University, Chandigarh

**Dr. Sukhdev Singh** - Professor & Head, Dept. of Management, GNE College, Ludhiana- Expert Opinion , Inaugural Session & Chairperson, Technical Session 1

**Dr. Ravi Inder Singh** - Co-ordinator Management Department, Panjab University Regional Centre , Ludhiana- Resource person & Expert, Chairman, Technical Session 2

**Er. Nishant**, Software Developer and representative from Industry

### **SEMINAR PROCEEDINGS**

#### **INAUGURAL SESSION**

A one-day National Seminar on “Relationship Marketing through social networking sites” was held at K.L.S.D. College’ Ludhiana on MARCH 5,2016. The seminar provided an ideal forum for the interaction of ideas and information between academicians, professionals and industrialists in order to understand the emerging issues of social networking sites. The one-day seminar was attended by prominent scholars and practitioners across the country with over two hundred delegates. The seminar was inaugurated by the Chief Guest, Prof. Naval Kishore, Dean, CDC, P.U. Chandigarh. In his inaugural speech, he highlighted the need of Relationship Marketing for today’s business world in general. He discussed the role of social networking sites like twitter, whatsapp , flipkart, snapdeal, amazon etc. in changing the lifestyle of people. He said that through social media, one is not bound by accident of geography, rather, one goes globally.

The keynote address was delivered by Prof. (Dr.) S.K. Chaddha, Chairman- University Business School, Panjab University, Chandigarh. In his keynote speech, he gave his views on the subject in the backdrop of the changing economic situation of the country and explained the necessity of various seminars to share new ideas and opinions which helps the upcoming generation to learn a lot. He stressed that the prime reason for the success of social networking sites is that they appeal to innate human desires for self- expression, human connectivity and a sense of belongingness. He explained a model of social CRM-IDIC Model i.e. Identify, Differentiate, Interact and Customize. Although various challenges for social networking sites were discussed by him but at last, he motivated everyone to bring new ideas by quoting names of sites like Localmystery.com, Localdriver.com, Babli.com created by the students of P.U. Chandigarh with the words that a huge space is waiting for you.

The inaugural session was also addressed by Dr. Sukhdev Singh, Head, Dept. of Management, GNE College, Ludhiana who talked about the relevance of social media sites for business. He shared that according to a survey of 3700 marketers, around 70% of them found that SM activities increased traffic to their websites. Another aspect covered by him was the involvement of women entrepreneurs as he discussed a report by flipkart, which says that 50% of seller base is constituted by women e.g. Archita Gupta, 32, software engineer with Motorola, Bangluru. She decided to set up an online health store selling and recommending medicines with similar salts but with lower prices. Overtime, her daily product sale has grown to 400-500 products a day. Then, he suggested women to contribute more in e- commerce wave.

At the end of the session, college Vice President, Sh. Brij Mohan Ralhan emphasized the importance of social networking sites for relationship marketing and cautioned the younger generation with the related recent emerging problems. CA Pankaj Garg, a renowned practicing Chartered Accountant of Ludhiana city also shared his experiences in industries from the dias with the delegates presented in the seminar.

### **TECHNICAL SESSION I**

Dr. Sukhdev Singh, Professor, Guru Nanak Engineering College, Ludhiana was the Chairperson of the session.

In this session, as many as 23 papers were presented. Glimpse of a few are mentioned here. The first presentation entitled “Cultivate Brand Value through Social Media: Empirical Study of Magazine Brands” was by Simranjeet Singh, Mata Gujri College, Fatehgarh Sahib. In this paper the objectives taken were to study the status of social media communication tools used on Facebook by sample units that are: TIME and THE ECONOMIST and to analyze the engagement level across the sample unit brands through extensively used social media site i.e. Facebook.

Thereafter, Ms. Noor Kanwal presented paper entitled “Relationship Marketing through Social Networking Sites”. The paper enumerated various uses of social networking sites for relationship marketing via Facebook, Youtube and twitter etc. The paper emphasized that modern ways of marketing has surpassed the traditional ways of marketing. Continuing on the same subject, the next presentation of this session was by Ms. Shriya Goyal on “Competitive Advantage through Facebook”. This paper highlighted that how large market area is captured by Facebook in short span of time and how it increase its market share.

Thereafter, Ms. Samiksha Chawla, Harf College, Malerkotla elaborated her paper on “Facebook Marketing – A subset of E-Marketing”. The paper emphasized on advantages of Facebook marketing. It was also explained that Facebook Marketing generates awareness and build loyalty and deepen relationships. It concluded that it is high time that every business should adopt social media to enhance their competitiveness. Followed by this was the presentation by Mr. Harjinder Singh on his paper “Relationship are the new currency”. It highlighted that relationships are required for long term survival of the company in the Industry. The next paper of the session was by Mr. Manpreet Singh on “Relationship Marketing: How to have a competitive advantage using the Social Media”. It has been mentioned in the paper that earlier relationships relies on B2B or C2C but the new concept is P2P. It was pointed out that through social media regular posts and quick reply is possible which nurtures the relationships with customers. It was also mentioned in this paper that Royal Enfield, Asian Paints, Micromax etc. have a competitive advantage using social media.

Another presentation of this session was by Ms. Sirjana on “E-Relationship Marketing: How to build connections that lead to business”. This paper was an attempt to highlight the uses of e-relationship marketing to build relationships with customers. Continuing with something new, Ms. Priya Malik presented on “E-Customer Relationship Marketing”. The paper enumerated various challenges and opportunities of ECRM. It concluded that ECRM is required to foster

relationships with customers for their convenience and to provide quality services. This was followed by the presentation by Ms. Gurmeet Kaur on the paper “Impact of Social Media Marketing on Business”. The paper highlighted that customer problems can be responded immediately with social media, a close watch can be kept on the target market and new customers can be added with the help of social media. It was also pointed out in this paper that blogs can be helpful in attracting more customers. The paper also explained the problems of social media marketing.

The last presentation of this session was by Ms. Shivani on “Competitive Advantages of Facebook in Brand Awareness”. The paper highlighted that Facebook helps in attaining sustainable competitive advantages. The paper also enumerated the various strategies for competitive advantage.

At last, Chairperson S. Sukhdev Singh concluded the session by summarizing the proceedings and the issues raised during the seminar. He suggested that participants can also present the case studies and while doing research, the methodologies should be transparent.

### **PROCEEDINGS OF TECHNICAL SESSION II**

The Chairperson, Dr. Ravi Inder Singh, Co-ordinator Management Department, PURC, Ludhiana initiated with his vast experience and explained the relevance of the topic “RELATIONSHIP MARKETING THROUGH SOCIAL NETWORKING SITES” selected for seminar. He marked that the topic has been selected for this conference is highly relevant topic in the present scenario. With the emergence of technology, with the development of the technology things are getting changed very fast. And the traditional way of doing business has gone and will not remain long. With the reference of inaugural session, chairperson further narrated that a number of studies have been conducted in this field and all those ventures where people are making use of technology they are actually very less. Few year back this concept of e-commerce emerged, people used to say that in India it is a failure. But now a days, we are witnessing more and more people, they are doing shopping online and so far as marketing of products and services are concerned more and more companies, they are trying to promote their business, trying to promote their products and they are trying to promote their services, through the online system. And these social networking sites, these are playing major role in it.

Being the Co-ordinator of a B-School, the Chairperson elaborated his few real life experiences. First experience which he shared was as:- We know all the colleges whenever the admission process it starts making the advertisement in newspaper and they involve lots of cost and in our organisation we are spending almost 17-18 lakhs per year on the advertisement meant for admissions only, and for the last two years we are actually evaluating how much money was spent and how much we are getting out of it..... “we conducted a survey of the students who took admission with us in the last two session and we found, we have got actually sanctioned strength of 50 seats, out of those 50 students we found that no one actually, Even a single out of them was fail to know about the admission process of our department, as published in the newspaper and we are spending 17-18 lakhs rupees. And we cut down the expenditure on newspaper we have reduced budget around 8-9 lakhs. So there is saving of funds also by using the social networking sites”.



One more experience of what the social networking sites can do for you, even without spending money you can popularise yourself. “We had arranged an event on 9 & 10<sup>th</sup> February, 2016 in campus-Parwaz-a Cultural Fest and to popularize this event what we actually did we quoted an idea of having a contest between the students of our campus only..... What was the contest???? If someone would be announced will be designated as Mr.& Ms Parwaz-2016 and we say Mr.& Ms. Parwaz, people always take it as something related to fashion show, but it is actually not like that. The person will be getting maximum likes on the Facebook for all the events will be designated as Mr. & Ms. Parwaz-2016 and we also announced a prize. To a surprise, 46 students participated in it. And number of likes fixed for this festival was more than 1 lakh. The students circulated all the information through what app, and number of likes fixed for this festival was more than 1 lakh. The students circulated all the information through Whatsapp, who so ever wants to like could go Facebook page. We don't spend on posters, broushers etc. We spent just Rs. 2100/-.....We are aware about the impact of social networking sites. So this age is actually the age of information technology.”

He further deliberated with his real life experience in a function organized by confrontation of Indian industries we had Mr. Chetan Bhagat, a renowned novelist; he was talking about blue ocean strategies.

Here are actually two types of strategies, 1.Red ocean strategies, 2.Blue ocean strategies, Red ocean strategy in which in the given market you fight with your given competitors to increase your market share and blue ocean strategy is where you do something new, something innovative and you create your market yourself. This technology- social networking sites are helping us in those innovative advantages.

He further elaborated that the President of US, Mr. Barack Obama became President for first time in 2008. He is first African who became President of US. “What was the major factor because of which he became President of USA??? It was promotion he did through social networking sites. And again in 2012 he was the leading user of social networking sites, because of which he again became President. He spent \$ 47 billion for using these social networking sites and his immediate competitor spent \$ 4.7 billion, means ten times less, as per the findings, it is stated in the studies, that it was the social networking sites which has the major impact than other sites. Mr. Arvind Kajerwal, what did he do to know people about his manifesto, it is social networking, which is used by major business offices. This can help us in doing our business in different ways.” We normally used to buy books but today most of the students getting books available online. With this, he said that the traditional way of doing business actually has gone. In case a business house is still publishing books by traditional hard format, then of course these days the number of hard copies sold have come down. In future the number of hard copies sold will be very less. These houses have to go for change themselves, if they don't follow this online system perhaps their future is in dark. Finally he concluded.... so very nice topic selected for seminar and he congratulate to the organizing committee.

There were 22 presentations in this session, glimpse of a few are mentioned.

Mr. Vinay Dawar from Baba Kundan Singh College, Muhar's topic for presentation was 'Influence of advertisements on social networking sites: A study of consumers of Ludhiana'. He used primary and secondary data for study and he applied weighted average score as research

tool. Thereafter, Mrs. Prabhsimran Kaur from DPS presented on 'Free basics publicity buzz-An impact on relationship market'. She started with video presentation- Aaj internet nhi too adhuri hai zindagi .She concluded that 1. There is negative correlation between free basics and internet users 2.Negative correlation between free basics and relationship market.3.Free basics are far from reality. Thereafter, Ms. Krishma from Government College for Girls presented on 'Relationship Marketing through social networking sites. She discussed Facebook as: F-Fan page, A-Attention value ,C-Customer value, E-Expert advice. She concluded if we change price as the customer would afford. So companies should change.

Ms. Aashima from Government College for Girls, Ludhiana selected 'SAP-An art of business relationships'. She concluded the best run business run SAP. Ms. Isha Mehra and Konica from Guru Nanak Girls College, Ludhiana presented on Social media marketing and relationship marketing-An evolution or revolution'. She concluded that social media marketing considered as evolution as after 20<sup>th</sup> century internet being used .Ms. Simran Marwaha, Guru Nanak Girls College Ludhiana presented on 'relationship marketing using E-commerce platform'. Her objective of study is how different customers are targeted through different networking sites and relationship marketing.

Ms. Silky from A.S. College Khanna presented on 'Competitive advantage through facebook'. This paper has explored the scenario of Facebook in competitive media. It is one of the popular site among all the other social media sites.

Next topic of presentation was 'Future prospect of integration of e-com & social networking sites' by Amandeep Kaur, GCG, Ludhiana. Purpose of study is 1. To analyse the benefits provided by social commerce to consumers. 2. To find out problems faced by consumers in social commerce.3. To suggest the ways by which the problems can be solved.

The last topic of the conference entitled 'technology advancement and marketing: The role of social media' presented by Ms. Diksha from A.S College, Khanna. The objective of study is to verify the importance of social media for marketing in general and for relationship marketing in particular.

Chairperson made a lot of queries side by side presentations. At the end of technical session 2 the chairperson shared his observations made during the session. The chairperson concluded the session by congratulating the Presenters, Members of Managing Committee, Principal and all the members of staff.

### **VALEDICTORY SESSION**

In the beginning of the valedictory session, Dr. Karun Kant Uppal, Organising Secretary, welcomed Dr. Sanjeev Kumar Sharma, Professor & Director, University Institute of Applied Management Studies (UIAMS), Panjab University, Chandigarh and invited him to present the valedictory address of the session. Dr. Sharma confined his observations related to the topic of seminar i.e Relationship Marketing through Social Networking sites; into a few limited points. He realized that most of researchers are working on the social networking because of the growing importance of Social media. One eighth productive time of blue collar workers in USA is spent on Social media. More alarming thing about mass media is that people are well

connected with the world through media but there is lack of close association with their neighbors'. He highlighted some facts related to relationship marketing that social media is the media of mass distractions; we are destroying our interpersonal relations with our relatives. He illustrated his thoughts with the help of different suitable examples. He further emphasized that as a teacher we all should transform ourselves in order to build up more innovative and creative ideas in the minds of our students. The valedictory session was concluded with certificate distribution ceremony to various delegates from different colleges. At last, he appreciated the efforts made by College Managing Committee, Principal and Teaching staff for organizing such type of interactive programs for upgrading the knowledge of students and teachers. Dr. Karun Kant Uppal presented his Vote of Thanks to the speakers and all contributors for sharing their invaluable thoughts and such a long benign presence throughout the seminar.

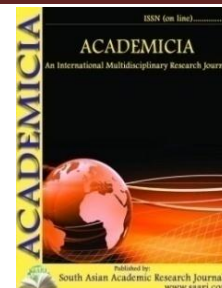


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Research Journal

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ON

## RELATIONSHIP MARKETING THROUGH SOCIAL NETWORKING SITES

ORGANISED BY:

KAMLA LOHTIA SANATAN DHARAM COLLEGE

LUDHIANA, PUNJAB, INDIA.

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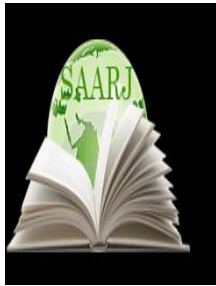
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## MOBILE ADVERTISING - A NEW RAY TO PROMOTION

**Geetika Arora\***

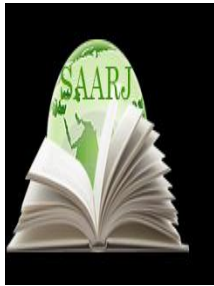
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### ABSTRACT

*Mobile Advertising is one of the modes of Advertising and an area of Mobile commerce to promote the Products and Services. Mobile advertising is a form of advertising used by companies now a days to target the users of handheld wireless devices such as, mobile phones and PDA's (Personal Digital Assistants) .It can reach target customers anytime anywhere. In order to Promote the selling of products or services, all the activities required to communicate with the customers are transferred through mobile devices combining with the customers user profile and context situation, advertising companies can provide the target customers exactly the advertisement information they desire, not just "spam" them with irrelevant advertisements. The study aims to concretize various features enhancing the acceptability utility of mobile marketing/advertising suggests an appropriate strategic initiative for the same.*

**KEYWORDS:** Mobile Advertising, PDA, MMA.





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**MEETING RELATIONSHIP MARKETING GOALS THROUGH SOCIAL MEDIA****Sheetal Soi\***

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**ABSTRACT**

*In Today's competitive world, it is very important to gain customers Trust. For this purpose Companies are adopting Relationship Marketing strategy in order create, maintain, and enhance strong relationships with their customers to secure their loyalty. Many customers leave a company not because they didn't like the product, but because they were frustrated with the customer service. If a business streamlines its internal operations to satisfy all service needs of their customers, customers will be happier even in the face of product problems.*

*Technology also plays an important role in relationship marketing. The Internet has made it easier for companies to track, store, analyze and then utilize vast amounts of information about customers. Customers are offered personalized ads, special deals, and expedited service as a token of appreciation for their loyalty. This paper is an attempt to study the concept of relationship marketing in relation to social media marketing, how social media is helpful in achieving the goals of relationship marketing. Social media tools like CRM, Networking, word of mouth etc are very helpful in implementing relationship marketing based on social media. This paper gives a brief overview of how social media marketing sites can be used for building relationship with customers and goals of relationship marketing can be achieved.*

**KEYWORDS:** *Relationship marketing, social media marketing, Networking sites, social media tool.*



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**ANALYSIS OF “SOCIAL MEDIA” A TOOL FOR BUILDING BUSINESS-CUSTOMERS RELATIONSHIP****Aashish Garg\***\*Arya College,  
Ludhiana, India.**ABSTRACT**

*Relationship and social media are the two terms that coexist interdependently. Due to the trending power growth of social media, the power has gone with the customer side in business areas as social media has given customers convenient access to information. The evolution of internet has made social media one of the most important media for business-customer relationships. Hence the objective of this study is to assess the role of social media in building customer-business relationships. This paper outlines 10 research questions through the review of related literatures. The total of 30 respondents was chosen to conduct study using convenience sampling. Few past articles, journals and research papers are analyzed to make SWOT analysis. The paper carries out empirical research to understand the effectiveness of social media as a marketing tool and an effort has been made to analyze the extent social media help consumers in buying decision making. The study is concluded by generalizing the main aspects that determine the customer relationship and how they are influenced by social media.*

**KEYWORDS:** Social Media, Traditional Marketing, Social Marketing.



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## RELATIONSHIP MARKETING THROUGH SOCIAL NETWORKING SITES

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### ABSTRACT

*In the last five years, social media has become a dominant force on the Internet. Social networking websites, the most popular of which is Facebook, accounted for 20 percent of all time spent on the Internet. Relationship Marketing has seen new light in this channel. There are two reasons for this. First, consumers do not pay for using these services on most social networking sites. Second, firms are not spending large amounts of money trying to access consumers using these new channels. This is despite the fact that there are obvious marketing applications for a form of media that allows companies to observe potential consumers' social interactions. Most firms' commercial strategies for social media have emphasized the success of "earned reach," a strategy by which a brand develops its pool of subscribers organically and also aims to expand that pool by seeing existing subscribers share links with their social networks. This paper presents definitions of Relationship Marketing and socialnetwork websites in detail and reasons for growing importance of relationship marketing through social networking sites.*

**KEYWORDS:** Social network sites, Relationship Marketing, Social media.



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## IMPACT OF SOCIAL MEDIA ON CONSUMER BRAND PREFERENCE FOR LAPTOPS

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### ABSTRACT

*The emergence of Internet-based social media has made it possible for one person to communicate with hundreds or even thousands of other people about products and the companies that provide them. Thus, the impact of consumer to consumer communications has been greatly magnified in the market place. This study focuses on social media as it has impact on consumer behaviour as well as on consumer brand preference for some specific product and services. The main purpose of the study is to find out the impact of social media on consumer brand preference in purchasing laptops. To conduct the study a sample size of 100 respondents of Chandigarh is taken for analysis. For results, one sample t test and regression model is used. Results indicate that there is significant impact of social media on consumer brand preference with respect to Laptop purchasing.*

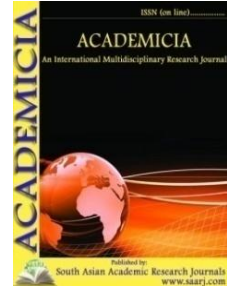
**KEYWORDS:** Social Media Marketing, Brands, Brand Preference.



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**E MARKETING AND CUSTOMER RELATIONSHIP MANAGEMENT -  
TWO SIDES OF THE SAME COIN****Payal Kukreja\***

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**ABSTRACT**

*E marketing strategy or plan, they normally include online selling, online promotions and advertising. However this could be a very narrow view or definition as applied to E marketing. Planning for Customer Relationship Management is as important as paying attention to online selling efforts. Now let us look at the Customer Relationship Management angle. Customers are won over not by the product and price alone but by the service and happy experience too. When you create an E Commerce platform and choose promote your products and services, paying attention to Customer Relationship Management becomes that much more important. Here I have discussed some of the strategies firms use to develop long term relationships with customers through the internet i.e social networking, customisation, online questionnaires, E-vouchers, online chat etc. Customer service is the key to maintaining long term online relationships. It is important to ensure that the customer receives excellent customer service prior to, during and after a sale (post-transactional strategy). The main focus of relationship marketing is to retain customers and make them frequent buyer. The existing customers are the main focus of relationship marketing. The concept of developing strategies through usage of the internet and other digital platform for customer relationship management is called as electronic customer relationship management. The activities likely to get covered in customer relationship management are: Website as a base for customer development, Customer contact integrity, Applying internet to upsell and cross-sell, Focus marketing, Online customer service etc. Organizations has to execute many strategies to implement e-CRM. With technology changing at a very fast rate businesses need to update their websites regularly and use advancements in technology to improve the online experience for people visiting their websites. If they choose not to, they are risking customers selecting competitors who do make the most of technological developments. Businesses also need to develop innovative strategy to persuade customers to select them over millions of other businesses on the internet. The internet is a huge market place and competition is fierce.*

**KEYWORDS:** Relationship Management, e-CRM.





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**SOCIAL MEDIA MARKETING & RELATIONSHIP MARKETING  
A REVOLUTION OR EVOLUTION**

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Ludhiana, India.

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**ABSTRACT**

*Social media has revolutionized communications, rapidly changing the way that public relations campaigns or programs are distributed and measured. Rather than the traditional method of pure output, social media has forced corporate communications to shift to a dialogue in which the stakeholders, and not just the companies, have power over the message. Social media is a revolutionary communications tool that has quickly changed the ways in which public relations is practiced, becoming an integral part of corporate communications for many companies and offering public relations practitioners' new options for every aspect of the corporate communications process.*

**KEYWORDS:** *Social media, marketing, corporate communications & public relations.*



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## MARKETING WITH SOCIAL NETWORKING SITES HAS SURPASSED TRADITIONAL RELATIONSHIP OF WINE AND DINE

**Sonam Suneja\***

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### ABSTRACT

*The media landscape has dramatically changed over the past decade, with traditional media (e.g., newspapers, television) now supplemented by social media (e.g., blogs, discussion forums). This new media landscape is not well understood with respect to (i) the joint impacts of traditional and social media on marketing performance (e.g., sales), (ii) how these media types influence each other, and (iii) the mechanisms through which they affect marketing outcomes.*

*The research finds out that both traditional and social media have strong effects on marketing performance, though a single unit of social media has a much smaller effect than a single unit of traditional media. However, because social media is created in larger volumes than traditional media, it has a sizeable effect on performance (i.e., social media is high-volume, low-margin, whereas traditional media is low-volume, high-margin). Further, social media acts as a broker of information flow in an informal network comprising traditional and social media outlets.*

**KEYWORDS:** Social Networking, Marketing.



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**SOCIAL MARKETING SITES IMPACT ON CONSUMER  
BRAND CHOICE BEHAVIOR****Ruchi Ralhan\*; Jasdeep Kaur\*\*; Harleen Kaur\*\*\***

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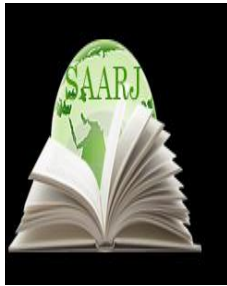
\*\*\*Student,  
Govt. College for Girls,  
Ludhiana, India.

**ABSTRACT**

*Social media is a powerful tool in hands of business organizations. In modern era, online users view social marketing sites with new perspective. It has completely changed the way of communication between markets & consumers. On the basis of social marketing sites, an aware consumer takes all necessary steps to get information about products or services available on websites before giving any purchase order. The consumer has power to criticize if he finds any fault with these sites. Based on size or availability of products, most of the business marketing organizations use many marketing techniques in order to respond to the demand of an increasingly large customer pool. In this way these organizations strengthen the relationship among their potential consumers who constantly use these sites. Social media enables consumer to enquire about different brands by increasing information sharing. Today business organizations make huge expenditure to know about consumer knowledge about value of their brands, their brand attitude, brand purchase perception or habits. The aim behind is to build awareness among them which directly affects consumer's purchasing decisions for which companies take marketing action initiatives to maintain an active profile of their social marketing sites such as by creating pages for various purposes like advertisement of products, consumers' feedback, to check their comments and reviews, to solve their queries. Continuous review of consumers' comments, to answer their queries, to show gratitude for their precious and valuable comments create better and positive image in the minds of consumers. It can greatly affect the consumer perception about brands and their buying process and buying habits. The basic objective of this paper is to describe the social marketing sites impact on consumer brand choice behaviour as understanding of such behaviour can help to gain*

*acceptance in the minds of the consumers by giving an idea that these sites really care about them as their valuable consumers.*

**KEYWORDS:** *Social marketing, social marketing sites, Brand, Consumer brand choice behavior.*



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**RELATIONSHIP MARKETING  
THROUGH SOCIAL NETWORKING SITES**

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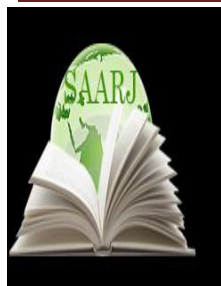
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**ABSTRACT**

*Marketing is recognized as an integral part for the successful working of a business. With the physical transfer of goods and services, marketing also works for the upliftment of standard of living of the people. It has indeed modernized and revolutionized the living of the people. Marketing is a platform for new techniques and innovations and it also serves as the basis to make decisions in any business. With all these benefits the introduction of social websites has improved the setbacks of the traditional marketing techniques. Apart from working for the relationship of the buyer and the seller, today, marketing is a source of revenue for thousands of countrymen*

**KEYWORDS:** *Marketing, Social Websites, Innovations.*

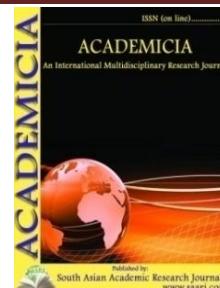




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## SOCIAL MEDIA AS A WAY FOR BRAND BUILDING

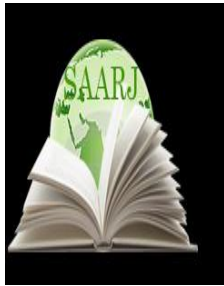
**Silky Batra\***

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### ABSTRACT

*Bank's communications can no longer ignore the Social Media. According to a study, two-thirds of the global internet population visit social networking sites and the time spent on these sites is growing faster than the overall internet rate. Indian banking industry is booming & is on expansion spree. Indian banks contributed 1.7 per cent to the total global brand value at US\$ 14.74 billion and grew by 19 per cent in 2011 as per the annual international ranking conducted by UK-based Brand Finance Plc. According to a recent study done by Buzzom.com, Indian banks whether government or private have started using social media to stay in touch with their customers. The present case study is intended to bring to light as to how the Indian Banks are faring On Social Media with special focus on the new age banks.*

**KEYWORDS:** Social Media, Brand, Bank.



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## COMPETITIVE ADVANTAGE THROUGH FACEBOOK

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### ABSTRACT

*Facebook is the 2nd-most visited website on the Internet (behind Google) with approximately 1.59 billion monthly active users (as per fourth quarter of 2015). Facebook provides a complete description of social times and offers real world guidance on the way to leverage social tools for businesses. As it is important for the firm to take investment decision, it is equally important to consider when and where the target audience of a particular product is spending its time. This paper will focus on how Facebook provides competitive advantage to business organizations in the global era, the importance of Facebook as a tool for advertising to raise brand awareness and promote the products by engaging the customers.*

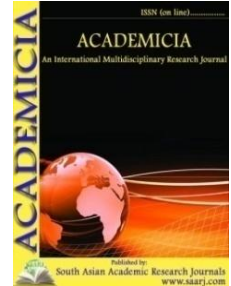
**KEYWORDS:** *Facebook, competitive advantage, advertising, audience.*



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## ROLE OF SOCIAL MEDIA FOR SMALL BUSINESS AND ENTREPRENEURS

**Mahitab\***

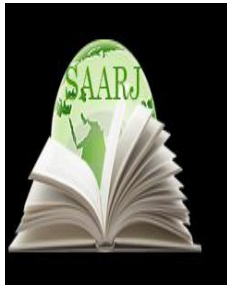
\*Assistant Professor,  
Bhutta Group of College,  
India.

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### ABSTRACT

*Social media is a hugely important aspect of modern marketing. Not only does it allow individuals the ability to network and discuss things amongst each other, but it gives businesses the capability to extend their brand recognition and outreach to other markets. Social media can be used in politics, business, and any form of civic interaction that requires communication between people. Social media is helpful for many businesses including small scale business, entrepreneurs, artistic and singers etc. in this paper I study about the previous research papers, doing a further study on that. These are the findings which I found from my observation and conduct a study regarding social media marketing. Social media marketing is very useful I give more outputs as compare to cost which is incurred for social media marketing. I explain the benefits of social media for small businesses and entrepreneurs.*

**KEYWORDS:** *social media, small scale business, entrepreneurs.*



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**SOCIAL NETWORKING WEBSITES:  
A GUIDE FOR USERS AND PROVIDERS**

**Jaisika\***

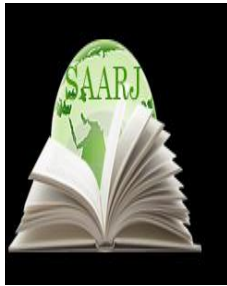
\*Assistant Professor,  
MTSM College,  
Ludhiana, India.

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**ABSTRACT**

*Social networking websites, where people can meet, chat and message each other online are used by millions of people all over the world. Some people are worried about how safe it is to use the internet to share personal details in this way. A website which collects information from you has an obligation to, among other things, keep the information safe, keep it up to date and not use it in a way you might not expect. Providers of social networking sites have a responsibility to ensure that people using the site can do so safely. Online social networking has increased people capacity for making and sustaining such friendships as well as having more regular communication with family and other friends. Research is just beginning to understand the challenges, benefits and negative consequences of this different way in which people interact with each other. Studies have indicated that internet communications may supplement traditional social behaviour rather than increase or decrease it. This is consistent with a social network theory which implies that the more a person socializes in a traditional sense, the more they will socialize online. So this paper is an attempt for detailed analysis to know how social networking sites proves fruitful guide to way ahead.*

**KEYWORDS:** *Networking, Socialize, Traditional, Provider, Communication.*



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**RETURN ON RELATIONSHIP (ROR)****Amardeep Kaur\***

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**ABSTRACT**

*Relationships hold a very important place in our Indians social life. But in economic life too relationships have started gaining their relevance. Building a relationship with existing and future customers is the true value and strength of social media and social marketing and what will and has allowed brands to survive and flourish for the long-term. Each and every business entity on the social media is aiming to catch the maximum fan following. Organisations are trying to assign a Cedi value to a Facebook fan or Twitter follower instead of addressing the fact that the engagement and interaction that takes place on social media are incredibly important to a brand. Return on investment (ROI) is incredibly important whenever investing, but companies have to start looking at Return on Relationship (ROR), when planning, strategizing and most importantly, evaluating social marketing especially smaller competitors who can more easily drive and control Relationship Marketing. Social Media drives engagement, engagement drives loyalty, and loyalty correlates directly to increased sales.*

**KEYWORDS:** Investment, Social, Relationship, Marketing, Engagement.





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**ROLE OF SOCAIL MEDIA IN MARKETING****Nisha Khullar\***

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Ludhiana, India.

**ABSTRACT**

*For the Business Market in the 21<sup>st</sup> Century, There has been tremendous amount of change in the global markets. This has predominantly due to the fact that there is a shift in the consumer mindset, consumption patterns, change in demography and organizational attitude brought through by the advent of internet. Internet now a days has become an important component of an organization's promotion strategy as it provides a new way to reach people and delivers the company's message. So in this new communication paradigm marketing managers recognized social media as a potential marketing platform and utilized them with innovations to power their advertising campaign. Social media has now become the hub for the merchants which enables them to analyze the customer choice based on their purchase activities. Social network like linkedin, facebook, twitter, goggle, instagram and others have become a medium for cost effective marketing. Moreover, customers can stay updated via the posts published on this media. Further, the advertising and promotions on these social sites has increased the chances of success of generating transactions to many folds. The paper discussed about the contact of social media and social media marketing. The aim of this paper is to find out the role of social media and marketing promotion.*

**KEYWORDS:** Social Media, Marketing.



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**E-CUSTOMER RELATIONSHIP MANAGEMENT  
WITH A FOCUS ON BETTER UNDERSTANDING CUSTOMER  
PERCEPTION**

**Priya Malik\***

\*Assistant Professor,  
Ramgarhia Girls College,  
Ludhiana, India.

---

**ABSTRACT**

*The purpose of this study is to give a better understanding of customers' perception of value from ECRM features. While remembering that customer relationship management (CRM) is an enterprise-wide activity and that the new e-channels are just part of the marketing mix, this paper describes how CRM can be enabled by the use of the new electronic and interactive media including the Internet, e-mail, VCRM, MCRM. These technologies are all included in the broad area of e-technologies which can be used to turn CRM into e-CRM. This paper includes meaning objectives, growth, levels and activities of ECRM. The paper also looks at some of the challenges; opportunities and recommendations related to e-CRM and identify the key organisational building blocks for effective e-CRM.*

**KEYWORDS:** *Customer Relationship Management, E-customer.*



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## SOCIAL MEDIA AND RELATIONSHIP MARKETING

**Manisha Singla\***

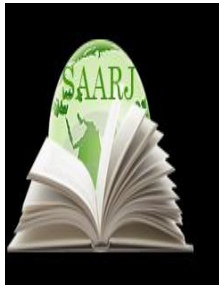
\*Assistant Professor,  
Arya College,  
Ludhiana, India.

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### ABSTRACT

*As companies increasingly recognize the importance of interaction with customers, relationship marketing is assuming a central place in both marketing theory and practice. The purpose of this working paper is to offer a general overview of the roots of relationship marketing as well as of its conceptual background. In the present era people do not find time to come and interact with each other. Social media helps in connecting themselves with social networking sites through which now people can stay far and yet remain connected. Apart from this media like Face book create a loyal connection between product and individual which leads to large advertising opportunities. This change has undoubtedly offered many firms an opportunity to target this new medium for marketing. If this strategy is implemented then this would be helpful for organization in terms of targeting audience, developing trust of the product among consumer, increase clientele etc.*

**KEYWORDS:** *Social Media, Relationship Marketing.*



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### MARKETING THE VIRAL WAY: 21<sup>ST</sup> CENTURY MARKETING APPROACH

**Sumedha Gupta\***

\*Assistant Professor,  
M.T.S.M. College for Women,  
Ludhiana, India.

#### ABSTRACT

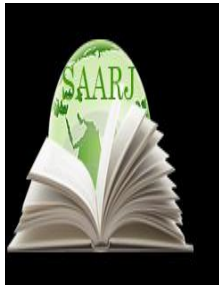
*Viral Marketing is the word today that is used to describe the revolutionary way by which any information proliferates across a million people rapidly within a short period of time. It use pre-existing social networking services and other technologies to try to produce increases in brand awareness or to achieve other marketing objectives (such as product sales) through self-replicating viral processes, analogous to the spread of viruses or computer viruses. It can be delivered by 'word of mouth' or enhanced by the 'network effects' of the Internet and mobile networks.*

*The growth of social networking significantly contributed to the effectiveness of viral marketing. On July 14, 2010, Old Spice launched the fastest growing online viral video campaign ever, garnering 6.7 million views after 24 hours, ballooning over 23 million views after 36 hours.*

*As of 2012, two thirds of the world's Internet population visits a social networking service or blog site at least every week. Face book alone has over 1.2 billion active users. According to a new report from the Pew Research Center, the social network remains the most popular. Now, 52% of the online population uses two or more social media sites, up from 42% in 2013.*

*The present paper defines viral marketing. An attempt is made to discuss, the principles of viral marketing. It further explains how this form of marketing is used on the internet. The paper also highlights the techniques used by various companies to conduct viral marketing strategy. It then identifies the benefits and risks associated with viral marketing and present the critical factors that need to be considered when organizing viral marketing campaigns. The paper concludes that today almost all companies on the internet can use viral marketing as 21<sup>st</sup> century marketing approach.*

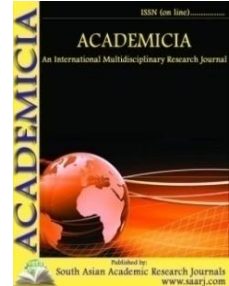
**KEYWORDS:** social networking, viral marketing, internet, critical factors, tools and techniques, effective business tool.



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## COMPREHENSIVE STUDY ON - HOW SNS ADDS GLORY TO CRM

Ruchi\*; Deeksha Sharma\*\*

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Govt. College for Girls,  
Ludhiana, India.

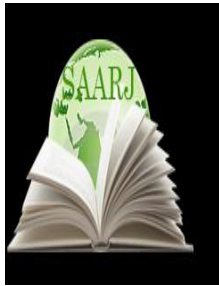
\*\*Student,  
GCG,  
Ludhiana, India.

### ABSTRACT

*The advancement of social media over the past decade has changed the way people search for and share product information. In previous times, marketers relied heavily on traditional media such as advertising to convey information about product and they could measure the success of campaign through sales. Today the brands with their consumers in real time through various social media platforms such as facebook, twitter, youtube, google+, yahoo, instagram etc to promote their products, this gives marketers opportunity to evaluate and improve the effectiveness of their marketing strategies. The aim of this paper is to analyse how the SNS adds glory to CRM. Relationship marketing differs from other forms of marketing in that it recognizes the long term value of customer relationships and extends communication beyond intrusive advertising and sales promotional messages. It focuses on creating and delivering time value to the customers as customers are real market players in today's era of digitalization. There has also been a dramatic shift in the relationship between a brand and a consumer. Social media has taken power and control out of the hands of large corporations and famous brands, and has put it in the hands of the consumers.*

**KEYWORDS:** SNS, CRM, SMM.





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**SAP - AN ART OF BUSINESS RELATIONSHIP**

**Ruchi\*; Ashima Dhingra\*\*; Varsha\*\*\***

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Govt. College for Girls,  
Ludhiana, India.

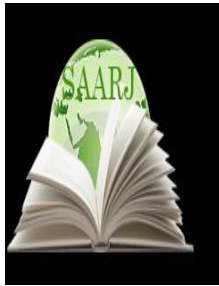
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Ludhiana, India.

**ABSTRACT**

*The SAP (System Application and Products) R/3 system is a business software package designed to integrate all areas of a business. It provides end to end solutions for financial, manufacturing, logistics, distribution etc. It also predicts the unpredictable future opportunities and risks. SAP helps companies of all sizes and industries to run well. Businesses can use SAP's social media tools to fully understand market trends through the social Web, as well as track their own successes and failures. Sharing of information by consumers has certainly forced a lot of transparency in terms of quality of goods and services. This paper focuses on how to set up a social media infrastructure, develop and manage content appropriately and build a community of channels and get trained. It enables collaboration across the entire business - where and when needed - through software, apps, and mobile devices that people use every day. Moreover, it delivers results by combining expertise, content, and best practices with real-time data from business human resources.*

**KEYWORDS:** SAP and SNS.



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## BUILDING USER BASE WITH NEW MEDIA

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Ludhiana, India.

### ABSTRACT

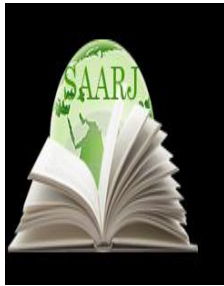
*There has been a revolutionary change in last few decades regarding the manner customers interact with sellers. Dramatic rise in number of internet users have boosten up the growth of new media formats which is changing traditional strategies and thought pattern of companies towards customer relationship building.*

*New media refers to various media channels which are supported by technology to be accessible by customers anytime and anywhere. There was a time when people used to sit eye-sticken on personal computer to surf but now this task is handed over to laptops, smartphones, tablets etc. and these gadgets are fulfilling the responsibilities very efficiently as these are quick to access and user friendly tools. No. of apps for eg: lenskart.com, fabfurnish.com, flipkart.com, facebook.com etc. are providing various unique features which help customers to connect with sellers and vice versa in the way most convenient to customers. Sellers aim at providing customer delight.*

*This paper focuses on how sellers use various techniques, apps, and gadgets to help and support their customers so as to retain them for indefinite period of time*

### OBJECTIVE OF THE STUDY

*This paper focuses on how sellers use various techniques, apps, and gadgets to help and support their customers so as to retain them for indefinite period of time.*



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**A COMPREHENSIVE STUDY ON - ERA OF DIGITALIZATION IN  
MARKETING AND TRANSFORMING THE WORLD INTO DIGITAL  
ECONOMY**

**Priyanka Malhotra\*; Monika\*\***

\*Assistant Professor,  
Govt. College for Girls,  
Ludhiana, India.

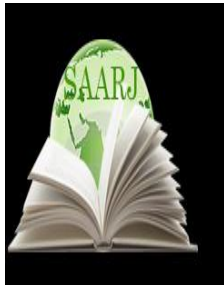
\*\*Student,  
GCG,  
Ludhiana, India.

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**ABSTRACT**

*Digital India is a collective effort of the Indian Government to connect the diverse rural communities to internet and provide them free access to basic online services. Digitalization has transformed the world to techno-knowledge savvy. Digital India is a dream project of our current Prime Minister Mr. Narendra Modi, to make India, a "Digital India". Digital India enables the society to change the manner of doing work from manual to electronically. The main aim of Digital India is to make India a SMART country so that we can compete with other developed countries e.g. America, Russia, and Japan etc. as far as technology and digitalization is concerned. In Digital India, Digital Marketing plays a vital role in the success of our country and to convert our country into a knowledgeable economy. The focus of this paper is to describe the role of digitalization in marketing in order to transform India into a Digital India.*

**KEYWORDS:** *Digital Marketing, Government of India.*



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## **SNS - A HUB FOR INTERACTION OR A PLATFORM FOR BRAND BUILDING**

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Govt. College for Girls,  
Ludhiana, India.

\*\*Student,  
GCG,  
Ludhiana, India.

\*\*\*Student,  
GCG,  
Ludhiana, India.

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### **ABSTRACT**

*SNS (social networking sites) provides a hub for connecting people, make new friends and stay updated on their social activities. Due to its increasing popularity and usage by all, businesses also have started using it as a platform for brand building. Sites like Facebook, Twitter, Instagram, Google plus+ etc. are being used by the companies for getting their brand recognized, acquiring customer, giving attention to their voice and opinions and maintaining long lasting relationship with them. In this paper we have discussed about the usage of these various sites by company for brand building & customers for reviewing, ratings, comments etc. and ways by which companies can use SNS.*

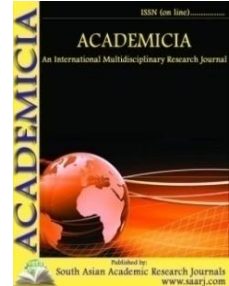
**KEYWORDS:** Brand building, social media.



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**CULTIVATE BRAND VALUE THROUGH SOCIAL MEDIA:  
EMPIRICAL STUDY OF MAGAZINE BRANDS**

**Simranjeet Singh\*; Harwinder Kaur\*\***

\*Assistant Professor,  
Mata Gujri College,  
Sri Fatehgarh Sahib, India.

\*\*Assistant Professor,  
Khalsa College for Women,  
Ludhiana, India.

---

**ABSTRACT**

*Social media is a vital aspect of public relations for brands and its benefits are particularly applicable smaller to larger brands. Promoting brand value via Facebook, Twitter and Instagram has allowed long tail Magazines companies to reach audiences, eliminating the need to have physical stores. Using social media also allows brands to penetrate into international markets. This study presents information gathered from analyzing data from social media tracking for two Magazine brands: The Economist and TIME Magazine. Facebook, content for both brands were assessed for engagement levels. Monitoring over the period of two month (Dec. 1, 2015 to Jan. 31, 2016) revealed: best content categories; the effectiveness of using Jinks and visual components (i.e., photos and videos); as well as the best times and days to post content. The results of the two-month social media monitoring also revealed that TIME Magazines have more engagement level as compare to The Economist. The analysis from these findings can be applied to other long Magazine brands to increase engagement and international reach.*

**KEYWORDS:** Social Media, Brand Value, Facebook, Magazine Brands.



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**FACEBOOK - AS A MARKETING TOOL****Jasmeet Kaur\***

\*Assistant Professor,  
Khalsa College for Women,  
Ludhiana, India.

**ABSTRACT**

*Social media has changed the way organizations do business online over the past few years and as a consequence, social media marketing has created its own niche in the business world. The new media have redefined the very concept of marketing. Social networking sites like Facebook and Twitter have transformed the way some businesses think about advertising. Some businesses direct customers toward their social network pages more than they direct them to their own websites. The most visited online social network is Facebook, founded in 2004 and with over 600 million users and presence in over 70 countries. Because Facebook is becoming a new marketing tool for companies to enhance their brand awareness they need to adopt new marketing policies and strategies that are different from the traditional ones. Facebook does not replace the traditional marketing tools but can be used as a complement to existing traditional promotional tools. The paper discusses some case studies of businesses creatively using Facebook to highlight their success stories. The cases illustrate strategies employed by organizations to gain greater competitive advantage in the market place. Finally the paper points to future trends in social media marketing and suggests strategies how organizations can deal with them to their best advantage.*

**KEYWORDS:** *Competitive advantage, Marketing tool, Strategy, Advertising, Social media marketing.*





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## COMPETITIVE ADVANTAGES THROUGH FACEBOOK

**Silky Goyal\***

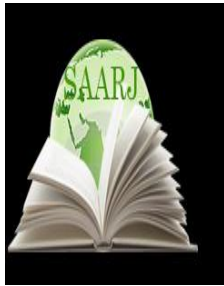
\*Student.

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### ABSTRACT

*In today's world scenario, social networking sites play an important role. Facebook is one of the popular site among them. It provides a platform where people can interact with each other and share their ideas, opinions, photos and many other things. As far as competitive advantage is concerned, the social media provide useful information for any business looking to create a smart strategy. By learning about competitor's activities one can give insight into what works and what doesn't. Facebook is one of the social networks for business and another where one can find out a lot of information about competitor's strategy and an interaction and make strategy to gain competitive advantage. So main focus of this author is to show the ways through which competitive advantage can be availed through facebook.*

**KEYWORDS:** Platform, Interaction, Information, Strategy, Sharing.



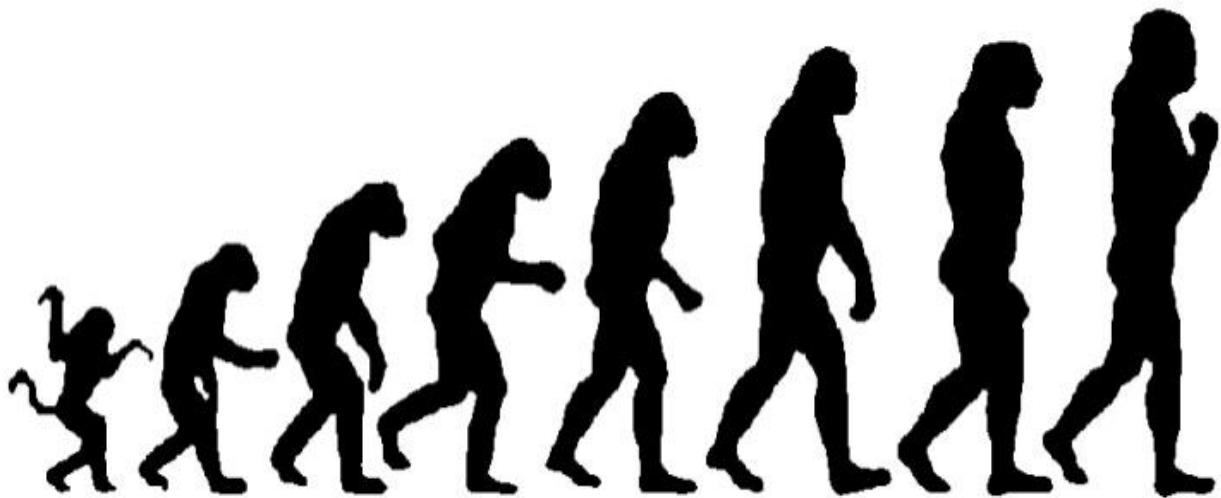
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**SOCIAL MEDIA MARKETING & RELATIONSHIP MARKETING  
REVOLUTION AND EVOLUTION**



**Parveen Vij\*; Shaina\*\***

\*Assistant Professor,  
Master Tara Singh Memorial College,  
Ludhiana, India.

\*\*Student,  
Master Tara Singh Memorial College,  
Ludhiana, India.

---

**ABSTRACT**

**PURPOSE OF THE STUDY:** *By relying on the value creation perspective from a knowledge economy viewpoint, the aim of the paper is to analyze if the introduction of Social Media may be considered as an evolution or as a revolution of Relationship Marketing. This paper represents the first step of a longer path aimed at analyzing the evolution of the connections between Relationship Marketing and Public Relations in light of the introduction of Social Media, considered as tools of co-production and co-creation of value for firms.*

**METHODOLOGY:** *A wide range of online databases were searched by means of keywords in order to analyze both academic and professional literature.*

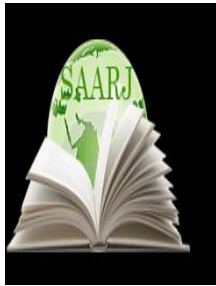
**RESULTS:** *Identification and description, according to an economic-managerial perspective, of the constitutive elements of a theoretical framework which allows us to analyze the relationship between RM and Social Media Marketing*

**PRACTICAL IMPLICATIONS:** *Definition of the operational elements concerning the distinction between RM and Social Media Marketing so that the decision maker of firms may identify the innovative elements of Social Media within the marketing strategies and policies, in particular with regard to operational tools.*

**LIMITS OF THE RESEARCH:** *Since this is the first phase of a larger research, the study mainly deals with the analysis of RM literature by highlighting only the main contributions in the field of Public Relations.*

**ORIGINALITY:** *Identification of specific operational relationships between Social Media Marketing and RM by relying on the knowledge economy perspective of Italian strategic-managerial matrix. Identification of specific research questions which economic managerial research has to answer in order to “solve” the relation between RM and PR in the context of Social Media.*

**KEYWORDS:** *Social Media Marketing, Relationship Marketing.*



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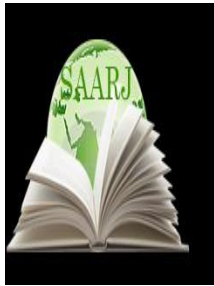
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**MARKETING WITH SOCIAL NETWORKING SITES HAS SURPASSED  
TRADITIONAL RELATIONSHIP OF WINE AND DINE****Rajni Sharma\***\*Professor,  
Arya College,  
Ludhiana, India.**ABSTRACT**

*Online Social networking websites are very popular and have become a part of life. These sites have made significant impact in the individual's life. When analyzing the users' scope of social networking, it can be concluded that the modern social communities influence in individual's private life, whereas the traditional networking or social communities is more interrelated to business circle. This change has undoubtedly offered many firms an opportunity to target this new medium for marketing. In Ludhiana (India), marketing on social networks is not taken seriously. There are some companies who have shown interest and have created their presence yet they are not focusing seriously. If this medium is explored intelligently then the social network medium has a potential to provide many new ways to market the audience with the help of registered users indirectly, without knowing them. Social Network (Facebook) has provided many tools for marketing purpose like groups, events, social ads. These all are widely used and entertaining the enterprise organizations by all means; however these all have some limitations. Tagged based marketing on the Facebook is a new concept inspired from the tag facility provided by Facebook. If this strategy is implemented then this would be helpful for organization in terms of targeting audience, developing trust of the product among consumer, increase clientele etc. This paper presents a survey based research from organizations for finding their views on the tagged based marketing on the social networking website (Facebook).*

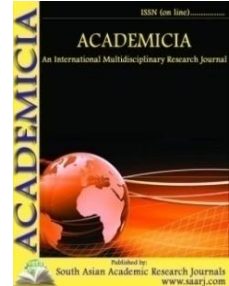
**KEYWORDS:** Marketing, Social Networking, Facebook, Twitter, MySpace.



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**GAIN OF COMPETITIVE INSIGHT VIA FACEBOOK –  
A SWOC ANALYSIS**

**Ravinder Singh\***

---

**ABSTRACT**

*Facebook is a corporation that provides social networking service and has its head office in Menlo Park, California in United States. Website was launched on February 4, 2004 by Mark Zuckerberg with his Harvard College roommates. The founders initially provided membership to only Harvard College students but later they gave access to colleges in Boston area. Since 2006, anyone who is at least 13 years old was allowed to be registered user of website. The paper has aim of to check the competitive advantage in facebook for awareness of brand. It explains model through which potential customers can be increased.*

**KEYWORDS:** Facebook, Social Networking.



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## COMPETITIVE ADVANTAGES THROUGH FACEBOOK

**Dr. Savita Uppal\***

\*Principal,  
SGGJ Girls College,  
Raikot, India.

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### ABSTRACT

*Facebook is proven to be a very valuable and influential communication tool in this technological era. It is a one of most popular social media platform which connects the millions of people around the world that are utilizing its immense features, whether for their personal or business reasons. Today, business without technology cannot survive in the race of promotion and marketing. This literature highlights the keen features of the social media hub Facebook in the field of business providing high profit balance sheets.*

**KEYWORDS:** *Marketing; Facebook; customers; advertisements; business to customer relations.*





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**SOCIAL MEDIA MARKETING & RELATIONSHIP MARKETING:  
A REVOLUTION OR EVOLUTION**

**Ajay Batra\***

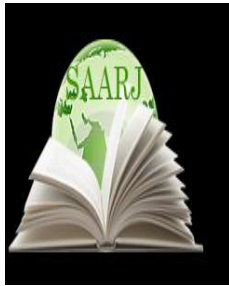
\*Assistant Professor,  
Shanti Tara Girls College,  
Ahmedgarh, India.

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**ABSTRACT**

*Marketing inherited a model of exchange from economics, which had a dominant logic based on the exchange of “goods” which usually are manufactured output. The dominant logic focused on tangible resources, embedded value and transactions. Over the past several decades, new perspectives have emerged that have a revised logic focused on intangible resources, the concretion of value and relationships. The author believes that the new perspectives are converging to form a dominant logic for marketing, one in which service provision rather than goods are fundamental to economic exchange.*

**KEYWORDS:** Social Media Marketing, Relationship Marketing.



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**RELATIONSHIP MARKETING THROUGH SOCIAL NETWORKING  
SITES; WHY RELATIONSHIP MARKETING IS ESSENTIAL FOR  
GROWING ONE'S USER BASE**

**Bhawna Jain\*; Kashmi\*\***

\*Prof. D.D Jain Memorial College.

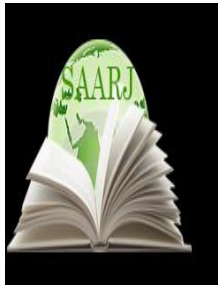
\*\*Research Scholar.

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**ABSTRACT**

*Relationship marketing was first defined as a form of marketing developed from direct response marketing campaigns which emphasizes customer retention and satisfaction, rather than a dominant focus on sales transactions. Relationship marketing has also been strongly influenced by reengineering. According to (process) reengineering theory, organizations should be structured according to complete tasks and processes rather than functions. That is, cross-functional teams should be responsible for a whole process, from beginning to end, rather than having the work go from one functional department to another.*

**KEYWORDS:** *Relationship marketing, Social Networking.*



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## SOCIAL MEDIA MARKETING FOR STARTUPS & SMALL OWNERS

**Seema Soni\***

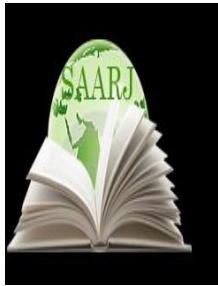
\*Head,  
Department of Commerce & Management,  
Devki Devi Jain Memorial College for Women,  
Ludhiana, India.

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### ABSTRACT

*Social media and content marketing may seem a daunting task for starting entrepreneurs. Everybody seems to know something about it, but how do you know that what you are doing is right? Moreover, if you do not know anything about it, or only a little, where do you start? This blog intends to make social media marketing a bit more comprehensible for starting entrepreneur and small business owners.*

**KEYWORDS:** *Social Media Marketing.*



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**FUTURE PROSPECTS OF INTEGRATION OF E-COMMERCE &  
SOCIAL NETWORKING SITES****Amardeep Kaur\*; Rajwinder Kaur\*\***

\*Assistant Professor,  
Government College for Girls,  
Ludhiana, India.

\*\*Assistant Professor,  
Guru Nanak Khalsa College for Women,  
Ludhiana, India.

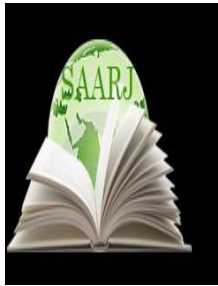
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**ABSTRACT**

*With advent of Information and Communication Technology, the world has turned into a global village. It has been rightly said, "It is not the strongest who survives, nor the most intelligent. It is the one most adaptable to change." The incorporation of web 2.0 capabilities into e-commerce websites has resulted in emergence of new phenomenon in business called Social commerce. It is a rising trend where seller and buyers come into contact with each other via Social networking sites. Social Commerce is a hot topic among researchers today.*

*Social commerce is a collective and participative means of doing commerce, with use of social media, by firm using their interactive web interface that enables social interactions. The future of Social Commerce is very bright. Increased use of Information and Communication Technology devices like smart phones, laptop, pc's etc and accessibility of Internet even in remote part of our country, strong growth is expected in next 5 years. Social Commerce has enormous potential to generate profits for businesses, which also leads to promoting trade of our country and also helps in achieving sustainable social and technological development. Social Commerce provides numerous opportunities both to businesses and Consumers. This research paper attempts to determine and analyse consumer perception and behavior regarding use of Social Commerce sites.*

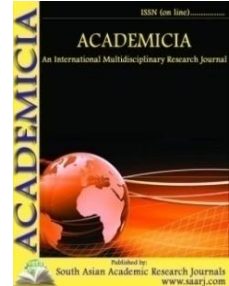
**KEYWORDS:** Social Commerce, Social networking sites, e-commerce, Social media.



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## EMERGING TRENDS ON SOCIAL MEDIA MARKETING

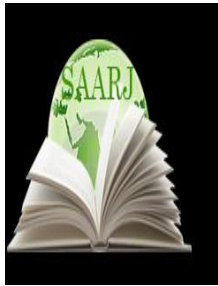
**Dr. Manpreet Kaur\***

\*Assistant Professor,  
Kamla Nehru College for Women,  
Phagwara, India.

### ABSTRACT

*India has been one of the major consumers when it comes to social media. All the brands in India today are much aware of the prospective and value that social media can deliver them as compared to other channels. A social network is an online service, platform, or website which is focused largely around uniting individuals, allowing them to communicate and interact. Facebook is currently the world's largest and most popular social networking platform. Using social media for marketing can empower small business looking to further their reach to more customers. Customers are interacting with brands through social media, therefore, having a strong social media marketing plan and presence on the web is the key to tap into their interest. If implemented correctly, marketing with social media can bring remarkable success to your business. The study is based on secondary data which is collected from the published reports on social media, Surveys, newspapers, journals, websites, etc. Suggestions given in the end will help the organization and customers to sort out the problems facing by them in the social media marketing.*

**KEYWORDS:** Social media, trends, social network, problems.



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**INFLUENCE OF ADVERTISEMENTS ON SOCIAL NETWORKING  
SITES: A STUDY OF CONSUMERS OF LUDHIANA**

**Vinay Dawar\***

\*Assistant Professor,  
Baba Kundan Singh College,  
Muhar, India.

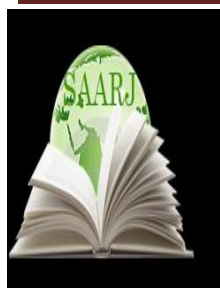
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**ABSTRACT**

*Social Networking Sites like, Facebook, Twitter, Linked In, Google Plus, etc., now a days, have become an integral part of life of every individual. The out performance of advertisement on these Social Networking Sites in terms of meeting advertising objectives of creating awareness, interest and converting the potential buyers into actual buyers has compelled all business tycoons to re-plan and re-design their advertising strategy. There are various factors which have to be kept in mind while planning and designing the advertising strategy on Social Networking Sites. This paper studies the various factors which influence the buying behavior of the consumers towards advertising on Social Networking Sites and its extent of effectiveness on the consumers of Ludhiana City.*

**KEYWORDS:** *Social Networking, Social Media.*



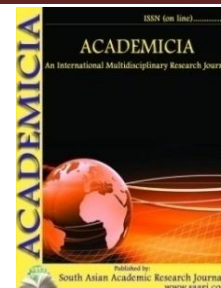


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### RELATIONSHIP MARKETING THROUGH SOCIAL NETWORKING SITES (WITH REFERENCE TO MOBILE TELECOMMUNICATIONS)

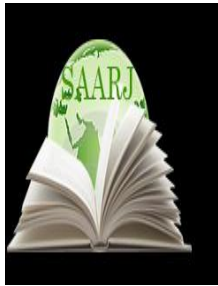
**Aashish Arora\***

\*Assistant Professor,  
Kamla Lohtia S.D College,  
Ludhiana, Punjab, India.

#### ABSTRACT

*Relationship marketing is about forming long term relationships with customers. It is strategy defined to promote customer loyalty, interaction and long term engagement with customers. Relationship marketing focus on fostering customer loyalty by providing worthy products & services, rather than trying to encourage one time sale. By practicing relationship marketing, a company refines the way they do business in order to maximize the value of that relationship for the customer. The broad objective of study was to analyze the role of relationship marketing through social media sites with reference to mobile telecommunications in KLS D College Ludhiana. A sample size of 100 respondents was utilized. This study collected primary data from respondents of KLS D College Ludhiana. The study found that services provided by online sites have positive impact on respondents. Respondents believed online shopping through social media sites is more convenient and time saving. Respondents were satisfied with attractive design of the website. The variety of goods and services offered over social media sites were highly satisfying as respondents were able to compare a large variety of products of different brands. The study further concluded that relationship marketing plays crucial role in building favourable customer loyalty for establishing stable relationship for continued success.*

**KEYWORDS:** Relationship Marketing, Social Media, Marketing Campaign, Gadgets.



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## **E-RELATIONSHIPS AND FACEBOOK – A TOOL OF PROMOTING BUSINESS**

**Diksha Sadana\***

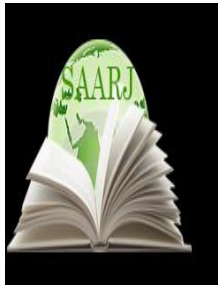
\*Assistant Professor,  
Kamla Lohtia S.D College,  
Ludhiana, Punjab, India.

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### **ABSTRACT**

*In today's competitive business environment large numbers of companies are searching for sustainable competitive advantage by building long-term relationships with their customers. This study focuses on e-relationship marketing and Facebook and its impact on business performance. Relationship marketing is an old concept but with the technological advancements now the focus is on building e-relationships and targeting profitable customers, using best strategies for customer bonding, marketing to employees and the other stakeholders and building trust as marketing tool.*

**KEYWORDS:** Relationship Marketing, Customer loyalty, Facebook.



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## E-RELATIONSHIP MARKETING: A NEW PARADIGM IN MARKETING

**Taranpreet Kaur Chawla\***

\*Assistant Professor,  
Kamla Lohtia S.D. College,  
Ludhiana, India.

### ABSTRACT

*Relationship marketing has emerged from a shift to a market oriented business climate focusing on long-term relationships with customers, competitors, and other important influence markets. In this perspective, many organizations are faced with new dilemmas since the conduct of business on the Internet. The advent of technology has changed the course of marketing in both the academic and the business field. Internet has changed how companies perform their marketing activities. The aim of this article is to identify and understand the changes in the marketing caused by the Internet, focusing on e-relationships and also to evaluate how Internet is supporting or hindering relationship marketing.*

**KEYWORDS:** Relationship Marketing, Social Media.



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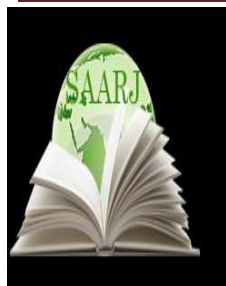
**FACEBOOK IS A COMPETITIVE TOOL IN BUILDING E-  
RELATIONSHIPS IN MODERN MARKETING****Priyanka Bhardwaj\***

\*Assistant Professor,  
Kamla Lohtia S.D. College,  
Ludhiana, Punjab, India.

**ABSTRACT**

*Facebook is about experiencing interaction with the customers, viewers, clients in a new form of social media and social business design. The interaction on Facebook page appears to be strong and consistent. Facebook page tool enables businesses to add sidebar for e-mail subscriptions and by using this it helps in increasing subscribers then the page is deemed successful. Facebook enables pages to favourite other pages which means it is allowing to create and develop virtual relationships between businesses and strengthens its corporate image on social network. Therefore, Facebook page has a great potential to be useful promotional tool for various businesses. Although, businesses must not rely on Facebook or any sort of social media alone just to gain success rather it is a tool that can promote any sort of business. They should utilize it whatever existing means they have marketing their business. Consequently, the result of a Facebook page success comes down to the level of maintenance, engagement and content that the creator or administration intends to implement.*

**KEYWORDS:** Relationship Marketing, Social Media, Facebook.

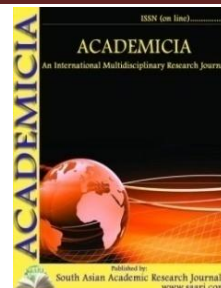


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### ONLINE MARKETING – A DETAILED DISCUSSION

**Susreshta\***

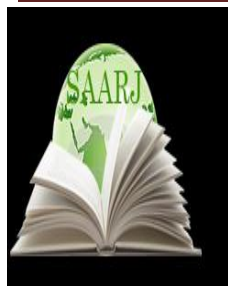
Arya College,  
Ludhiana,

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#### ABSTRACT

*Marketing on the Internet, you can overcome barriers of distance. You can sell goods in any part of the country without setting up local outlets, widening your target market. You can also build an export business without opening a network of distributors in different countries. However, if you want to sell internationally, you should use localization services to ensure that your products are suitable for local markets and comply with local business regulations.*

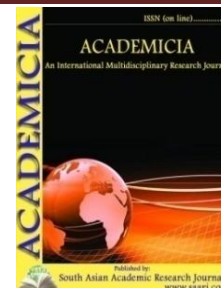
**KEYWORDS:** *Marketing, Internet, localization, barriers, export, regulations*



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**SOCIAL MEDIA MARKETING: A TOOL TO ACHIEVE  
COMPETITIVE ADVANTAGE****Dr. Kirandeep Kaur\*; Ms. Ruby \*\*;**

\*Associate Professor,  
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**ABSTRACT**

*Since India is a young country i.e. median age of population is 26 and use of internet has become part and parcel of their life. Now social media has emerged as efficient way to connect with customers. Social media had become really important gradient in today's marketing mix in general and in promotion mix in particular. Marketing is now not limited to department of marketing team alone rather it is a tool in the hands of each employee. It is practically impossible to design a marketing strategy without considering social networks.. In today's competitive era Social Media Marketing has become an effective tool for marketing that helps the business houses irrespective of their sizes. As today's customers are Techno savvy, so it is very important to choose the appropriate and suitable social media platform. These media has a competitive edge over other popular public media like Television because there is a time gap between social event occurrence and the time it is being broadcasted. This research paper emphasizes on the importance and impact of social media which can take this viral marketing mode beyond the traditional marketing techniques at present. The purpose of the study is to investigate the use of social media as a new investigative and promotional tool in marketing.*

**KEYWORDS:** *Social Media Marketing, social networking sites, Promotional tool, marketing strategy.*



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3. At this stage, two referees will carefully review the research article, each of whom will make a recommendation to publish the article in its present form/modify/reject.
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