

A Study on Impact of Social Media Tools for Event Marketing

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Abstract: Since ages social media has attracted generations all over the world by its innovative cluster due to its several applications and uses. The main reasons why a consumers / producers like to use them is due to its user friendly nature and innovativeness and the knowledge economies that it carries. Social media has strong potentialities to convert conventions into practicalities and for a producer a friend in need. Marketing and branding through social media is a very good investment which has consistently increased in value and thereby considered as a safe and secure investment. One of the traditional strengths of social media is that it has always been a hedge against inflation. Social media has done a remarkably good job in spite of beating inflation for centuries. According to the survey it can be summarized that social media helps in diversification of portfolio, product and brand. This is because the price of social media on demand and supply conditions in the world markets moves differently from product planning in India. Therefore, Social media tends to move differently from other Via media marketing strategies and it may hold its value even when other diversifications are performing poorly. Thus, an investment in social media earn smoother returns in simple terms, this means not putting all your financial eggs in one basket.

Keywords: Marketing and branding, diversification of portfolio, Social Media Tools.

1. INTRODUCTION

Modern communication technologies offer media based discussion, which creates environment where in ideas can be shared, products diversified as well services exchanged. Social media is one such preferred internet application being the most important communication tool in the electronic world. Undoubtedly the frequency of using the internet and the rate of social media usage has increased (Dryer, 2010).

1.1. Social Media Marketing:

From the year 2013 and further, for about 50% of social media users follow brands on social media of about 6.3 billion US dollars worldwide towards marketing expenditure on social networking sites. To foster relationships to interact with the customers, executives' invest in social media. It is there aim to realize and create brand communities and brand fan pages they use social networking sites. This has made the customers interact with the companies by liking or commenting on brand posts (McAlexander et al., 2013; Muniz & Guinn, 2013). Fan club of these brand fan pages tend to be more loyal and extra committed to the company and these lot are more open to receive the first hand information about the brand (Bagozzi & Dholakia, 2013). Besides, the brand fans tend to visit the store more, generate more positive issue.

1.1.1. Brand Fan Pages and Brand Post Popularity:

In a very short span of four years, social networking sites have became exceptionally trendy : for example, Facebook has attracted over 1900 million active members as of fall 2014 form its inception in 2004(www.facebook.com). Trusov describes as social networking sites as a network of friends for expert interactions or social, Trusov et al.,(2009). Social networking members who are dedicated brand fan become friends with other member; as well become fans of the brand. Brand fans share their opinions and enthusiasm about the brand on there brand fan pages and try to unite their common interest in the brand, Kozinets (1999). The brand fan pages refect on their customer's relationship and their liking with the brand McAlexander, Schouten, & Koenig (2002). Brand fan not only provides a source of information but also social

benefits to its members Bagozzi & Dholakia, (2006). Companies create brand posts containing anecdotes, photos, videos, and yet other related material on Brand fan pages. Brand fans can then interact with these brand posts by liking or commenting on them.

1.2. Event marketing:

Event marketing is fast emerging promotion catalyst vis-à-vis the traditional marketing communication tools. Increasing corporate disillusionment with traditional media owing to increased cluttering, swelling costs along with bargaining efficiency has created opportunities for event marketing. Event marketing allows breaking through the advertising mess; thereby target an audience by enhancing or creating an image with a particular event. Meanwhile, it also reinforces the product, service, and driving sales too. Traditionally, events were considered useful for rural markets, and for products which were banned from being advertised, creating an imperative exercise in rural markets. Philip Kotler defines events as occurrences designed to communicate particular messages to target audiences. On the basis of audience participation and the sponsor's objectives, events can be categorised into direct events and indirect events Kotler (2002).

Schmitt, (1999) projects event marketing as a tool for experiential marketing hub on consumer experiences. He treats emotional and rational driven consumption as a holistic experience in this regard. Well again often experiences involve "sensory, emotional, cognitive, behavioural and relational values that reinstate functional values". Communicating through events involves promotional activities designed to communicate with attendees and add value to the consumption experience. In this way events provide openings and new vistas to engage consumers with the company, its brands, and in general the community. Events do create a social setting for attendees and help raise attendees' involvement level. Consequently, attendees are apt to be more receptive to marketing messages and images associated with the event than those presented via other methods Pope & Voges, (2000). This is true regardless of whether the event is proprietary staged by the company or not sponsored by the company Sneath, Finney, & Close, (2005).

1.3. Usage of Social Media in Event Marketing:

Before the event:

- **Use social media to engage the audience before the event:** Consider bringing your audience in at the very beginning by letting those help dictate what will happen at the event. For example, hold a contest on social media channels and allow the audience to vote for the keynote speaker or to choose the venue, or vote about the venue.
- **Get the event details out where your audience can see them well in advance of the event.** If your event will include special guests or a keynote speaker, use social media to build excitement. Create an event page on Facebook and interest, and if it's a business event, add a page on LinkedIn. When a speaker or guest is featured, create engaging speaker profiles using photo albums and link to other events where the speaker has presented. Interview the speaker and share it on your social media channels.
- **To feature in social media updates the company should create a countdown clock.** The social media updates should be engaging and share progress about unique aspects of the event.
- **To create a unique hash tag # and event QR code that will be used in all event marketing.** Event hash tags can be used in multiple social media channels and promoted on offline channels such as invitations and posters.
- **Create event featured blog posts, webinar or eBook.** A successful trend in marketing is to create a webinar, eBook or other downloadable material that features one component of information. We will create a campaign that features a webpage, several blog posts and a webinar to promote the book. With each of these, they will feature one of the important aspect of business blogging to lead users to buy the book, which is required to gain all the important aspects. When using this idea for a special event, consider asking the keynote feature to commit to a guest blog post or to commit to being interviewed for one.
- **Allowing the guests to register online.** Convenience is the key to event attendance. If the event will require a reservation, use an online registration form.

During the event:

Events produce an outstanding marketing strategy, which makes it very important to document the event. Use these ideas to capture the event happenings.

- **Hold a contest for the participants’.** Ask participants’ to film or photograph their favorite portion of the event and submit the video and photographs. Feature submissions is ongoing social media updates during the event.
- **Set up a photo booth where participants’ can take pictures, either alone or in small groups, with a professional photographer.** By doing this, we will have another opportunity to capture guest and the information and stay in contact with them.
- **Interviewing the guests at various points of the event.** Using a program like U stream to share live interviews. Such as when guests are entering the event and asking what are their expectations from the event, or when they are exiting the event and asking for their impression of the event. Creating prize opportunities with social media. As event guests share their views of the event, and reward them with prizes. Create a shareable content for the guests and social media updates for your social media channels and stream the content live at the event using platforms like Tweet ally.

Promote after the event...

After an event is over, there still will be plenty of opportunities to gain awareness about the business and secure post event sales. Your event marketing plan should call for post event promotions too.

- **Share an event photo album with details on social media channels.** By “details”, which mean that by identifying who is in the picture and creating an engaging photo caption and integrate links back to the business website or social media networking sites. By doing this it promotes the business were photos and videos include information. This is a missed opportunity! Ask guests to submit their photos too.
- **Hold a post event podcast.** Interview the guest speaker or featured guests and talk about the highlights of the event.
- **Create a feature article in the company newsletter.** Newsletters are still one of the most important marketing mediums for small business. Share the newsletter across social media channels.

Notwithstanding a vast literature in this regard there is a lacuna in empirical research on how managers may improve event sponsorship outcomes with regard to attitudes toward a sponsor's brand and consumers', their relationship between consumers', involvement in their area of the event. These parameters have not been strongly worked on. Understanding the consumer attitudes is particularly important in contemplating long term sponsorship relationships. Event related outcomes are likely to be influenced by both the firm's communications strategy and attendee-specific antecedents to behaviour Sneath, Finney & Close (2005). Thus, there is a need for empirical models of event effectiveness.

1.4. Objectives of the study:

In our work we have made a humble endeavour in developing a conceptual model for the effectiveness of an event. The purpose of this micro research is to empirically validate the new model. Our research purpose is to examine how the model's driving variables such as involvement, emotions, and event attitude influence the brand attitude and buying intention. We categorise our objectives as:

- To know the impact of social media tools in event marketing.
- To study the recent trends in social media advertising.
- To understand the available social media tools for advertising.
- To know the extent of use of social media tools.
- To study the user's response to various advertisements on internet based social media websites.

2. LITERATURE REVIEW

2.1. Introduction:

A literature review is used to collect all the information about different types of management book, magazine, marketing books, websites, newspapers, e-papers and journals. It also helps the researchers to gather in detailed information on a particular topic. This topic came into existence with exploration of internet. Now a day's internet is becoming one of the

popular media that the television. There were speculations in the beginning that television would perish with the rapid growth of this powerful medium but instead the even more fragmented.

2.2 Literature Review and Theoretical Background:

The instinctual needs of humans to communicate with others in full duplex communication channel or process. It is effective tool to provide service for the customers, e-commerce and business to business. This internal communication is defines as “social media”. The internet technology has given a platform for individuals to expand their interconnectivity between them. This development enables customers and business to collaborate on the internet. (Füller et al., 2009). It has emerged by social media that enables the customers to generate content and to have social interactions using online and social platforms. There are numbers of social platforms that facilitate a way to share information with the people. Other platforms such as Amazon.com, olx.com are giving the customers to review and rating on products. (Forman et al., 2008).

Social media is one of the platforms on a mass scale that facilitates the way for people to share information. It reduces the opportunities at market place exploitation. It has been happened earlier by changing more than a competitive supplier or identical products and services. In addition the members of these platforms are associated with one another and interdependent. (Forman et al., 2008). Consumers and clients could create contents, offer and valuable suggestion to others using social media (Füller et al., 2009). The new developments of online communication and electronic network have been emerged on social platform, where members could share information globally and quickly. (Wasko & Faraj, 2005). A new period of content creation has emerged with the rise in social networks. This social networks will become a good tool for grabbing the attention of new customers in the next generation (Bogozzi & Dholakia, 2002).

Online communities offer an opportunity for organizations to have a better relationship management system with customers (Ridings & Gefen, 2004), for example a company can give its product details on social Media. However on those platforms consumers can have social interaction and members can become familiar with one another (Lu & Hsiao, 2010). This can influence the users’ intention to buy (Gefen, 2002). Consequently this is important for the companies to have a business model adopted in social commerce. (Liang et al., 2011). Although social media commerce and social media are key phenomena in e-commerce and the marketing literature (Hajli, 2013). Social media provide opportunities for businesses to become more attractive universally (Chen et al., 2011). Although social commerce and social media are key phenomena in e-commerce and the marketing literature, few studies, if any, have examined the concepts of trust and users’ intentional behavior. In the next section the literature related to the model of study maps out the theoretical foundation of the research.

Today’s world communicates in the facts weighed in terms of communication of factor of productions in neural bundles or in the digital fibers. Media becomes easiest and effective communication channel for promoting a product and by-product to the consumers. The Electronic world provides the buyers and sellers with more vistas than ever faster and greater interaction has created a different individualization of services. Firms and industries send tailored messages that engage the buyers by reflecting their special interests and behavior. With the diversified market Structure and the competitors’ at their finest of efficiency benchmarking has new frontiers every day. Attaining a successful marketing program hand cuffs firms to fully tie up with their targeted buyers. Thus, a holistic marketing approach is a must to comprehend the potential clients, by gaining an outlook of their day to day lifestyle, their conventions and choice in buying and decision making as well their expenditure pattern.

Standard marketing stratagem becomes inadequate in this changing time” (Macy & Thompson, 2011), this calls for a reinvention of integrated marketing that leverages traditional, online, and real-time social media marketing so that a befitting goods and services are marketed to the proper customers in the suitable approach. The social media is one such a cost effective opportunity for sellers to plunge into transaction with their customers and get an impending clarity into their investment, utility and consumption decision. Internet media such as , whats up, g-chat, hangout, line, Facebook, MySpace and Twitter, Linked In, My Space, Epinions, You tube, Make my trip, E- booking, OLX .in, Flipchart, Amazon, E- branding Scorpio event management, are today of highly valuable portals, which have paved way for a novel forms of communication and collaboration between buyers and sellers. Hence, these networks have a broader way of communication and collaboration between the buyer and seller. These new methods are marking a clear impact from business men to use them as a means to connect with their clients. The likes and dislikes of each client are different.

E Marketer's brings out the popularity of social media and the extent of engagement on that we witness today on part of users the work reveals that at American colleges, Cohort analysis of women make up the majority (60%) of users of social network sites, while men make up 40% of social network users. In this context a (Fisher-Buttinger & Vallaster, 2008),. Projects the relevance of LinkedIn profile where a potential customers, experts in a particular area can enables his business opportunity collaborations, to generate skilful employees, as well an employees to find new job offers in corporations the paper reveals the extent of experts who have studied the recompense of using social media for managing and spiraling the brand. time has proved that electronic platforms, and World Wide Web such as Facebook, Twitter etc., have the ability to bring in and engage consumers with the brands in an lucrative way. The chapter gives a broad review of literature related to the impact of Social media in various economic synergies.

(Aaker & Smith, 2010) tried to get solution for the queries about the incredible power of social media and according to them, the four wings of social media are in performance and offers several strategies and tips for companies to stimulate the corporate trading. In the corporate trading one can strongly embrace with tool for appraisal in financial and social ladder. The tools are described as focus, grabbing attention, engaging in creating personal connection by demonstrating on a concept. Its true and it fructifies the narration with emotions.(Dutta, 2010), describes that, why does firms clinch on to social media and electronic world?. Because first reason is that, the social media networks provides a platform for low cost where one can easily choose his/her personal brand. The second reason is that, younger generation, peers, employees, and other broader public are the target for a new brand. And the third reason is that, these networks provide several opportunities to learn more information and feedback. Now a day's social media is becoming one of the power tools that provides path for company to reach the goals.

Buyers often depend on each other fellowmen for information and today free information is available via Internet. The young generation is interested in seeking information or silent feature of a product on internet before buying. For example investing in share market the following information is required. Mission of company, Internal policies, brands, clients, service and satisfied services to the customer and obtaining their confidence has been increased the order for the day. So the communication directly that has created this real time results. The internet portals and platforms that available at low cost are the positive things for a company. Participation without social medias is not an effective communication to have good result in a stronger brand position as well as long standing engaged customers. According to (Li & Bernoff, 2008) these strategies have best users of social medias where he categories it into six clusters as creators, critics, collectors, joiners, spectators and inactive. According to (Schlenkrinch & Sewry, 2012), the success of social networks for Corporate brand internal communication depends on the following aspects: (i) they should be user-friendly; (ii) the execution should involve a just privacy and security measures; (iii) a clear distinction between personal and professional information along with ethical behavior; (iv) and last but never the least a positive outlook towards social networks. Social networks should involve a series of divisions in the realization of their communication strategy (Zailskaite & Kuvykaite, 2012).

Social media advertisers eventually pursue viewers and have great potential to reach audiences. This phenomenon in recent times has translated to the commercial success. Undeniably, today social media's has put its web in generating promises, a typical marketing communications revolution. But again, time doesn't travel along with fate (WARC, 2010) has another view. Social media are swamped with new ideas and technologies which provide habitually great promise but do not live up to their hype. In today's business minded narrowed age social media too is getting fragmented and advertisers are questioned critically with regard to the price viability and efficiency of media, particularly among the men demographics, the statistics point out a negative regress in social media. (Subramani & Rajagopalan, 2003) put forward the change in social media to a noteworthy marketing medium perhaps due to the blend between technological drivers such as bandwidth, and economic drivers on the other end which are user friendly due to tools such as User Generated Content (UGC) which has made its savvy on youth and partially also the economic boom in all the developed and developing countries. Meanwhile, it is true and one cannot run away from the fact that the social media is no longer in the sphere of influence with the older generations, (Angel & Sexsmith, 2009).

2.3. Effects of Agenda Setting in Social Media on Marketing:

Agenda-setting Hypothesis (MCCombs et al., 1972) suggests public to think about in a proper way. It stretched out on social media to public about purposes, agenda and objects. This earlier work proposes the initial stage of agenda setting that is related to transmit of salience with respect to the specific objects those related to product, issues, companies and

business activities (McCombs et al., 1997). Whereas the (Ragas et al., 2010) second stage of agenda setting is restricted to transfer of salience of the characteristics of these objects. For example, when Social media projects product branding as a prominent stratagem for product promotion. This is an example of initial stage of agenda setting. Branding an important target and this debate has driven by spike of holder management. If the social media highlights sales promotion through advertising, rather than branding, the clients will categorize the branding as a major determinant for marketing rather than advertising. It is an example of second stage of agenda setting. The forms of an object whose salience is transferred to the public agenda in this context. Thus, every component consists with a cluster of features that describes it. the second stage of agenda setting occurs when the salience of these features are relocated from one schedule to another (McCombs et al., 1997). The characteristics of a component can be affected and second stage plan is capable of pacing the tone for the characteristics of the object. (Lopez et al., 1998). For example marketing is an object where information reveal is the substantive attribute of the issue under discussion.

Early agenda setting studies on average look at the agenda setting of social media and e-papers. (Winter & Chaim, 1981); (Iyengar & Adam, 1993); (Curtin & Eric, 2001) . The above mentioned settings demonstrate the consequence of agenda setting in social or mass media on public. For instance, (Winter & Chaim, 1981) public agenda on marketing and inflation were co-related with e-newspapers. (Curtin & Eric, 2001) found a correlation between information subsidies provided to journalists and social medias. Web based social media have opened a new area of investigation, and science researchers have explored the agenda setting process across different categories of social media (Roberts & Dzwo, 2002); (Wallsten & Kelvin, 2007); (Sweetser et al., 2008). Majority of the social media have worked to determine to both online and traditional social media that is capable of setting each others' agenda. Generally few researchers have explored the theory of agenda which relevant to advertising theory . (Sutherland & Galloway, 1986); (Ghorpade, 1986). And other researchers in marketing have depended on the internet technology (Roberts & Dzwo, 2002); (Wallsten & Kelvin, 2007); (Sweetser et al., 2008); (Ragas et al., 2010).

2.4. The Economic Impact of Social Networks in Marketing:

Interactive and collaborate nature of internet explain the fleeting spread in internet-based social media since past few years. (Chan-Olmsted, 2013) It increased the number of users of online social media services in many segments of population. The behavioral pattern is shifted from passive readings to active of contents in the use of internet technology. (Cray, 2012) now a day these social medias have about 10 billion accounts of the people. Meanwhile the figures suggests that this new medium offers an effective platform for advertising and marketing activities and gives an opportunity for seller to increase their market share more than the competitors and to make their products redundant.

The World Wide Web continues to evolve, which demands the world of rapid in changing information and technology as well social media to make overall marketing effort to be adjusted. (Sarah & Ahmed, 2013) . (Chan-Olmsted, 2013) said that social media is a common term to describe a heterogeneous mixture of applications. It is also a platform for participation, openness, conversation, community. (Croteau et al., 2011) The harmonious with the basic traits of the social media is a specific characteristic of social media. It explains this phenomenon is due to firstly to the internet that makes a clear division between individual and mass audiences. Again social media replace the one-to-many model of the conventional mass media. The most important driver of Social media is that it being economic. Today companies make sincere endeavor to build up a business model that breeds profit through higher efficiency. Lopsided information between buyers and sellers increases the speed and easiness in information transmission. Intermediaries and laying more emphasis on the economics of scale has generated to the web user by eliminating them (Merigó & Rocha, 2013). This user specific blogs has decrease transaction costs and increases the efficiency and commercialization of process and leading to a positive effect on value creation. Technology innovativeness is another solution that allows companies to supply more benefits to customers and potentially overcoming lack in effect from switching costs.

(Stanko, 2013) finds that the World Wide Web virtual markets innovate in two ways on one hand the way of doing business on the other transactional structure in this context, (Merigó & Rocha, 2013) explains the presence of inertia a kind of firm's inability to change or innovate in an early entrant but fosters innovation by later entrants. Meanwhile, a firm is able to leverage demand-side effects by developing new products that strengthen switching costs and thereby augment the benefits appreciated by its installed base. (Stanko, 2013) Brings out the inertia factors in a firm's customer preference, costs, and network externalities which in turn have differential effects on innovativeness seen in the early and

late entrants. In a nutshell the demand-side factors affect innovativeness positively, where network externalities is the most substantial driver of innovativeness for early entrants.

(Henkel & Block, 2013) explains that network effect are twofold based on the installed base effect and the peer effect where the former projects the larger network, and more attractive for outsiders. The later depicts on growing network is being beneficial for network members in exerting peer influence on not adopters. These have several important managerial implications that are: the firm should try to leverage the peer effect to expand the size of their network because of more significant driver of network growth than the installed base. A network provider may also apply the peer influence system to encourage the new layers of network. The aware of network provides to hinder users from leaving the network by purposely.

2.5. Event Marketing Issues and Challenges:

Event marketing is fast emerging as a promotion catalyst by traditional marketing communication tools. It allows a company to break through the advertising clutter and target an audience by enhancing or creating an image through an association with a particular event while reinforcing the product or services and sales.

According to “kotler” events has designed to communicate particular messages to target audiences. Events are categorized based upon the audience participation and the sponsor’s objectives. The key players in the industry are event management companies, corporate clients, sponsors, celebrities and performers.

2.5.1. Event Marketing in India: Challenges and Opportunities:

The event marketing has small changes in the Indian context. India has centuries of old traditions in folk theatre, in the form of Ramleela and Nautanki. Commercialization of events is a more recent phenomenon. Indian industry is far behind its western counter parts in the use of event marketing for attaining corporate objectives. The marketing ratio is 60:40 in the west countries, but in India it becomes opposite the given ratio. Although the scenario is changing rapidly and events are still primarily regarded as extra fanfare. They are not built into the strategic marketing plan of the companies rather on a ad hoc basis. Events are usually long haul, but the horizons of marketing managers are getting shorter as they are under pressure to deliver short-term results. Hence more emphasis is on sales and direct marketing. Gaining the conviction of marketers is one of the effectiveness of the marketing events. But Indian managers are becoming more productive in their approach.

The event marketing becomes broader business from a fledgling industry. Large corporate are increased by sponsoring events and using brand ambassadors to market their brand and products to the consumers. The future is expected to see more events, especially international events, drawing larger crowds and leading to higher tickets sales. Television channels are relentless quest for making viewer ship which are expected to more events and buy telecast rights of events. Revenue sources like internet rights are untapped and also significant potential for event and marketing managers. The government of India and the state governments should address issues like cumbersome regularity provisions, lack of infrastructure and lack of corporate. Also sporting events like “Tennis” and “Golf Championships” would catch the fancy of sport lovers in the country.

2.6. Do Social Media Marketing Activities Enhances Customer equity?

The purpose to examine the effects of the social media marketing activities of luxury fashion brands on customers equity and purchase intension. The Social Media Marketing activities perceived by consumers and significantly affected to luxurious fashion brands for future profits. Followings are the solutions to support the study.

1) Social Media Marketing activities of luxury fashion brands comprise five constructs such as: i) Entertainment ii) Interaction iii) Trendiness iv) Customization v) Word of mouth (Ko et al., 2009) 2) Social Media Marketing activities are perceived by customers that are influential to all customers’ equity drivers. Hence these activities for luxurious fashion brands that act affirmatively toward all drivers.

Social Media Marketing activities acted as integrated marketing medium to enhance the equity by providing novel value to the customers, that don not usually provide traditional marketing media. The brands’ social media platforms offers venue for customers to engage in communications with the brand and other users. So the intended action of brand on the social communication were positively affecting to the relationship as well as brand equity.

According to “Kim & Ko” the main purpose of marketing communication is to improve customer equity driver by having a bond with customers. SMM activities contributed the methods of effective marketing communication. This marketing approach provides luxurious values to the customers with the growing interest on luxury fashion in every possible way (Kim & Ko, 2012).

2.7. Research Model and Hypothesis:

The review of literature is based on the hypothesis that we set which by default makes this review an issue based one. Here we try to bring solution for the below hypothesis and there by theoretically stand by on our broad objectives.

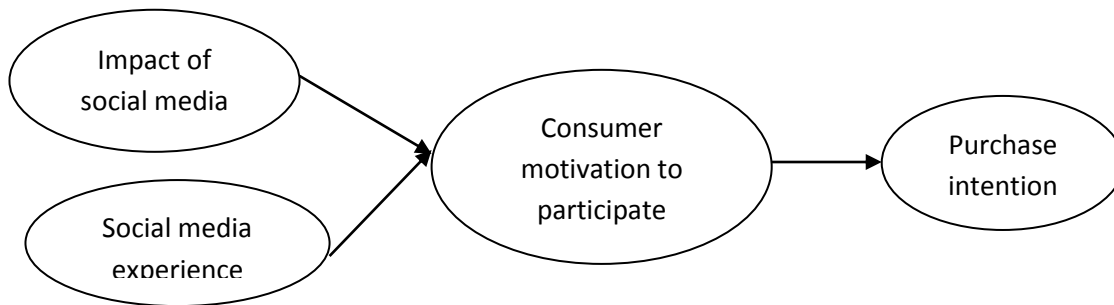


Figure 2.1: The Conceptual Framework

Source: The Researcher

1. The use of social media, its frequency and extant of usage will influence the motivation of the consumer
2. The consumer’s experience in social media usage will reinforce the motivation of the consumer
3. As the motivation of the consumer increases, the purchase intention increases.

2.7.1. Impact of Social Media:

Television and newspapers have been losing their strength in spreading information because of technology development in the field of journalism that happens in the 21st century. The significant decrease in the traditional methods of media can be attributed to the formation and development of World Wide Web. According to the Forrester research 75% of internet users used social media by watching either posting videos to the social sites such as YouTube. “Kaplan & Haelein” reported that 19% of social media users increased since the year of 2010 (Kaplan & Haenlein, 2010).

Social media has many impacts on society. It converts the passive consumer into digital activists. By using this media customers are able to seek information about their favourite brands, companies and services. Social media makes the company or business to create a social campaign to engage its customers and users in content. A constant flow of communication is necessary to make social media enthusiastic (Corbett et al 2010)

The interconnectivity of consumers through social media such as communities, reviews or recommendations is likely to establish trust in e-commerce. The social relationship of consumers generated through social media significantly affects the perceived trust of consumers (Pan & Chiou, 2011). The interactions on these platforms generate social support. Social support generated through social media therefore influences trust (Weisberg et al., 2011). In addition, more positive comments, feedback and higher ratings lead to a higher level of trust in a vendor (Ba & Pavlou, 2002). Reviews are perceived to be useful, and affect attitude and intention to buy in consumers through the impression created about a product or service (Purnawirawan et al., 2012). therefore, this research postulates the following hypothesis: The use of social media, its frequency and extant of usage will influence the motivation of the consumer.

2.7.2. Social Media Experience:

Social media is playing a very important role for consumer to take right decision on their needs (Casalo et al., 2011). This phenomenon is motivating deep changes in consumers’ behaviour (Yang et al., 2012). This indicates that “The development of online communications has changed the way of seeking information by consumers. The information of consumers’ goods supplier is no longer. The major factors those influence the decisions are quickly being equalled by widely opinion and experiences form other consumers (Sigala, 2011). This method labelled as “Prosumerism”. The

different social media like individual web-blogs, Social networks are major channels for making this method possible. (Breazeale, 2009) surveyed 125 paper dealing with the electronic word of mouth. The majority of these papers are characterised as being mainly empirical, to determine the facts about electronic word of mouth. An example of such a paper is a study about the motivation of consumers to participate in electronic word of mouth (Hennig-Thurau & Walsh, 2003) while a study by (Bickat & Schindler, 2001) addresses the potential value for consumers of engaging in social media.

A part from this approach, existing theory and research can also be seen from the perspective of types of question that are addressed. For example some researchers like (Eccleston & Griseri, 2008) focus on classifying users of social media and make a distinction between several user segments: Connectors, Mavens and Salespeople. Other researchers pay attention to the nature of the information consumer's use – for example the relative role of positive and negative information in influencing consumer's decisions (Willemssen et al., 2011). Still another approach investigates what can be seen as a special case of communication channel selection by consumers: for which type of information consumers select which information source.

This approach, which is linked to the issue to multi-channel management in marketing, appears to be underrepresented and is a stimulus for the research reported in this contribution. Navigation strategies as a base for multi-channel management need a classification of sources and a classification of types of information searches for by consumers. In addition, a product domain relevant for the consumer must be selected, as the role of different channels, like social media, can be expected to vary across product types.

Social media is an information source and its importance increase when a product service has properties, as follows:

- 1) Accessibility: Sufficient information can be gathered through social media.
- 2) Relevance: Social media provides a platform for opinion and suggestions of different user as well as consumers to take right decisions.
- 3) Experience: It provides the information by other consumers to refer product or service that cannot be evaluated before purchase.

The above given properties conclude that social media is used for gathering information which will help us to find good products. Information about prices and accessories can be easily found at dealers' websites. It becomes more problematic when one wants to know more about the maintenance costs. Occasionally, consumer organisations publish results of surveys based on consumer experiences with a variety of brands. It is even more difficult to find information about the comfort and road- holding characteristics of a car. Car reviews often address this, but opinions and preferences regarding these aspects vary widely, and one is often more interested in the experiences voiced by the car owners who are similar to oneself. Therefore, social media experience is likely to affect the consumers in motivation to participate.

H2: The consumer's experience in social media usage will reinforce the motivation of the consumer.

2.7.3. Motivation:

Motivations are hypothetical construct. It defines the driving forces of human behaviour. (Krober-Riel et al., 2003) explains that people react in different way for choosing alternative option. Generally it happened from the interaction of fundamental activation process and various cognitive processes. The cognitive processes determine the goal orientation and the intensity of the action by which the individual is able to achieve this goal under given circumstance According to Weinberg the relations between activation and cognitive goal orientation have a difficult effect on individual's motivation to consume. Because the same activation process can lead to different motivations (Weinberg, 1995). As per the statement of "Krober-Riel" consumer behaviour of the consumer is driven by the specific needs. It can be divided into existential and experimental needs (Krober-Riel et al., 2003). According to Maslow (1987) human need arrange themselves in a definite hierarchy that is based on the principle of relative potency (Buck, 1988). Some of the physiological needs such as food, water, shelter, and clothes represent the bottom of the hierarchy. To ensure survival in the long –term, they are followed by safety needs such as belongingness, affiliation. And esteem needs such as self-esteem, recognition and career are inborn and universal to all human (Maslow, 1987).

Maslow defines that self actualization need to be developed by which individuals that fulfill their very unique potential. The general ideas that motivation of the hierarchies is driven by consumers' desire to consciously satisfy. And those

needs are in a similar order (Maslow, 1987). Therefore individuals experience always needs than higher needs (Buck, 1988). Maslow originally proposed that higher needs do not appear to consciousness until the defect needs are met on a regular basis. Maslow's hierarchy of needs also has its critics. Buck argued that most physiological needs are always present and never cease to affect consumer behaviour. In addition people tend to differ in judging the value of some needs as more important than others. For example an individual may satisfy personal growth in a stressful working career at cost of health and social relationship, while another one prefers love and family instead of career (Krober-Riel et al., 2003). According to Maslow acknowledgement at a stage that people only need to be partially satisfied in their basic needs before higher needs emerge.

However Csikszentmihalyi criticized that human behaviour is always driven by predictable. Universal need that allow for rational decision making. Most of the consumer choices are actually and being less concerned with existential needs. People often find themselves in an existential vacuum where they are not aware of a specific goal. Maslow's concept is based on the assumption that is part of human nature to keep consciousness in an organized state by focusing on some activity that requires attention (Csikszentmihalyi, 2000).

Csikszentmihalyi's said that consumers have to concentrate by activities those suggest specific goals in order to keep consciousness turned and obtain satisfied experience. His experiential consumption concept not only provides the valuable insights into the growing importance of leisure, entertainment and recreational activities to give meaning to consumers' lives. But also explains that why has shopping become such a popular goal directed leisure activity for consumers to improve their subjective quality of the life in affluent societies. The purchase also turned into little more than by-product to means of experiential consumption. According to the Hedonic consumption concept the process of ownership and product usage goes beyond the experiencing emotional benefits.

Hirschman and Holbrook (1982) defined that consumption facets the consumer behaviour that are related to the multi sensory, fantasy and emotive aspects of the one's experience with the products. The idea is that consumers not only buy products for their utilitarian value and symbolic meanings that derive from using the product (Martin, 2004). The experiential consumption is primarily driven by the pursuit of personal happiness, where consumers engage in activities to experience in excitement, challenges, personal or fun for its own merits (Firat et al., 1995). Products are merely contributors to the overall emotional experience. This intrinsic pursuit of happiness and enjoyment of life right here and has strong impact on consumer behaviour in affluent societies. But also on customers' motivations to participate in marketing on particular events. Hence the research postulates this hypothesis is the motivation for the consumer to increase the purchase intension.

3. EMPIRICAL METHODOLOGY

3.1. Introduction:

Empirical Research is a methodological progression of procedural steps used to collect and analyze data to increase the understanding of a topic rationally which is consistent with the existing world. It comprises of posing a question, collecting data and presenting the policy implication. The research methodology used here is a descriptive research. A structured questionnaire framed according to the objectives being set distributed to the respondents personally.

3.2. Descriptive Research:

Descriptive research is the exploration of the existing certain phenomena. The existing phenomena facts are not known to the persons. The description is used for frequencies, averages and other statistical calculations. Often the best approach, prior to writing descriptive research, is to conduct a survey investigation. Qualitative research often has the aim of description and researchers may follow-up with examinations of why the observations exist and what are the implications of the findings.

3.2.1. Sample Design:

The Sample Design consists of 130 respondents who attended any event in and around the Vijayanagar, second stage, Bangalore. The questionnaire was prepared based on different dimension such as demographic, social media and advertisement and the preferences and attitude of the people towards social media advertising. The sample includes different age groups and ethnic background. The sampling technique used here is Simple Random Sampling.

3.2.2 Simple Random Sampling:

Simple Random Sampling is used because it is easy to implement and easy to analyze. It is subset of a statistical population in which each member of the subset has an equal probability of being chosen. A simple random sample is meant to be an unbiased representation of a group

3.3. Source of Data, Data Collection and Sampling Plan:

We use Primary data compiled from the sample frame defined by people from the area of Vijayanagar second stage, Bangalore, India. The rationale for this was that its population is ethnic and of all levels of income earners. As such, the data provides a diverse population even in terms of demographic composition, represented by a grater mix of educated class. Importantly, our composition has grater population density that met our criteria of research. Finally the establishment provides an intricate accessible sample frame. Therefore, we further acknowledge such a set up is essential for an appropriate representative frame in terms of sample structure

In order to consider practical time constraints of the research and to enable sufficient data collection, non-Probability convenience sampling was used. This ensured that these strata were represented by random process, allowed easier access to respondents and provided a simple method of data collection Saunders et al., (2009) - this method is also deemed appropriate providing it provides a representative sample Kitchenham & Pflieger (2002). 'Judgment' sampling was also used, by means of selecting appropriate leisure spaces on the central site based in Vijayanagar where people could be easily accessed and approached to participate in the survey. In addition, access was granted to conduct the survey in events where the majority of people involved. These groups were asked to participate in the survey, for individual questionnaire completion and collection over the event of a tea break period. Participation was on a strictly voluntary basis, and therefore declines to participate were acknowledged in the appropriate way.

A total of 130 questionnaires were distributed to the people in and around Vijayanagar. This number represents a percentage of a total population in excess of 10,000 people, and within its component. Specifically, guidance provided by Bartlett, Kotrlik, and Higgins (2010) for determining a minimum returned sample size for a given population size based upon Continuous Data was used to establish the sample frame size (see Table 1 below). In terms of the importance of 'representativeness' Holton and Burnett (1997) make the point on this that quantitative sampling allows for a selective sample ratio to adequately represent the wider population: "One of the real advantages of quantitative methods is their ability to use smaller groups of people to make inferences about larger groups that would be prohibitively expensive to study"

Table 3.1: Table extract for Determining Minimum Returned Sample Size for a Given Population Size for Continuous Data

Population size	Sample size	
	Continuous Data (margin of error = 0.03	
	alpha=.10; t=1.65	alpha=.05 ; t=1.96
100	46	55
200	59	75
300	65	85
400	69	92
500	72	96
600	73	100
700	75	102
800	76	104
900	76	105
1000	77	106
1500	79	110
2,000	83	112
4,000	83	119
6,000	83	119
8,000	83	119
10,000	83	119

Source: Bartlett et al., 2010. p48

The Survey methods comprised the preliminary focus group, direct survey questionnaire request, group questionnaire distribution and e-survey; 250 questionnaires were distributed, and from these 130 completed survey forms were received from respondents representing an overall response rate of 73 per cent. In addition to this, qualitative data was also obtained from the focus group session. Therefore, in total participant terms some 130 people took part in the survey to give a sufficiently robust sample in terms of 'representativeness', to enable meaningful analysis of the data. the questionnaire format and questions were developed using a blend of items from previous comparable frameworks and survey research to ensure consistency of approach Potgieter, (2012).

3.4. Questionnaire Format and Rationale:

The Likert 5-point scale Likert, (1932) was adopted as a widely used and consistent approach for scaling responses ranging from 'Strongly Disagree' (SD), 'Disagree' (D), 'Neutral' (N), 'Agree' (A), and 'Strongly Agree' (SA). This intended to capture quantitative feedback based upon level of agreement-disagreement to a given question using multiple statements for each question across the scale. The rationale for this was also to adopt a straightforward response scale that would both encourage participation and avoid any misrepresentation in feedback that was provided; the scale presents a clear and relatively familiar method for giving feedback against a given statement, and therefore avoids the participant misunderstanding how to use this. The questionnaire structure comprised five main sections; the first to capture data to identify respondent demographics that identify age, gender, occupation and monthly income status. The second tested impact on social media. The third section then testes social media experience. The fourth sections then testes consumer motivation to participate in events and the fifth section then tests as purchase intention (see Appendix B).

4. DATA ANALYSIS AND FINDINGS

Preference Tables

4.1. Social Media Usage by the Respondents:

This table will tell about the Social media usage based on the gender and age groups.

Table 4.1: Social Media Usage on the Gender and Age Groups

Monthly income in Rupees ₹	21 – 30		31 – 40		41 – 50		51 – 60		61 – 70	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
10,000 Below	6	2	8	18	4	4	2	-	2	2
₹ 10,001 - ₹ 20,000	-	10	12	22	4	10	2	-	-	-
₹ 20,001 - ₹ 40,000	-	2	10	10	-	10	6	4	-	6
₹ 40,001 and above	-	2	4	8	4	2	4	-	-	-

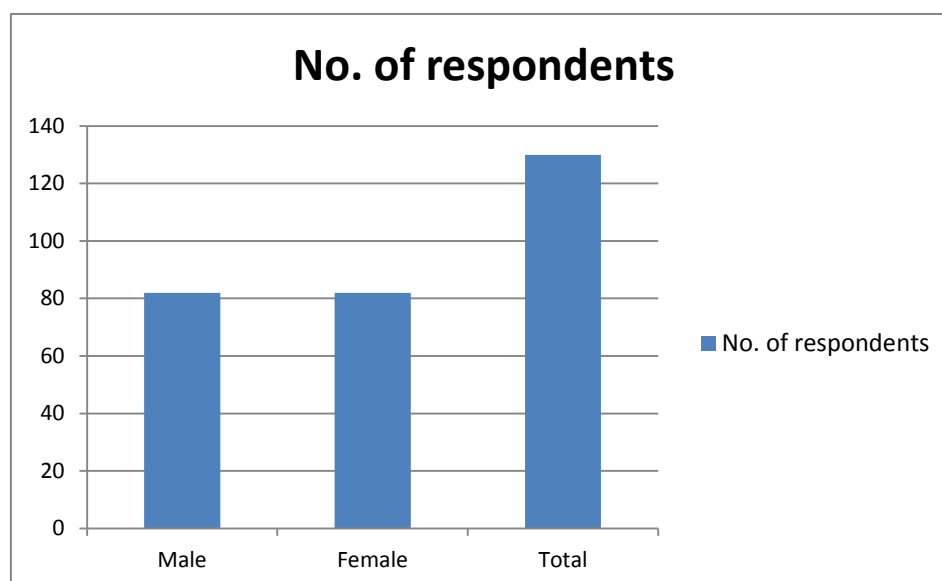


Figure 4.1. Number of respondents

Interpretation:

- 84 female respondents between the age group of 31 – 40 years to favour social media usage as against 46 male respondents.
- In comparison with the above age group of male respondents are few.

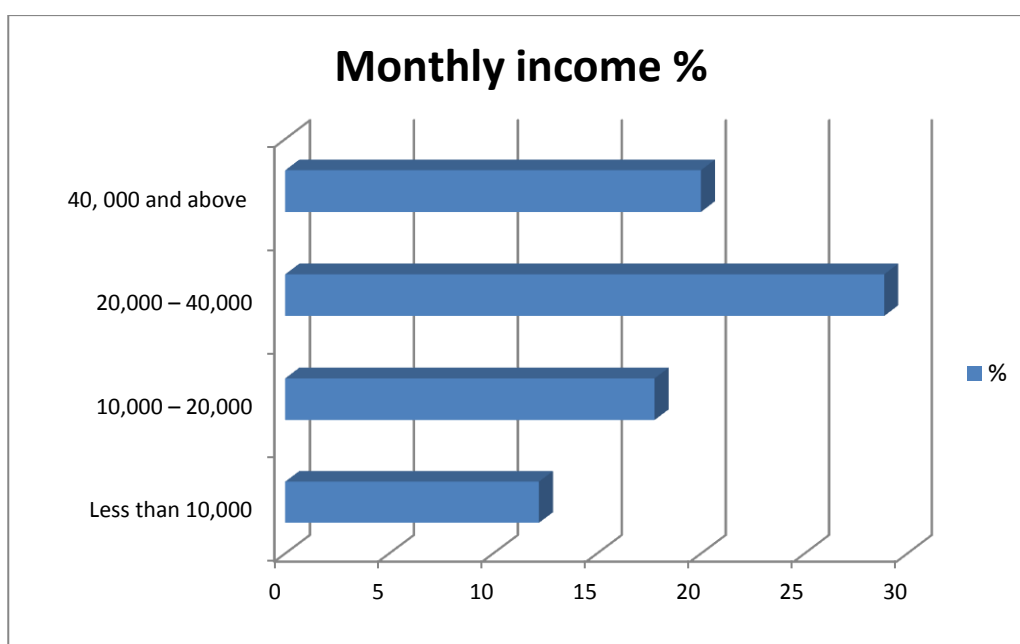
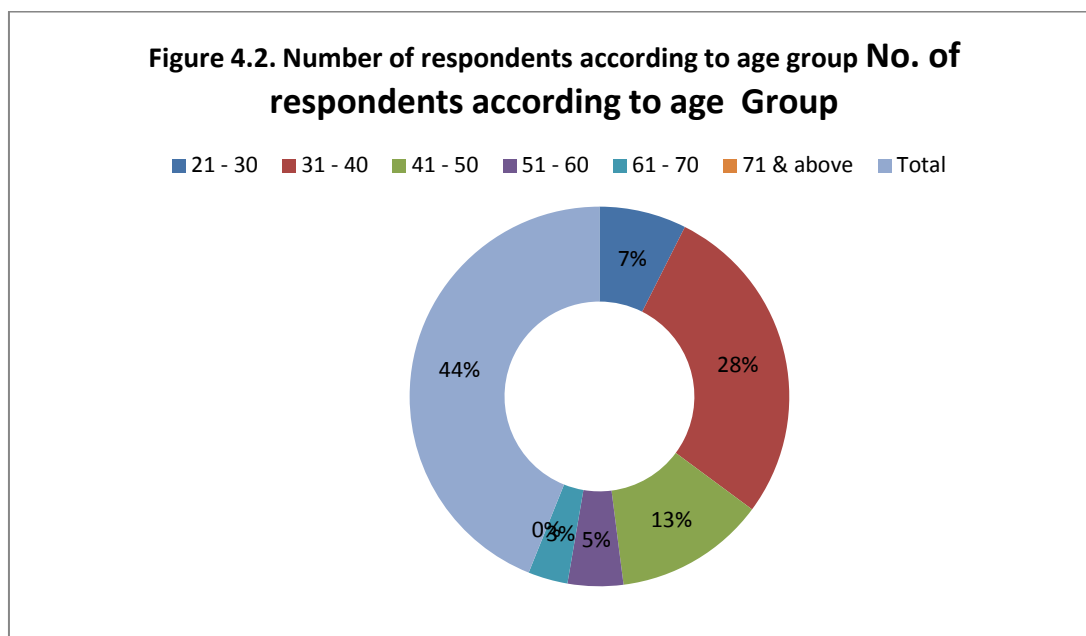


Figure 4.3. Monthly income group

Interpretation:

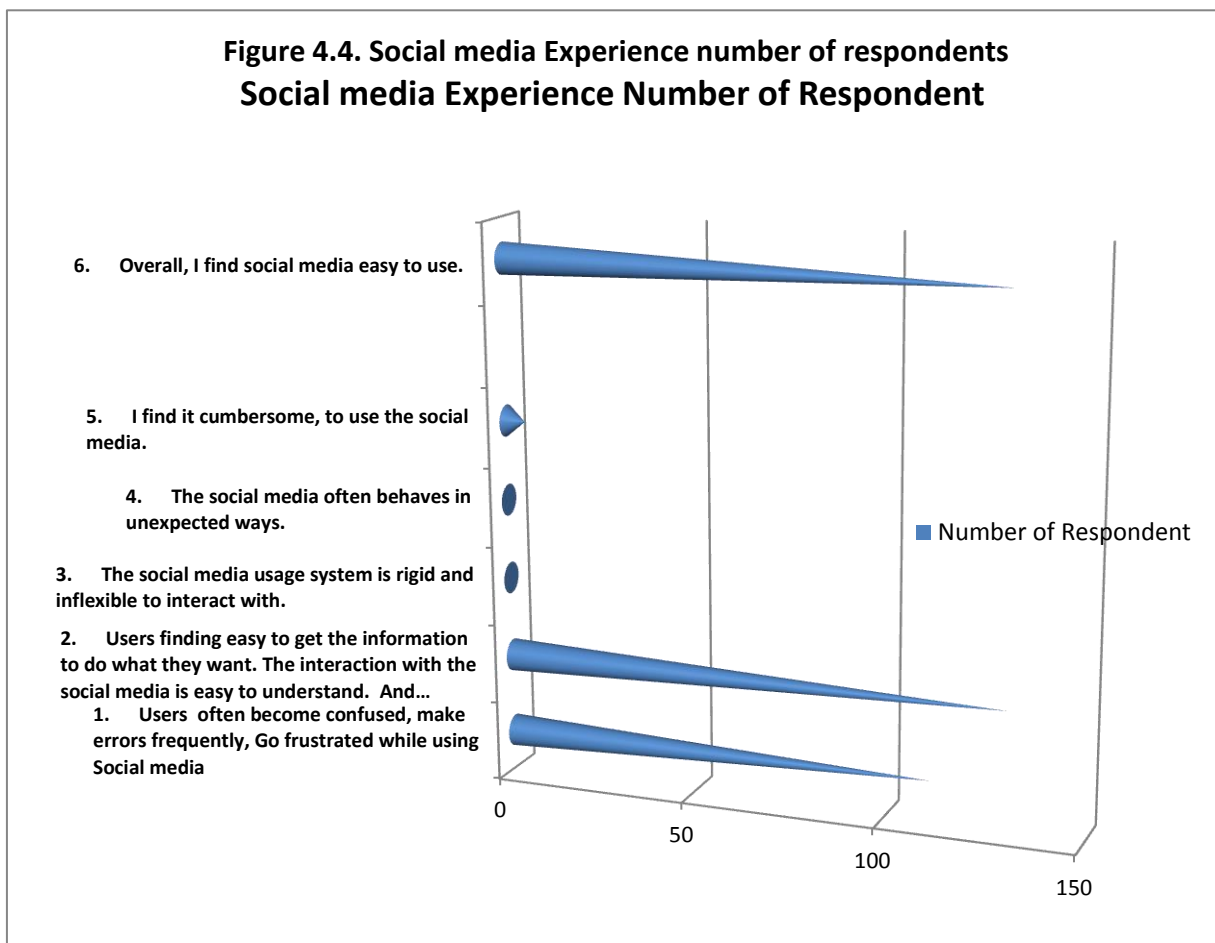
- 28% of the Male /female respondents between the age group of 31 – 50 years are between 10,001 - ₹ 20,000 income earners who feel that using social media give a greater control on work, performance, address the needs, saves time, accomplish tasks more quickly, enhances the product by improving the quality of the product indeed very useful.

4.2. Social Media Experience:

The table below shows the parameters that an Social media User Experience for a market performance

Table 4.2. Experience Parameters of Consideration by Media User

Social media Experience	Strongly Disagree	Disagree	Agree	Strongly Agree
1. Users often become confused, make errors frequently, Go frustrated while using Social media	52	40	14	5
2. Users finding easy to get the information to do what they want. The interaction with the social media is easy to understand. And Provides helpful guidance in performing tasks.	10	4	66	50
3. The social media usage system is rigid and inflexible to interact with.	-	-	-	-
4. The social media often behaves in unexpected ways.	-	-	-	-
5. I find it cumbersome, to use the social media.	1	2	2	-
6. Overall, I find social media easy to use.	15	5	60	50



Interpretation:

The above table reveals that the main objectives of media users where the majority of users experience a good wave and they are more secure and highly efficient with respect to bench mark the good performance with social media in marketing and branding their products. In a way social media is a very good instrument.

4.3. Consumer Motivation to Participate:

Table 4.3. CONSUMER MOTIVATIONS TO BRAND

Consumer motivation to brand	Strongly Disagree	Disagree	Agree	Strongly Agree
1. Consumers would like to participate because they are interested in brands	-	-	70	60
2. Consumers want to participate because it's organized by the brand sponsor and it is promoted for young people.	-	30	60	40
3. Consumers want to experience many brands in a different and exiting way.	-	20	60	50
4. Consumers like to participate because they love to visit museums and exhibitions.	-	-	-	-
5. I like to learn something about the brand heritage and production.	-	-	-	-
6. It's a good way to get in contact with people from the brand, see how the brand event works in practice, as well experience the exciting atmosphere at the brand events.	-	-	65	65

Interpretation:

92% of the investors feel very safe regarding their brand promotion using social media. They anticipate very high growth rate and protection against unforeseen negative events of the future. Added to these anticipations, they look forward for a high performance combined with preservative and status values.

4.4 Empirical Findings:

We have made use of Ordinary least square method OLS to arrive at end results and to prove our hypothesis using the 't' values and goodness of fit

Variables Entered/Removed (b)

Model	Variables Entered	Variables Removed	Method
1	(a)	.	Simple regression OLS

a The 1st 2nd 3rd and 6th parameter of interest in Table 4.3.

b Dependent **Variable:** consumer motivations to brand with regard to the type of users, designation, monthly income

Model Summary:

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.354(a)	.125	.095	.447

a Predictors: (Constant), All Six parameters of interest in Table 4. 3.

ANOVA (b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.459	4	.820	4.099	.009(a)
	Residual	17.197	130	.200		
	Total	19.656	130			

a Predictors: (Constant), 1st 2nd 3rd and 6th parameter of interest in Table 4.3.

b Dependent **Variable:** consumer motivations to brand with regard to the type of users, designation, monthly income

Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	1.325	.287		4.616	0.0000
1	0.43	0.75	0.62	5.232	0.0000
2	1.95	.75	.291	2.528	0.0013
3	0.69	0.54	.142	1.287	0.0020
6	1.98	0.81	0.351	3.124	0.0002

Predictors: (Constant), the 1st 2nd 3rd and 6th parameter of interest in Table 4.3.

Social media is seen as a symbol of security and a sign of prosperity. Indian consumers consider Social media as an investment and are well aware of its benefits. Social media is also recognized as a form of Investment worth instrument for, marketing branding as well at times a tradable liquid asset. It is one of the foundation assets for branding the products and a means to product Promotion from a long term perspective. Investment in Social media has been in the culture of Indian tradition due to its social ethnicity and has been on rise amongst the modern investors. The above tables revealed that Respondents between the age group of 30 – 50 years and more so comparatively females favor social media usage as against male respondents. That means, respondents of productive earning age are used to social media.

Most of the respondents instead of investing in conventional methods prefer to use social media and Electronic advertisement. Because 90% of the investors feel very safe regarding the technical and innovative performance of it. Again the users are egged on by his/her psychology to utilize the opportunity to make money, meet goals and diversify product. Most of the respondents are risk takers lovers. The interaction with the respondents has revealed that the most popular form of Product diversification is through social media. The research has categorically shown that majority of the respondents unequivocally believe that Social media is the best option for Financial portfolio diversification.

5. CONCLUSION

Social media has become a major influential force in many countries around the world. It has helped bridge gaps and has bound people together across different counties, regions, and cultures. Today's social media universe consists of a great multitude of diverse users. With that fact in mind, one can start to see how social media is influencing virtually every aspect of people's lives all over the world. Helping fuel the influential growth of social media is the rapid adoption of the Internet and mobile smart phones, the growth of which has been extraordinary. The tremendous growth in Internet access and smart phone usage is helping to expedite both the use and influence of social media across the globe.

Social media's growing influence and capabilities are being leveraged to help build more effective by increasing coordination, managing knowledge workers, announcing events, recruiting and even providing assistance during crisis situations. In addition, social media is valuable in determining where the greatest needs for assistance are and rapidly meeting the needs.

The social networking sites have witnessed tremendous growth in their membership. It has opened many doors for marketer to promote their brands/products on social networking sites in varieties of way. This research paper investigates the effectiveness of placing communication on social media marketing. The research was carried out with 130 samples having at least one social media site membership. Social media advertising provides wide range of advertising services and reaches all corners of the world, which helps the business to reach globally. They also go through the online comments and reviews regarding the brand/products before buying. In short, brand communication on social media sites plays important role to influence buying behaviour of the customers.

Thus, social media has effectively helped the online advertisers to reach larger audience at a lower cost as compared to the traditional marketing. And at the discretion of the viewers and the advertisers, the social media advertising seems to be better in event marketing other the traditional marketing.

Some people consider it hard and almost impossible to evaluate an event, and at the same time others believe that it is easy to do it and that it is extremely important to do it. This implies that it is complex to evaluate Event Marketing, even though it is not impossible. Depending on what is being evaluated, and the actual purpose of the evaluation, the

complexity level of the evaluation changes. However, to conduct a 100% accurate evaluation of an event is impossible, and that is why organisations should focus on the measurable aspects of the event, where it is possible to conduct the evaluations. The un-measurable aspect should be seen as important factors to consider in the introduction stage of the event process, and to see if they can be used in a controllable way, and maybe even use them as an advantage for the event.

Risks that might be seen as the uncontrollable aspects must be considered and included in the calculations when planning the event. Evaluation should be done on the features that are possible to evaluate, and that can be compared to an objective. Therefore it is important to have objectives that can be used when comparing the results. It is a main advantage in regards to evaluation of the event, if the event is a returning event. The objectives of the event need to be considered already during the planning of the event, however it can be changed during the process, but it needs to be quantifiable. When deciding upon the objectives it is important to consider that it does not always matter how many people attended the event, as compared to what these people thought of the event.

For whom the organisation is doing the evaluation is of course of importance. If they are doing it for their sponsors, it might be tempting and easy to twist the numbers. What needs to be considered is that if the event is to be held another time, it might be hard to continue with twisted figures where correct figures should be given the first time. Continuous evaluation of events will give the organisation a possibility to develop their own standards of what is considered to be acceptable for their events, and what is considered to be better than acceptable.

Categorisation:

In order to see how the evaluation should be conducted Event Marketing can be used for many different purposes. There is a need to categorize the event according to the purpose and the target group. Depending on how the event is categorized, different methods for evaluation could be used. There is not just one way to evaluate an event, and there are many important aspects to look at in each event.

There are three different steps that the brand goes through. The first one, identity is how the organisation wants their customer to understand their brand. They can show this at the event by having, for example, plain and unsophisticated surroundings if that is what they want the customer to think of in regards to their brand. If their customer used to believe that the brand stood for exclusive products and they are serving simple hotdogs at the event, it might change the attitudes the customer had towards the brand. The image is the actual result of how the customer sees the brand, and by understanding the image of an organisation, the customer puts the product in a specific position compared to other brands.

A simple model that could be used as a base when finding out how to evaluate Event Marketing is the following: The event needs to be categorised first according to their target group. There are three different groups that could be targeted, Business-to-Business, Business-to-Consumer or Business-to-Internal, or a combination of the groups. The purpose of the event can be categorised into brand-awareness, increase direct sales, or create relationships. However, the purpose can also be a combination of different purposes. The purpose should together with the focus on whom the target-group is be formulated into objectives that are quantifiable.

Techniques that could be used to compare the result to the objectives are for brand-awareness, (attitude-change etc.) are interviews, qualitative studies, and to look at how the media-exposure-rates were during and after the event. For the objective to increase sales, the sales trends and history of sales should be looked into. For the purpose to increase or strengthen the relationship, in-depth interviews should be conducted with questions that focus on how loyal the customers are. However, the exact method of how an event should be evaluated needs to be developed for that specific event, and cannot follow a standard model.

The world is developing, and thereby the marketers need to be extremely talented at what they are doing, and specialise themselves into one area. When discussing during the interviews if Event Marketing should be separated or not from the other marketing tools, the answers differed depending on the size of the organisation arranging the event. The interviewees saw it as a huge advantage if the event organisers worked together or at least had a close relationship with the other organisers working with the marketing for the company. Thereby they also could conduct some of the evaluations together. However, if the organisation is small they would probably gain by having one agency doing all the marketing for them. If not, they should make sure that the people working with the marketing are very familiar with what other marketing channels, and tools are being used.

Depending on the economic downturn we have seen, as well as globalisation, the organisations are more concerned with how they spend their money now than they have been before. Therefore, it is more important now to show the result of what the money spent leads to. If the result shows a successful figure, Event Marketing would be used more often than if no evaluation was conducted.

Customers like to be offered “happenings” for free, but if there are too many events, the customer will become picky and it will become harder for the marketer to get the most out of the event. It is important to realise that the customer is affected by society. An example of this is after September 11 in the United States, when the Americans became much more sensitive to safety and security issues. This affected not only their buying and lifestyle behaviour, but also how events can/should be done in the future. When new marketing tools are used, it is extremely important that the investors understand the purpose of them, and can see that they are giving results. A common problem for marketers is that there is no possibility to give an exact number of how many products would have been sold without any marketing.

Therefore, the marketing budget might be the first budget pool that is decreased in saving programs. If there was a perfect way to show the investors how much the invested money gives back, it would be easier to argue for an increase in the amount spend on marketing. If the Event Marketing is not giving a good response, it will affect the other marketing tools, and therefore it would lie in everyone’s interest to do evaluations of all marketing tools. In the future, it is important to consider that depending on globalisation, increased competition will follow, and thereby more noise will interrupt all marketing tools. Hence, the marketer needs to become better and better when it comes to getting the attention of the customer.

Engaging the consumer at a sponsored event involves affect, emotion, and cognition. In the current study, it is shown that attendees who are enthusiastic and active in sports tend to care more about the corporate involvement in the brand community, have a more positive opinion of the sponsor, and are more inclined to purchase the sponsor's product. These findings suggest the importance of consumer affect concerning the event, type, and sponsor.

It is also important to engage the consumer at a cognitive level, given the role of product knowledge in attendees' attitude and purchase intentions. Attendees who are more knowledgeable about the sponsor and their product set are more fully engaged with the company. Event marketing also provides sponsors with opportunities to educate consumers about their offerings. Events provide ways for active information exchange; therefore, companies considering sponsorship and event marketing activities should not avoid events even if attendees are unfamiliar with their products prior to the event.

Policy Implications and Scope for the Further Studies:

The research conducted was limited only to hundred (130) respondents consisting of the social media and event viewers spread over a vast geographic area. Hence findings, conclusion and suggestions of the study might not serve the entire purpose. Thus, there is a scope for further research with more sample population which can cover a much wider and specific area, thereby leading to further fact finding.

On the internet, where people are known to be impatient and where available information is often overabundant, the track off between search costs and decision quality might very well be exacerbated. An interesting area for further research would be to identify the various other social media advertising modes and examine their relative importance in drawing the viewer’s attention and impact on event marketing.

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