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Branding in India through social networks: An empirical study

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ABSTRACT

In this competitive world, selling a product has become very difficult; organizations are struggling to sell their products to oscillating customers, as they are not always constant towards a brand. In order to maintain their presence in, the corporate follow different strategies and one such strategy is branding. Branding is universally defined as "tangible and intangible attributes of a product or a service that create influence and generate a value for a company, the person using the product and the seller" Branding is not a series of advertisements or sales promotion programmes that will bring customers to the sales counter or to a website at a certain point of time. If it could have been the same, probably, all the brands from leading players and business houses would be there in the market place for time immemorial, but unfortunately, the realization at the marketplace is different from the academic perception or intellectual discourse of liking or disliking of a particular advertisement. A common sense observation makes us have a strong conviction that great advertisements can win prizes but their ability to keep the brand on the shelf and also at the top of the customers mind as well as in the evoked set of the customer is a different proposition.. Branding requires careful planning and a great deal of long term investment. Branding requires careful planning on the part of product executives with regard to positioning option and developing USP option for his brand. Increased awareness among customers and branding is the most crucial task of todays market. Analysis of the Indian market makes us believe that the process of branding through social networks is on a evolutionary phase. Social marketing plays a great role in creating awareness. Social media platforms are gaining popularity among firms due to their potential ability to use social influence as a more effective way to reach out to individuals .Innovation in social networking media has revolutionized the world in 21st century. Social networking media presents potentially opportunities for new forms of communication and commerce between marketing and consumers. Social market plays an important role in how consumers discovers research and share information about brands and products. Infact 60% of consumers researching products through multiple online sources learned about a specific brand or retailer through social networking sites. In an era where where technology prevails, entrepreneurs as well as marketers see the need to keep up with the fast pace of change. Gone are the days when a pure bricks business model will thrive well in current market scenario. It is practically impossible to design a marketing strategy without considering social networks. This paper carries out empirical research to understand the effectiveness of social networking as an marketing tool and an effort has been made to analyse the extent of social networks help consumerism buying decision making. In addition strategies have suggested for maximizing the effectiveness of social networks. The objective is to analyse effective communication strategy and branding through social networking media

KEYWORDS : Branding, Advertising, social network, social media, consumerism.

INTRODUCTION

Branding has emerged as a top management priority in the last decade due to the growing realization that brands are one of the most valuable intangible assets that firm have. Brands serve several valuable functions. At their most basic level brands serve as marketers for the offerings of a firm. For customers, brands can simplify choice, promise a particular quality level, reduce risk and /or engender trust. Brands are built on the product itself, the accompanying marketing activity and the use by customers as well as others. Brands thus reflect the complete experience that customers have with products. Brands also play an important role in determining the effectiveness of marketing efforts such as advertising and channel placement. Finally brands are an asset in the financial sense. Thus brands manifest their impact at three primary levels-customer -market, product- market, financial-markets. Social media has become more integrated into daily life; people are starting to use more than one network. According to pew research centre, more than one half of adults use more than one social network. New data from email marketing software provider yes mail indicates that marketers are also using multiple social media channels. Yesmail tracked the social media habits of 50 top retail brands in five major categories-beauty, apparel, electronics, big box and home goods. The data was then compared to a 2014 Pew study of US social media use to "see how well the brands were listening to consumers."According to the study more than 90 percent of brands are using two or more social networks.100 percent of the brands in the home goods category were using multiple channels. However, the apparel industry is the most connected, with 86 percent using four channels and more than 60 percent represented on all five of the social networks that were analyzed. Face book was unsurprisingly the most popular network across categories, with saturation of home goods, apparel and big box brands. Twitter came in second with more than 90 percent saturation in four out of five categories, and YouTube came in

third.While 82 percent of apparel brands have adopted instagram, adoption was much slower in other categories. Face book is also where marketers seemed to have the largest average following. By contrast, on YouTube, the average follower count was lowest. Yes mail attributed this to the more involved nature of this social channel."

OBJECTIVES

- To study the changing perspectives of branding in India.
- The role of social media/social network/social sites a major challenge in branding which the country must seriously address.
- To examine and analyse the suitability of social network/social media in the branding and to find out problems in the framework and give suggestions.
- To explore in detail the situation of various brands through social network.
- To analyze the effective marketing strategy through social networking sites.

RESEARCH METHODOLOGY

This research paper is an attempt to explore how brands have been making inroads to the hearts of Indian consumers with the help of social media/social network/social sites. The relevant information using secondary data is collected from various sources such as websites, case studies, newspapers, academic journals, books and business magazines in order to understand the marketing strategies adopted by selected global brands. The marketing strategies of these global brands have been critically analyzed to present the view of how they encountered with initial failures and were able to overcome the enormous amount of challenges due to diverse nature of the Indian markets.

BRANDING: To understand branding, it is important to know what

brands are. A brand is the idea or image of a specific product or service that consumers connect with, by identifying the name, logo, slogan, or design of the company who owns the idea or image. Branding is when that idea or image is marketed so that it is recognizable by more and more people, and identified with a certain service or product when there are many other companies offering the same service or product. Advertising professionals work on branding not only to build brand recognition, but also to build good reputations and a set of standards to which the company should strive to maintain or surpass. Branding is an important part of internet commerce, as branding allows companies to build their reputations as well as expand beyond the original product and service, and add to the revenue generated by the original brand.

When working on branding, or building a brand, companies that are using web pages and search engine optimization have a few details to work out before being able to build a successful brand. Coordinating domain names and brand names are an important part of finding and keeping visitors and clients, as well as branding a new company. Coordination of a domain name and brand names lends identification to the idea or image of a specific product or service, which in turn lets visitors easily discovering the new brand.

Branding is also a way to build an important company asset, which is a good reputation, whether a company has no reputation, or a less than stellar reputation, branding can help change that. Branding can build an expectation about the company services or products, and can encourage the company to maintain that expectation or exceed them, bringing better products and services to the market place.

THE SOCIAL NETWORK:
In today's technology driven world, social networking sites have become an avenue where retailers can extend their marketing campaigns to a wider range of consumers. Chi (2011,46) defines social media marketing as a "connection between brands and consumers,[while]offering a personal channel and currency for user centered networking and social interaction". The tool and approaches for communicating with customers have changed greatly with the emergence of social media: therefore, businesses must learn how to use social media in a way that is consistent with their business plan (Mangold and Faulds). This is especially true for companies striving to gain a competitive advantage. This review examines current literature that focuses on a retailer's development and use of social media as an extension of their marketing strategy. This phenomenon has only developed within the last decade, thus social media research has largely focused on(1) defining what it is through the explanation of new terminology and concepts that makeup its foundations, and(2) exploring the impact of a company's integration of social media on consumer behavior.

Social media marketing refers to the process of gaining website traffic or attention through social media sites .Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. A corporate message spreads from user to user and presumably resonates because it appears to come from a trusted, third party source, as opposed to the brand or company itself. Hence this form of marketing is driven by word of mouth, meaning it results in earned media rather than paid media. Social media has become a platform that is easily accessible to anyone with internet access. Increased communication for organizations fosters brand awareness and often improved customer service. Additionally social media serves as a relatively inexpensive platform for organizations to implement marketing campaigns. Over the last decade social networks have changed communications, shifting the way we consume produce and interact with information based on explosive migration to the web. Social media websites like face book twitter etc have created huge impetus on the communication platform with the end customers of different products and services that was lacking in the traditional medium. Social networking sites are used as marketing tool by marketers in creating brand relationship. Huge

growth of customer base enables marketers to explore social media networking sites as new medium of promoting products and services and resulting in reduction in clutter of traditional

Medium advertising of reaching the mass customers and not realizing the actual ROI. Social

Networking sites are more collaborative and interactive compared to traditional media followed by marketers. Face book, twitter have become a personal product and corporate branding hub in the world. Every brand that exists on social networking sites has the same core features and benefits such as the ability to create a page, share resources, add multimedia and much more. A social network site creates network communication among the user community. Though social networking sites serves for communication purposes among special interest groups, the marketing strategy has also entered this medium for its reach. People get exposed to various kinds of communication through this media.

Branding makes your business recognizable and unique. Brand may be peoples first and most lasting impression of your business and it should be consistent, whether they encounter you online, in your store or in print. Essentially your brand establishes your business values and represents your image at a glance. Business gets easier when you have a recognizable brand. Think about BMW or coca cola, for example. Branding is a complex process but its goal is simple it is the creation and development of a specific identity for a company product commodity group or person. IT is carefully designed to present qualities that its creators believe will be attractive to the public and it is meant to be developed and perpetuated for the long haul. An ad campaign launches a product. Branding, when it's done right creates an institution. Branding has always been a critical subject, and has everything to do with instant recognition in a very instantaneous society. The ability to establish your name quickly and have your customer respond to that quickly is the name of the game.

SOCIAL MEDIA OUTLETS/PLATFORMS:
Social media has gained a lot of popularity over the past few years and as a result of this popularity, other traditional media have experienced decline in both business and popularity. Palmer and Lewis (2009) argued that the main stream media channels have faced many challenges in recent times that have led to closure with TV facing down turn in their profits levels. Palmer and Lewis are correlating the performance of these traditional channels to the rise of social media in marketing and brand management. As a result of completion and tough economic environment, companies have tightened their budgets especially advertising budgets which have shifted to online channels. According to Foresster research study (20111) by Ernst .j, David M. and Cooperstein, Dernoga M, found that companies (brands) are gradually shifting their advertising priorities to align better with today's buyers. Today's buyers are tech savvy and social media maniacs. Therefore it is the proliferation of the social media network services in brand management and marketing that bring us to the attention of social media networks. In the last couple of years, different kinds of social media marketing services have emerged and currently there are innumerable social media channels that connect people to each other. The most popular social networking sites that are widely used are: Face book, Twitter, YouTube, LinkedIn and Flickr. In fact face book, twitter and YouTube are the most common channels companies use in their online marketing for creating brand awareness or just engaging with the customers. Though LinkedIn is widely used by companies, it mainly targets to establish relationship on a professional perspective and slowly becoming B2B channel compared to other three networking sites mentioned above.

FACEBOOK:
Face book was launched in 2004 and have over 800 million active users, of which 350 million active users access face book through mobile devices. An average face book user is estimated to have at least 130 friends and is connected to 80 community pages, groups

and events. There are more than 70 languages available on the site. Its main use is to establish and maintain relationships in work related situations, in political affiliations or just among friends and families. Face book has become the most powerful tool for marketing today. In April 2011, the company launched a new service for marketers and interested creative agencies to build Brand promotions on face book. Face book is now a direct competitor of Google in online advertising and this new service has made t possible for companies such as financial times and ABC news to create dynamic commercial graphics or advertisement.

TWITTER:

Twitter was created in March 2006 by jack Dorsey and launched that same year in July. Unlike Face book where one can have friends to share different things with twitter one has to get connected to the latest information on what they find interesting. One has to find the public stream that interests them and follow in the conversations. Each tweet is 140 characters in length. One can still follow the tweets regardless of whether they do not tweet at all and also there is no limit as to how many tweets one can send within a given day. Through twitter businesses now share their information or news faster to a large audience online following the company and from a strategic stand point, this has helped companies that uses twitter to position their brands and also gather business insight through feedback to boost their market intelligence in order to accurately target customers with relevance services and products or enhance business relationships.

YouTube:

This was created in February 2005 as a video sharing website on which users can upload, view and share videos as an informative and inspirational to others across the globe. The company uses adobe flash video and HTML5 technology to display a wide variety of user generated video content. YouTube acts as a platform for distributing contents by creators and advertisers as well. Over 3 million videos are viewed everyday and there are more than 400 million views per day on mobile devices(2011).It is estimated that more than 800 million people visit YouTube every month to watch and share contents.

LinkedIn:

LinkedIn started in 2002, but was officially launched on May 5, 2003. Many professionals have joined LinkedIn in recent years to share knowledge and insight in more than one million LinkedIn groups. The company operates the world's largest professional network on the internet with more than 135 million members in over 200 countries and territories. It is estimated that more than 2 million companies have LinkedIn company pages. There are 14 languages currently available: French, Germany, Italian, Japanese, Korean, Portuguese, Romanian, Russian etc. In LinkedIn, companies have access to a wealth of information that are mostly user provided through their profile data i.e. company name, job title, size of the company and LinkedIn uses this information for advertising targeted to towards members. Companies pay some fees to advertise their products and services to particular LinkedIn members or affiliation groups on LinkedIn. The classic example is the success of Cathay pacific airway through their LinkedIn company page sends messages to the people who are following their company on LinkedIn asking them to recommend the company.

Flickr:

This is a photo sharing and video hosting website that was created by ludicorp in 2004 and acquired by Yahoo! In 2005. It is available in 10 languages and has a total of 51 million registered members and 80 million unique visitors. Unlike the above mentioned networking sites that offer only one type of account, 20 flickr offers two types of account, Free and Pro.

Twitter, Face book, google, YouTube etc social networking websites allow individuals to interact with one another and build relationships. When products or companies join those sites, people can interact with the product or company. That interaction feels personal to users because of their previous experiences with social networking site interactions. Social networking sites like twitter face book, Google plus YouTube pinterest and blogs allow individual followers to retweet or repost comments made by the product being promoted. By repeating the message all of the users connection are able to see the message, therefore reaching more people. Social networking sites act as word of mouth. Because the information about the product is being put out there and is getting repeated, more traffic is brought to the product/company. Through social networking sites product/companies can have conversations and interactions with individual followers. This personal interaction can instill a feeling of loyalty into followers and potential customers. Also by choosing whom to follow on these sites, products can reach a very narrow target audience.

BASIC STRATEGIES OF BRANDING WHICH MUST BE ADOPTED BY EVERY COMPANY:

• **Understand customer behavior :** Just because consumers have certain buying preferences or habits in one culture, doesn't mean that such preferences are universal. "It's astonishing how many retailers haven't made it because they haven't studied how consumers shop."

• **Position yourself properly:** Good brand positioning includes truly understanding your competition and then looking at your competitive advantage. Who are the providers of similar products and services that you sell in this country? They may not be the same providers as in the US.

• **Know how your brand translates:** A clever brand or product name in one language may translate into an embarrassing misstep in another. For example, the French cheese brand kiri changed its name to kibi in Iran because the former name means "otten" or "rank" in farsi-not exactly the association you want for cheese.

• **Think broadly:** Since your company may need to expand into offering new products based on regional market demands, it's important that your company name be broad enough to accommodate those changes.

• **Find good partners** Work with your attorney to protect your intellectual property overseas, filling the appropriate trademark and patent projections in the US and elsewhere, if applicable. Find trade representatives who come recommend from colleagues or state or federal trade offices, since they are more likely to be reputable.

FOUR STEP FRAMEWORK FOR SOCIAL MEDIA UTILISATION
Before you begin specify the goal or objective. Before applying the framework and engaging with consumers on social networks, senior managers should specify a goal or business objective underlying the conversation with the consumer. In particular, managers need to direct the channel toward achieving a specific marketing or brand goal such as increasing brand awareness, brand loyalty and engagement, intelligence gathering or new product.

1.   Scan and map the social space around the brand and its competitors:

Researchers have known for the better part of a decade that insights embedded in social networks are an important source of brand related business

Intelligence. Managers should actively monitor and track user generated content-the conversations that are happening on both their own and competitor's social media pages-to help identify emerging trends.

2.   Engage with consumers on social networks to increase external knowledge inflows:

Companies should engage and create a dialogue with consumers

based on the insights developed by scanning the social media space. Todays social networking sites support Multimodnication that can include text, pictures and audiovisual tools, as well as the integration of additional platforms-for example, embedding YouTube videos on face book. By using these tools, managers increase access and outreach to engage a larger audience of consumers in a way that may help further develop and refine the market insights the company gains.

3. Learn from engagement with consumers: Once the company is in an active process of creating a strategic dialogue with consumers on social media, the next step is to piece together the knowledge acquired to ensure learning. Learning occurs through a conversion process, in which the company uses polls. Conversation threads and open ended questions to make user generated content more digestible.

4. Internalize and apply knowledge gained from social networks: Next, managers must communicate the lessons and knowledge learned from social network interactions throughout the whole organization or division to ensure that the new knowledge, best practices and solutions gained from interacting with the social networks are put to work.

ADVANTAGES OF BRANDING:
- Economies of scale in production and distribution.
- Branding increases cash flow efficiency by ensuring timely payment and receipt of cash. There is more reliability and the brand itself is a big intangible asset which can be valued in millions.
- Lower marketing cost.
- Branding helps to break entry barriers when entering foreign markets due to its reputation. It also helps to defend itself from local competitors and new entrants.
- Power and scope consistency in brand image.
- Branding has a premium value in the minds of foreign consumer.it creates favourable associations in their mind, which enables the marketer to fix a premium price and enjoy optimum profitability.
- Ability to leverage good ideas quickly and efficiently.
- Uniformity of marketing practices.
- It reduces the amount of production and marketing investment due to economies of scale in carrying out bulk operations.

CHALLENGES OF BRANDING
- Economic assistance: The main challenge faced by the brand leaders is to focus on the short term returns. Brand is a long term asset, introduction of price; discount or freebie promotion for initial acceptance of the product may lead to brand dilution and failure in the long run.
- Effect of approving: There must be consistency in quality and performance, if not betterment so as to sustain the growing complexity of international market in terms of consumer changing tastes and multiplying competition.
- Emotional appeal: It is essential to communicate the brand message. consider the number of media options available to consumers -200 or more television channels, internet, newspapers and magazines.
- Effective culture: Culture refers to how people in a society interact. What they believe. How they make decisions and what meanings they attach to certain representations. Cultures are not static but develop through intergenerational and interpersonal learning and experiences.
- Economic legal and political conditions: Condition implies the economic legal and political conditions prevailing in a foreign market. Law related to advertising content product specifications, distribution options etc vary from one country to another.
- Efficient distribution channel: Formation of distribution channel alliances in a foreign market. A distribution channel decision is vital and rigid that it expensive to change, once decision is made.

STRATEGIES FOR BRANDING
There are four broad brand strategy areas that can be employed:
- Brand Domain: Brand domain specialists are experts in one or more of the brand domain aspects. A brand domain specialist tries to pre empt or even dictate particular domain developments. This requires an intimate knowledge not only of the technologies shaping the brand domain but also of pertinent consumer behavior and needs. The lifeblood of a brand domain specialist is innovation and creative use of its resources
- Brand reputation: Brand reputation specialists use or develop specific traits of their brands to support their authenticity, credibility or reliability over and above competitors. A brand reputation specialists need to have some kind of history legacy or mythology. It also needs to be able to narrate these in a convincing manner and be able to live up to the resulting reputation. A brand reputation specialist has to have a very good understanding of which stories will convince consumers that the brand is in some way superior.
- Brand affinity: Brand affinity specialist bond with consumers based on one or more of a range of affinity aspects. A brand affinity specialist needs to outperform competition in terms of building relationship with consumers. This means that a brand affinity specialist needs to have a distinct appeal to consumers, be able to communicate with them effectively and provide an experience that reinforces the bonding process.
- Brand recognition: Brand recognition specialist distinguish themselves from competition by raising their profiles among consumers that it is somehow different from competition as is the case for niche brands, or rises above the melee by becoming well known among consumers than competition. The latter is particularly important in categories where brands have few distinguishing features in the minds of consumers.

THREE COMPONENTS OF BRANDING:
- ADVERTISING: It's a wonderful thing to create a unique, user friendly brand that the public is sure to embrace. However if the public doesn't find out about the brand and much of the public will find out through advertising all that effort, time and money will go to waste. The look and attitude of the advertising also help define the brand in the publics mind.
- MARKETING: In devising the personality of the brand and determining how it will be presented to the public, marketing which is usually done in house and through consultants helps to create the entity that the brand will become. It's a fine thing to own the recipe for Oreo cookies but if you decided to sell the recipe and not the cookies you would be making a very large marketing mistake. Marketing is not just selling; it is knowing what to sell and how to sell it as a part of a larger plan.
- PUBLIC RELATIONS: If advertising is the juggernaut of the public attention public relation is the stealth bomber.PR generates publicity for the brand and defines the brand-all without being perceived by the public

For a new brand to be successful, all three of the branding components must be firing on all cylinders. They must be working in tandem, but they also have to succeed individually.

FOUNDATION OF BRANDING INCLUDE FOLLOWING ELEMENTS:
- LOGO: logo is a graphical representation of your business frequently incorporating the name. It helps create the look and feel of your correspondence, signage and other elements of your brand .Even on a small budget many businesses find it necessary to hire a professional to work with them in designing their logo.
- SLOGAN: slogan helps define your business mission statement values and beliefs in one succinct phrase. Begin creating your slogan by brainstorming words you want customers to associate with your business.
- SIGNAGE: the signage clean and easy to be identified is important to include in your offline business. It should feature your logo and be simple easy to be identified in one glance, and

consistent wherever it appears whether it is on your front door, your vehicle or at a trade show.

STRONG BRAND WEB SITES:

- AMAZON.COM: This web site has gotten more publicity than any other and no wonderer: advertising age in its December 13, 1999 issue named amazon.com founder Jeff bezos"marketer of the year" and while the brand is still in the red, it is doing many, many things right from a marketing perspective. While amazon.com sells much more than books today, just using its original books section as an example, the online retailer has addressed every key driver of brand insistence.
- Patagonia.com: through visual and words this site exudes the essence of the Patagonia brand. the about Patagonia section prominently features a statement of its brand essence along with paths to sub sections "on our culture""sports we do""design philosophy" and "environ action". The our culture section features "our roots", field reports and patagoniacs subsections.
- Nextmonet.com: this site sells fine art for the home and office. it allows you to search their collection by any combination of the following criteria: style ,medium, subject, color, artist ,price, size. it allows you to select your favourite art and organize it by your own customized rooms for later reference.
- Ebay.com: this site redefined commerce. Now anyone can auction off anything to anyone else throughout the world twenty four hours a day, seven days a week. In 2002 eBay transacted nearly $15 billion in annualized gross merchandise sales. the site offers a personal chopper service alerting you to when new items that match your search criteria arrive, alerting you to when new items that match your search criteria arrive.
- Travelocity.com: this full service travel site offer the following features: find/book a flight, find/book a rental car, find/reserve a hotel, vacation and cruises, special deal and a destination guide. You can search for a flight in one of three ways: best fare, best itinerary or schedule. This site maintains a personal profile for you including frequent flyer numbers and meal and seat preferences. There are many elements that make these web sites "strong brand building web sites "these common elements include :
- Strong and consistent brand identity, voice and visual style
- Robust and intuitive search and browse techniques
- Features specifically designed to appeal to the target customer, including customer problem solving features
- Creative ways for customers to put a piece of themselves on the site(investment portfolio, personal wine cellar, product wish list etc)

CONCLUSION:

Over the past 40 years, we have experienced a radical shift in how business is conducted and how people interact. The introduction of personal computers, the Internet, and e-commerce have had a tremendous impact on how businesses operate and market. The introduction of social media technology is accelerating and we can expect it to have a similar impact on businesses now and into the future. As new technologies became available, businesses that learn to use new technologies gain great benefits. Some of the best-known examples include technology-driven companies such as Microsoft, eBay, Amazon and Google. In a short span of time, social media has become one of the most loved mediums for the Indian youths today. Social Media Marketing is the hottest new marketing concept and every business owner wants to know how social media can generate value for their business. People are social

By nature and collect or share information that is important to them. Social Media Marketing is about understanding how technology is making it easier for people to connect socially. Consumers are spending more time than ever using social media. Social media may have for marketers trying to build their brands and connect with their audience more directly. In todays technology driven world social networking sites have become an avenue where retailers can extend their marketing campaigns to a wider range of consumers. Research has determined that retailers can increase awareness of

their brand by being creative when engaging customers on social media sites "as more shoppers are using social media e.g. twitter, face book, MySpace and LinkedIn and rely on them for marketing shopping decisions, promotion through these media has become important. social media sites such as face book are better than any other advertising avenues because it stores information on all its users thus ensuring marketing reaches a retailers specific target market. Social media sites are a great stage for retailers to create an experience and retailers can use information stored on social media sites to improve user experience with their brand. A firm can benefit from social networks to predict the likelihood of purchase intention. This can be done by taking into account a firms choice of network (face book, instagram, pin interest etc) and by examining that networks data. Assessing a network data substantially improves a companys marketing efforts because it provides the company with vital information on the networks user which helps determine the best social media tactics for that particular site. Based on this study, it can further be argued that knowing which social media sites a companys target market utilizes is another key factor in guaranteeing that online marketing will successful. Stress that a retailer must go beyond the advertising aspects of social networking sites and find groundbreaking ways to use them as a way to conduct conversations with consumers instead of a one way communication network. Social networking sites are being utilized to enhance a brands company appeal and increase their target market because "new technologies allow for more personal targeted communications, as well as increased consumer participation in the creation of marketing and brand related information. Retailers are paying attention when it comes to social media because it provides a key component that business have struggled to collect for years. Feedback from consumers has always been important when it comes to product, brand and business model development.

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