

Evaluation of customer awareness on small business through .social media Year: 2021

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ABSTRACT: The purpose of this study is to evaluate the total other side of a business, which is its group of customers and how their buying decisions are affected by social media. The topic of discussion would be the revolution in the small-business that came through the modernization of the society and by modernization, the light mostly falls upon the social interaction and the transference of everybody's presence from real to the online world. One of our motives would be to uncover a lot of crucial aspects to social media marketing and serve them as a helping guide for the small businesses.

Brand recognition, social approval, and making a presence in front of an enormous customer base present on these social media sites and apps are the crucial and the most important points in today's scenario which are considered and respected by every company whose motive is to keep on growing. The study of this presence on social media and its impact on customers following their awareness is what we are going to study.

Keywords: Customer awareness, small business, social media.

I. EXECUTIVE SUMMARY

In today's modern era where being an entrepreneur has been the dream of many, and occupying oneself with being a boss rather than an employee has been a very crucial driving force in it.

Although this field brings so many opportunities it also attracts a huge crowd making the competition stiff and challenging.

Running a business requires resources and if you are amongst those thousands of aspirants who have their ideas but lack the capital to be employed it becomes hard and a demotivating factor in the process.

Ideas, dreams, creativity everything meets a straight high wall of doubts arising from the risks of employing capital, risk of not being able to get

the business in the limelight, risk of drowning whatever resources one might have compiled.

Therefore, many start their career in small-scale business where the capital employed is not much but it requires hard work.

The common driving force of such small-scale businesses is marketing. To make people aware of the brand. No matter how good the quality of your product is or how efficient you are with your work, but if people don't know you about your brand or your work it ultimately ends up in vain. Therefore, good marketing, establishing a brand, making people know your motive, showing off your efficiency, making people believe that your products are better than your competitor is the single most important thing that can make your business successful.

Also, in the small-scale business where the competition is so fierce due to its easy access; people often lose interest or are forced to pack up their businesses due to being ripped out of resources.

Marketing, before meant posting an ad in the newspapers, printing, and distributing pamphlets, conveying messages through magazines, and so on, but in terms of methods marketing has changed due to the uncertainty in the market, its definition now due to the modernization of technologies and an increasing presence of everybody on the social media and other sites, it has become easier for the businessmen to make a presence among others in front of their customers using these platforms.

II. INTRODUCTION

The current digital market scenario is highly focused on the actual needs of consumers and it is the customers decision that defines where brands stand today in the market. The exponential increase in social media channels, the company has less control over its brand. Customer Awareness is the highest point of the promoting channel.

Understanding clients, evaluating the total other side of the business.

This research provides the two approach: -

The first approach tends to examine how individuals perceive the use of social media and their attitudes toward small busy businesses and to address the gaps that customer face to reach out for small business

And the second approach believed that small businesses have a much more impact on the growth and development of an economy still it has become a problem for those little enterprises to get the hold of the market which doesn't have any information about how to contemplate their client base on the web, how to make an introduction of their items and administrations on the web, to put it, the stage where the world is competing, these businessmen are not aware of the knowledge to modern ways of promotion, marketing tools, and techniques, social media withstanding, and overall a means for them to fight for their place in the market fair and square in today's modern era where our market is dominated by the tech-savvy industries and socially strong companies.

So how small businesses face problems while promoting the brands.; It is a mandatory to keep up with the current trends that could potentially have their businesses booming

This paper makes no attempt to compare the two approaches or to recommend one over the other; in reality, the approaches are addressing very different problems but resulting only toward the customers (the end users)

As we were firstintroduced to social media, Social media was the only interactive technology that allowed the creation or sharing/exchange of information, ideas, career interests, and other forms of expression via virtual communities and networks. **Now social media is much more than that, social media is becoming a platform for not only promoting but to explore more ways of innovation.**

CUSTOMER AWARENESS

Customers are the lifeblood of every company. After all, the company exists to provide them with services. Customers form opinions about your company based on the services and goods you provide. This indicates that you are solely responsible for the client's view as an entity. Aim to provide high services to your customers to create a positive impression. A customer's reality is shaped by their perceptions. Users can only provide a quality service if you have all of your customer's details. This will assist you in understanding how they want things to be handled and distributed.

People vary, and as a result, they have different tastes. Knowing this will aid you in determining the best way to handle them. If a company takes the time to think about its clients, it will succeed in wowing them. Putting your customers first is a good way to gain their confidence and loyalty. Customers are the lifeblood of every company and the foundation of its success!

Social media is a means of giving the end customer a voice. Social media has penetrated many families and changed the manner clients are trying to find records as the premise in their buy decisions.If you operate social media, you want to interacttogether with yourclients, contain them in a talk, and ask them for his or her opinions. Post an image of objectsyou'rethinking aboutwearingfor yourkeep and ask clients which one they prefer best. This creates a talk that ends in shared posts and engaged followers. Plus, in case youefficientlyinteracttogether with yourclients, it's going toassist you toperceive their tastes and preferences.

All companies, now no longer simply stores or manufacturers, need to be the use of social media like Facebook/Instagram to concentrate to what clients are pronouncingapproximately their merchandise and brands; appeal to them via way of means ofthe use of promotions, contests, and games; and contain them to hold them unswerving and take gain of the energy of influence. These are the primary days, and even asit is unsurewhat's going topaintings best, storethat don'ttest with social trade will probablydiscover their clients defecting to those who do.

SMALL BUSINESS

In official terms, a small business is described as having certain predefined characteristics such as limited resources, turnover, and scale of operation. However, the businesses we considered in this study are those that people typically start at home or in a remote small office with just an idea and all by themselves.

People are inspired and fired up to work for themselves during this period.

Their primary motivation for working has shifted from making money to achieving independence. They want to be free in every aspect of their lives.

And to do so, they work hard to raise whatever funds they can, develop an idea, and then start working on it from the comfort of their own home, rather than from a formal workplace. Their company starts small since they are usually the

only capital contributor, or they may have partners, but the sum pooled together is still small.

The core of this type of business is the creativity and adaptability to present scenarios. As time changes there arises a need for different products. For example, earlier no one even imagined that there could be a machine that can help them devoid of the excruciating heat of the summers, but as soon as an Air Conditioner was invented it became more of a necessity for people to fight with the heat. Likewise, if a person or a group of people finds a solution to an existing or arising problem then only is it possible for their products to survive.

Due to their large numbers, these companies or startups have proven to be extremely beneficial to the country in terms of generating revenue, reducing unemployment, and contributing to export. According to a survey, India has a very large number of startups every year, with 2 to 3 new businesses launching every day. The reason for this increase in a startup is also due to government initiatives such as:

- MAKE IN INDIA (2014)
- STARTUP INDIA (2016)
- ATAL INNOVATION MISSION (AIM) (2015)
- SUPPORT TO TRAINING AND EMPLOYMENT PROGRAMME (STEP) etc.

These initiatives provided capital help in form of loan availability and others even to the extent of Rs.1 crore. Due to less capital and revenue, their steps in marketing and review generating are already limited to the places they can physically access or otherwise. Which can limit the data's usefulness overall.

Therefore, social media comes in handy in this situation. It helps by increasing the range of customer awareness and also increases the responses or reviews in number and area thereby increasing its reliability and truthfulness making it more and more efficient while coming up with innovations based on this data.

The most critical thing they face is generating market awareness about their products and also attracting feedback to continuously improve their service to even keep up in the market with their competitors already in the big league. These are the businesses we have kept in view while making this research worthwhile.

SOCIAL MEDIA

Social media marketing is witnessing a trend of volume growth. Which has been defying all seasonality trends of the past traditional media

such as television, newspapers, radio, and magazines

Social media advertising initially began with distribution. Organizations were sharing their substance via web-based media to create traffic to their sites and, ideally, deals. In any case, online media has developed a long way past being only a spot to communicate content.

Social networking encourages everyone to listen, participate, and communicate.

The collaborative nature of digital media does not mean that companies must be involved on social media at all times. Understanding the new era's communicative nature, from the other end, might result in a significant change in business strategies.

Customers expect to be heard, listened to, and noticed, which makes being genuinely customer-centric challenging for Small and medium enterprises.

Customers are more likely to share their online experiences with a company if it can provide them with the most concise experience possible.

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If you operate social media, you want to interact with your clients, contain them in a communication, and ask them for his or her opinions. Post a photo of gadgets you're rethinking about wearing for yourself and ask clients which one they prefer best. This creates a communication that ends in shared posts and engaged followers. Plus, in case you effectively interact together with your clients, it'll assist you to become more aware of their tastes and preferences.

Customers are the lifeblood of every company. After all, the company exists to provide them with services. Customers form opinions about your company based on the services and goods you provide. This indicates that you are solely responsible for the client's view as an entity. Aim to provide high services to your customers to create a positive impression. A customer's reality is shaped by their perceptions. Users can only provide

a quality service if you have all of your customer's details. This will assist you in understanding how they want things to be handled and distributed. People vary, and as a result, they have different tastes. Knowing this will aid you in determining the best way to handle them. If a company takes the time to think about its clients, it will succeed in wowing them. Putting your customers first is a good way to gain their confidence and loyalty. Customers are the lifeblood of every company and the foundation of its success!

III. LITERATURE REVIEW

S.M.Furnell and T.Karweni (1999) in his thesis studied the general requirements of security technology in order to provide a basis for his confidence in the e-commerce environment during the research period. They believe that the biggest problem is the security of the communications, as well as other issues, such as the use of the seller's personal information, vendor authentication, and vendor internal network reputation and vulnerabilities. The individual certainly does not pay enough attention to possible safety. Leadership research results prove this point, showing that even today's online customers are concerned about security concerns. Similarly, given the pressure of security, more people will not shop online at all.

Kaplan and Haenlein (2010) describe social networks as a group of Internet-based applications that reimburse the ideological and technical basis of Web 2.0. Social networks are an opportunity to provide social interactions for companies and individuals. It is the lowest-cost marketing to achieve higher levels of efficiency that was not possible with traditional communication tools. "The use of social networks is not a simple task (Kaplan and Haenlein 2010), one must be interesting for the client's eyes. You need to keep appearing and need new ideas all the time. Apart from the past history pages, the investigation also points out the existence of various situations in the SME world. This research is also very open to the use of social networks and interactive technologies that cover several SMEs that can take full advantage of new technologies

R. Eid and H. El-Gohary (2013) The findings represented that Internet marketing and email showcasing are the most regularly utilized EM instruments by SBEs and that utilizing such devices decidedly affects the SBE achievement. The discoveries additionally showed that there are no differences between EM devices utilized by SBEs leading various exercises.

- **Francesca Maria Cesaroni and Domenico Consoli 2015**

"Although social media is quite common among small businesses, the latter are not always able to use these tools in a truly profitable way."

The researcher mentioned that social media is the demand of the new generation because there are considered "fashionable". Small firms have started to release the importance of social media which helps the organization to achieve the goals of the business, however, Social media aren't capable of extruding the company's aggressive role and upload price for the customer preference. Despite the undertaking confronted through small agencies and the capacity to use social media is a little-recognized area. A small organization will be a success through using social media generation to enhance the capacity to control relationships with customers.

Taiminen, Heini; Karjaluoto, Heikki (2015) layout the study of the implementation of digital marketing links in SMEs. which contributes to the understanding of SME (Small and Medium Enterprises) marketing utilisation by researching digital marketing in the marketing mix. The study tracked down the tools of digital marketing. The relationship between customer and the brand is built by social media operating within the internet implies a great opportunity for SMEs.

In the study, the researcher found that the SME isn't aware of the digital platform in the market. The brands claim to be an unwelcome intruder on social media platforms, mainly because the company does not go straight with social media norms, and the power has been shifted to the end customers.

In the exploration paper by O.A Adegbuyi et al. (2015), light has been tossed on an exceptionally urgent theme which is the places where do the independent companies fall insufficient with regards to online media showcasing when large numbers of the enormous ventures and pre-setup businesses are playing very well in the same field. It is seen regularly that SMEs don't have a technique at the point when they start utilizing online media. This can lay waste to the time and efforts utilized. By and by, it is fundamental that organizations decide what objective they need to fulfil from the use of online media. Making a Facebook or Twitter page and posting messages thereafter for seven days isn't at all adequate. Businesses should discover the dynamic on these online media networks and to

follow them they ought to have some professional expertise on the best way to utilize them, including strategies to keep up and support the buyers.

Tina P. Singh and Dr.Ratna Sinha (2107) examined how brand picture arrangement and its improvement can clear the ways both here and there the slope as per the endeavours and significance are given by the business to its social picture, they did as such by clarifying that many organizations use social media, like traditional media structures, to showcase their projects and create better interfaces with customers. By using social media, you can connect with other customers and better consider their special requirements. Businesses can also build their image through web-based media. Online media is a powerful tool for collaboration today and offers innovative methodologies from repetitive organizations in the past. The previous inspection also confirmed that web-based media has a positive impact on the business and its development and execution. Organizations in the developmental stage of the product life cycle can use social media to expand their business resilience, and if they don't, it will definitely decline in the next few years.

Nya Gibson (2018) about social media presence and the income of the businesses concluded that organizations that have an online media presence can influence business income. While a few members don't effectively take part altogether in the business forms of publicity that are stretched out to them through online media, a high level of members notice their endeavours and make the most of the chances that are helpful to them. Organizations ought to participate in web-based media advertising for various reasons. A portion of the reasons may incorporate online openness, brand mindfulness, client-to-business correspondence, important input, and the capacity to perceive what clients, possibilities, companions, and contenders are saying. The discoveries of this investigation uncovered that web-based media not just gives direct association with clients, yet it additionally remunerates organizations with client dedication. It tends to be presumed that web-based media can help keep up the connections worked among organizations and their imminent clients and guide them into productive endeavours.

Chahat Chopra and Sachin Gupta (2020) in their research paper published at IJCRT in June 2020 concluded that social media is taken as an electronic word of mouth by a majority of the customers, through their research they found that reviews and positive responses by the past

shoppers on Social media stages influence the choice cycle of likely clients.

Customers whose source of information was social media finds decision making easier and enjoyable concerning the ones following other sources. Satisfaction level was found higher of the customers who perceived higher quality and greater quantity information on social media.

RESEARCH METHODOLOGY

The methods or techniques that are used to classify, select, process and interpret the knowledge on the subject are called research methodology.

OBJECTIVE

The objective of the research:

- TO ASSESS WHICH TYPE OF POST, CONTENT ON MEDIA ENCOURAGE TO BUY / INVEST IN SMALL BUSINESS
- TO ANALYZE THE RELATIONSHIP BETWEEN SOCIAL MEDIA MARKETING AND CUSTOMER ENGAGEMENT
- TO ACCUMULATE KNOWLEDGE OF THE SMALL BUSINESS MARKETING STRATEGIES, THEIR WAYS OF UTILIZING DIFFERENT PLATFORMS AND THE HURDLES FACED IN USING THE SOCIAL MEDIA
- TO LIST DOWN THE SUGGESTIONS THAT CAN CONTRIBUTE IN IMPROVING THE CUSTOMER AWARENESS

SCOPE OF THE RESEARCH

- Considering the research's goals, analysing from the perspective of the user would be the best way. This analysis is being carried out by the researcher to assist consumers in identifying the explanations for how social media influenced their purchasing decisions. Since the main aim of marketing is to analyse the desires of the customer, the data gathered by the questionnaire is from the consumer's perspective, allowing for new insights to be discovered. The study also aims to educate future readers on the significance of social media platforms and applications in customer decision-making. The study focuses on the behavior of end-users.

IV. DATA ANALYSIS

1. The majority of respondents have been among 15-20 for a long time of 15-20 because that is the age demographic that spends the maximum time on social media, between 1 and three hours a day.
2. Data from a survey indicates that almost 48% of humans have a tendency to do on-line buying from

social media. This can also additionally advise that they belong to the scholar class which does have loads of unfastened time and that they have a tendency to shop for huge portions however much less regularly from Online platforms.

3. The records from the survey indicate that nearly 1/2 of the humans spend 1-2 hours each day on Social Media Platforms. Social Media performs an important position in connecting humans and growing relationships which allow the increase in small-scale careers and feature extra opportunities.

4. The records from the survey indicate nearly 69% of the respondents have been aware about small commercial enterprise manufacturers on Social Media. People observe manufacturers on Social Media as and after they need to understand approximately sales, new products, etc.

5. The records from the survey indicate that nearly 67% take Social Media advertising because it contributes to patron awareness, as many humans make purchase-associated choices in line with Social Media referrals.

6. The records indicate clients often get conscious from Instagram.

7. The records from the survey shows that nearly 54% of the respondents are inclined to pay around 500-one thousand for any small commercial enterprise.

8. Their notion of the emblem became inspired with the aid of using their social media page/website. Since the bulk of clients who store online examine remarks about the manufacturers of the products they may be purchasing, their notion of that emblem can be inspired. The style blogger affected 42% of the respondents.

V. RESEARCH QUESTIONS

- IS CUSTOMER AWARE ENOUGH TO CHOOSE THEIR SMALL BRAND FOR THEMSELVES?

Often it has been seen that a customer prefers an established brand over a small unknown brand due to the lack of awareness of small business. People tend to move with the trend moreover they like to be in the talks that are going around them; therefore, people seek to have new innovation which often leads to their buying decision from small business .

During our research, we accomplished that over 70% of the sample data agreed to have been aware of the small businesses which is a good ratio considering the importance of small businesses and supporting them from the data we have also gathered that people agreed to the point that new innovation and competition were given to the established brands by small business.

So yes customers are well aware even when they have numerous choices to make while purchasing one single product and they make the right decision for themselves.

- WHAT TOOLS AND TECHNIQUES AND WAYS OF PROMOTING THE BRAND AWARENESS WERE OPT FOR IMPROVING THE SALES?

Among various tools available for promoting a product or a brand, a small business needs to consider the budget. It is preferable to keep promotion expenses as low as possible, therefore digital marketing is the best source possible to promote their product. for eg : Company websites, email marketing schemes, influencer marketing, video content marketing, pay per click advertisements, radio advertisement and so on . The one that is considered absolutely critical and effective throughout the globe is social media marketing due to its tremendous effects on the businesses in the world. Social media is considered a trend of volume growth. which has been defying all seasonality trends of the past traditional media such as television, newspaper ,radio and magazines. Nowadays a tweet or post shared can bring such a revolution that no one could have even imagined of.

Therefore, social media marketing is considered a necessary tool not just to promote but to even make a presence.

- IS SOCIAL MEDIA EFFICIENT ENOUGH FOR SMALL BUSINESS FOR BRAND AWARENESS?

A business success can only be measured in the terms of its awareness within customers. The more business has increased its awareness, the more it is known across the world; the more it tends to affect the lives of others. Social media is the only tool available to us in this era which makes it possible for businesses to give customers a voice and seek the information about their preference for the particular product. Reach out to people all across the globe in no time and with an affordable price. However social media plays a hybrid role (i.e. listening, participating -and communicating) in the marketing of any business. Social media marketing is considered a new marketing tool for promoting a brand's products and services due to its efficient timing and lowest costs.

So yes, social media is very much efficient enough for small businesses for brand awareness.

- Does social media have any impact on customer's loyalty and purchase decisions?

NO, the loyalty and purchase decision of a customer depends solely on the features of the product, such as quality, price, and its overall value. Purchase decisions at first can be made in the influence of social media but continuous purchases after that depend upon the utility derived from the product which also differs from person to person such that some prefer quality over durability and vice versa.

VI. RESEARCH PROBLEM

- Data amassed is from a particular area and hence has a restricted generalizability.
- Social media advertising is not anything new and hence has many vintage perspectives and is also a dynamic vicinity usually including new content material and approaches of modernization to it. There are several diaries/articles in this topic but now no longer very many joins web-primarily based totally media with adjustments in client behaviour. The research is delivered in a universal way.
- Individuals who partook within the evaluation had been essentially from Noida, but the research may be directed on a greater enormous scale with the aid of using amassing statistics from numerous portions of the sector to enhance the photo of the impact on line media is having at the client buying measure.
- The statistic take a look at turned into tiny and suggest constrained generalizability of the research led. Test length have to be multiplied as it might cover greater people within the widespread public and assist make an advanced and precise association of results.
- As societies and traits extrude from one united states of America to another, buyer's buying behavior can also additionally likewise fluctuate. Research consisting of several international locations have to be directed in this topic for greater specific and summed up outcomes.
- As the research turned into constrained to a specific period, for example, APRIL 2021. In this way, it cannot be applied to take a look at behavior in the course of a while because the condition is not destined to be a delegate.
- To amplify the diploma a focus of the research desire had been restricted and the exploration simply carries records on what have to be pondered considering the targets.
- Information turned into amassed from the people from the population who had been advantageously on hand and prepared to take a hobby within the research. This can also additionally spark off a bent blunder and is probably a fake portrayal of the population.

VII. CONCLUSION

Many businesses are using social media, as well as conventional types of media, to advertise their goods and improve their consumer relationships. One can reach out to more consumers and better listen to their individual needs using social media. Companies may also use social media to improve their brand image. Social networking is a powerful weapon in today's business world, allowing businesses to develop new strategies that were previously unimaginable. According to the findings of the report, social media has a positive effect on business development and success. Companies who have reached the maturity stage of the product life cycle will use social media to help them survive longer.

With these results my research still lacked in various parts as the results might not be entirely valid due to the limited sample size. The larger sample size might have generated more accurate results. The respondents can give biased answers due to perceptual errors. Being an inexperienced researcher, the data collection methods are not executed how they should've been. The questionnaire might not contain more questions that could've been asked to provide a better and an accurate picture. Being an inexperienced researcher with a minimal experience of conducting research and producing academic papers of such a large size individually, the scope and depth of discussions in this research paper is compromised in many levels compared to the works of experienced scholars. This research project was constrained by the deadline, so it doesn't measure the latest changes that have happened in the market.

On the positive note, efforts were done to eradicate the limitations but, in several cases, to minimize the effect of the problems encountered. A pre-test phase was conducted to check the validity of the questionnaire and some questions were related to the other set of questions to check the reliability of the responses. To minimize the discrepancy in the results the sample size was extended to +20 customers. To minimize errors due to lack of knowledge, I took the help of many research papers that have been previously published and articles related to research projects. They gave me an insight as to how a research has to be conducted on any given topic. Due to the problems encountered during the research project, I have learnt several lessons for higher quality research in the future. Firstly, I will use more data collection methods to improve the validity of my research. Secondly, the sample size would be larger to provide more accurate conclusions. Lastly, I

would be conducting in-depth research about the chosen topic before conducting the study.

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