

Study of Effectiveness of HDFC's Brand Communication using Social Networking Sites

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Abstract: *The rise of social media platforms is one of the most revolutionary inventions of the last century. It has almost replaced all previous forms of communication including TV, radio, newspapers and so on. The all-powerful social media platforms have completely changed the way we communicate and get our daily information. Today we log in to websites like Facebook and Twitter for both conversing with a longtime friend and to get our daily news. This new form of technology has a lot of advantages, but it has specially made the modern customer very powerful. Today's consumers have a lot of information of the products that they want to buy from social media platforms by getting reviews from their peers and friends, rather than just from the company's marketing materials. This has made marketing more exciting than ever before for the marketing managers. With the advent of the internet and social media marketing managers are seeing new opportunities to market their products to vast amount of people. However social media has two different sides to story, it also has made the marketing process more complicated for the marketing managers as today's customers have a lot more information about the products that they intend to buy. In this research researchers have tried to understand the efficiency of these online communications that are conducted by the HDFC Bank. We have focused in the banking sector, this is because many of the banks are using this new tool to communicate with their customers in a much more effective manner. We have focused on the brand communication of HDFC Pvt. Ltd. In particular, which is one of the big four banks in India. For this research we have tried to understand how does the brand communication from HDFC affect the way that customer feel about the company. For this we have collected data from people by the use of Google forms and then tried to understand their perception about the impact of HDFCs online brand communication efforts on Brand awareness and association.*

Index Terms: Banks, Brand communication, Facebook, HDFC, Social Media.

I. INTRODUCTION

The internet, regarded as to be among the best medium for promoting brands, products and companies has over time, turned into one of the most explored brand new media we have today, each by the marketers as well as customers alike. The popularity of Web as a brand new media channel in India has skyrocketed recently, attributed mainly to more quickly, more trustworthy and inexpensive broadband connections. Far more and more advertisers are actually shifting online from conventional marketing routes to optimize audience exposure and capture a larger share of this growing current market. In regulated economies like India that are not

dominated by monopolies, the market is actually open to competition that is fierce among a number of players who make use of all of the latest marketing equipment out there and have whatever advantage they are able to get over the competitors of theirs. Nevertheless, standard tri media (Television, Print as well as Radio) advertising channels are actually affordable and expensive just to a couple of big companies. Internet Advertising offers a flexible, powerful and more affordable advertising medium which companies in India could harness. The below takes a short appearance at the enormous potential of this online marketing medium which is actually all set to take companies in India to the subsequent level of development. Consumer also has always been the key source for all marketing creations. Ever since business houses have realized the importance of marketing orientation, business houses have meditated on one single idea called "Customer" or "consumer". During different decades of 20th Century and 21st century technological innovations have changed the dynamism of media platforms like Print, Radio, Television, Internet and social media. Marketer exploited commercial utility of each such platform and tried to communicate their brands through these media and enhanced his brand equity.

II. LITERATURE REVIEW

Marketing today is more exciting than ever before, with the advent of internet and social media, the field of marketing is witnessing numerous opportunities as well as facing a variety of challenges. Today a marketer can reach a customer from any part of the globe, understand his needs, propose a product or a service, and win over his heart and remain profitable. According to Odden the objectives of promoting and communicating brand on using social media are numerous [1]. It increases brand awareness products and services. It help in building brand loyalty by establishing a deep customer relationship with social media. Also facilitates listening to customers' voice, processing feedback, and responding complaints. Apart from this it help in displaying new products and informing the promotion activity information online, gaining insight into a community of interest by running customer surveys etc.

Social media, an application of a novel category of information technology, has proliferated in modern human lives, where cooperative communication among various partners is supported through internet-based operating systems. Facebook, Twitter and LinkedIn are the prime social media examples, which are used by millions of people [2]. The reach of social media applications is so

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vibrant that almost everyone yields to a particular segment. The ability to create customized self-presentations, otherwise called as avatars with the help of massive multiplayer virtual world games such as World of Warcraft and virtual social worlds such as Second Life are great examples for users getting caught in the frenzy of social media usage [3]. This considerable development of different social media channels has really transformed the way customers do interaction among one another and with the business units of all sorts. Ultimately this's really changing the way groups are doing business and just how companies attract and retain customers. A report demonstrated that social networking channels are most often used by companies to connect with their prospects or customers rather compared to Google [4]. Based on an annual analysis done by Stelzner [5, 6] review seventy % of Facebook is used by businesses, forty six % are actually using Twitter, thirty seven % using LinkedIn, along with twenty five % using YouTube. In fact now also Twitter and Facebook are actually the top 2 social networking tools used by marketers. Therefore probably the most visited online social network is actually Facebook, founded in 2004 had more than 600 million users as well as presence in more than seventy countries around the world in 2011 [7]. Today Facebook is still no one as of the third quarter of 2018, Facebook had 2.27billion month active users. In the third quarter of 2012, the amount of effective Facebook users had surpassed one billion, which makes it the very first social network perhaps to do it. The Facebook web site allows users to make a profile of themselves and check out the profiles of others, getting an insight into others' interests and lifestyle [8]. Additionally, Threath recommended that the website could be described as a social networking portal, with organizations as well as companies creating profiles to disseminate info about services and products, shifting the emphasis from creating individual relationships to achieving customers [9].

So, indeed Social media has become increasingly widespread and is changing how individuals communicate with each other. It is believed that an average of 4.6 hours per week is spent on social media platforms by people all over the world [10]. Businesses are interested in social media as it is changing the scope of where and how the consumers spend their time. According to Agarwal and Yiliyasi , the utilisation of social media in the marketing of consumables has assumed gigantic proportions, as people are always connected to the virtual world through their personal devices, such as cellular phones, laptops, personal computers, etc [11]. The users create a semi-public or public profile for themselves using which they can identify other individuals of similar interests and share information with them [12]. Such user profiles provide a vast amount of information that can be effectively used by advertisers.

Therefore, the organisations are scrambling to maximise the utilisation of social media in attracting customers to their businesses [13]. In fact, 30% of the B2B marketers are believed to spend millions of dollars every year on social media marketing for lead generation and sales [14]. In B2C scenario also firms have been able to recognize social media as a significant source of reach to the customers in an otherwise cluttered and imploded media. The marketers have begun to use the social media in communicating their brand or

we can say promotion, engagement vis-a-vis new product development, customers' service, maintaining relationship with the customers, marketing research, lead-generation, etc. [15]. Vollmer and Precourt asserted that the traditional marketing models when complemented with these new era social media models are making rapid change in the promotional strategies of the firms [16].

Businesses are making changes in the way they have to approach the customers by realizing the potential of social media in order to connect effectively with them. They are using Facebook, Twitter, blogs, wikis and YouTube, to name only a few. Many organizations are now turning to social networks as a valuable customer-connection tool and enhancing their online presence in the form of effective promotion [17]. However, Social media should not be used with the sole motive of increasing the 'sales'; rather the firm must understand that the customers need to receive or at least perceive some value from the social media efforts of the firm. Like every marketing strategy, the firm has to realize what the customers want and have to strategize the social media communication strategy in a way that would drive the expected value of the customers [18]. Therefore, the social media communication requires a real-time commitment of all the resources to continue the engagement and collaboration with the customers [19].

III. RESEARCH METHODOLOGY

The research involves collection of data from regular users about their opinion of the social media communication put across by the Banks in India. In the course of this study we have focused on the Social media posts of the HDFC banks. We have looked at the Facebook, Instagram, Twitter and Youtube posts put forward by these banks. We collected data from everyday users about their opinion of the Banks performance in the online media platforms, by using the Google Doc forms. The primary objective of this research is to understand the influence that social media has on the brand awareness and association. Other objectives we focused on are the effectiveness of the online messages and posts put out by these banks in creating or changing the brand awareness and association that consumers have. We have tried to understand the fact that in today's world where everyone is going online and subscribing to the social media platforms, what effect does the presence of companies in these platforms have on its customers. The relation between the banks going online and the impact it has had on people's view of how banks operate. The analysis of the data thus collected was used to understand the impact of Firm Created Social Media content of Brand Awareness and Association.

IV. DATA ANALYSIS AND FINDINGS

The outcomes of the survey are actually presented into three parts: demographics, internet usage and HDFC's online brand communication effectiveness.

A. Respondents Profile

Profile	Frequency	Percentage	Cumulative %
Gender			
Male	142	71	71
Female	58	29	100
Age			
Below 18	50	25	25
Between 19 to 30	70	35	60
Between 30 to 40	41	20.5	80.5
Between 40 to 50	19	9.5	90.5
50 and above	20	10	100
Education			
High School or Secondary Senior	10	5	5
Bachelor degree	21	10.5	15.5
Graduation degree	80	40	55.5
Post-Graduation degree	81	40.5	96
Doctorate degree	8	4	100
Occupation			
Student	4	2	2
Employed	171	85.5	87.5
Retired	21	10.5	98
Home Maker	4	2	100
Annual Household Income			
Less than 5 Lakhs	4	2	2
5 lakhs to 10 lakhs	80	40	42
10 lakhs to 15 lakhs	100	50	92
15 lakhs to 20 lakhs	13	6.5	98.5
Above 20 Lakhs	3	1.5	100
TOTAL	200	100	100

At the start of the survey the respondents were actually requested to tell their gender, age, occupation and their education status, Table 1 presents the same. It can be seen that responses were taken by heterogeneous respondents to avoid the response biasness. Out of all the respondents 71% were Male respondents and 29% were Female respondents.

HDFC's Brand Communication Effectiveness

Variable	N	Minimum	Maximum	Mean	SD
I am satisfied with the HDFC's social media communications conducted via Facebook	200	1	5	3.49	1.119
I am satisfied with the HDFC's social media communications conducted via Twitter	200	1	5	3.44	1.088
I am satisfied with the HDFC's social media communications conducted via Youtube	200	1	5	3.34	1.068
The HDFC's social media communications are very attractive	200	1	5	3.53	0.951

Majority of the respondents were 19-30 year old and are employed. Around 40% were postgraduate and 50% fall under the income bracket of 10 lakhs to 15 lakhs.

B. Internet Usage

Parameter	Frequency	Percentage
Internet Usage		
Daily	142	88.0
Occasional	158	12.0
Primary Usage		
Social Networking	81	40.5
Email	33	16.5
Shopping	40	20.0
Entertainment	46	23.0
Devices Used		
Laptop	53	26.5
PC	33	16.5
Tablets/I-pad	21	10.5
Smart-Phone	93	46.5
Preferred Social Media		
Facebook	86	43
Instagram	58	29
Twitter	16	08
YouTube	40	20
Total	200	100

As per the Table 2, most of the respondents use internet daily and (about 40%) have said that they mostly surf the internet for accessing their social media sites. This is followed by Entertainment websites with 23% of the responses. People who have said that they surf the internet for mostly shopping is at 20%, while those who have stated that they use the internet mostly for Email and other forms of communication is at 17% of the responses. It is interesting to note that most of the respondents prefer to access the internet using their phones rather than any other devices. In the responses that we received, we have seen that 47% of the people prefer using their phones in order to surf the Internet. It can also be seen that most preferred social media among respondents is Facebook followed by Instagram and Youtube.

The HDFC's social media communications perform well, when compared with the social media communications of other banks.	200	1	5	3.33	1.025
I am aware about the offerings of HDFC and feel associated with it.	200	1	5	3.58	1.093

Multiple Regression analyses were conducted to examine the relationship between Effective Firm Created Social media Content and Brand Awareness & Association. The multiple regression model (Table 4) with all two predictors produced $R^2 = .833$, which shows that there is 83% of impact of independent variables on dependent variables

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.903 ^a	.833	.839	.48632

a. Predictors: (Constant), OBC1,OBC2,OBC3,OBC4,OBC5

Table 5: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	180.545	3	60.182	254.459	.001 ^b
	Residual	31.219	132	.237		
	Total	211.765	135			

a. Dependent Variable: HDFC
b. Predictors: (Constant), OBC1,OBC2,OBC3,OBC4,OBC5

Table 6: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.275	.166		25.754	.000
	Facebook	.688	.028	.847	24.168	.000
	Twitter	.331	.046	.257	7.138	.000
	Youtube	.586	.024	.847	4.168	.000
	Attractive	.391	.056	.257	6.238	.000
	Communications perform well	.532	.041	.875	4.508	.000

a. Dependent Variable: HDFC

From ANOVA test in table 5 shows that the Sig. Value 0.01 is greater than the calculated value 0.000. It reflects there was a statistically significant correlation between dependent variable and independent variable at 1% significant level. This means the independent variables have great contribution to improve HDFC's awareness and association. But it does not mean that all these factors have equal significant correlation.

Conclusion

The objective of the dissertation was to investigate the impact of HDFCs online brand communication efforts on Brand awareness and association. The results shows that there is 83% of impact. Also overall, the customers are satisfied with the HDFC's Online Brand communications efforts.

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