

# **Exploration of Digital Brand Building with Facebook advertisements: A Digital Deep-dive**

Dissertation submitted in part fulfilment of the requirements for the  
degree of MBA in Marketing at Dublin Business School

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## Declaration

I, Nida Naaz, declare that this research is my original work and that it has never been presented to any institution or university for the award of Degree or Diploma. In addition, I have referenced correctly all literature and sources used in this work and this work is fully compliant with the Dublin Business School's academic honesty policy.

Signed:  \_\_\_\_\_

Date: 06-01-2019

## **Acknowledgment**

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Lastly, I would like to thank all the participants who participated in the survey.

## **Abstract**

With the advent of digital age, engaging customers on social networking sites has become an essential marketing activity of companies. Facebook has recently gained enormous popularity for marketing communications. Vast use of Facebook around the globe has made it an important advertising platform, where businesses place their ads to reach their prospective customers. This is probably because Facebook allows an organization to target specific customer and promoting their product or services through effective advertisements. Facebook especially describes itself as the perfect marketing tool because its developers have created an advertising system which allows businesses to use the information of each Facebook user for targeted advertising. Despite the current boom of Facebook for marketing, this study reveals that how Facebook advertising is part of the trust building relationship between the consumer and a Nestle India Ltd. This case study, through a questionnaire survey of 103 respondents who follow Nescafe Fb brand pg, analyses that how Nestle India Ltd optimizes Facebook platform to engage Indian customers for Nescafe. The gap between brand identity and brand image of Nescafe in India is investigated. The results shows that to engage maximum customers the content should be more customized and rendered to be directed to the users' needs and desire. The results also delineate that customer participation leads to customer engagement, which in turn plays a crucial role in generating E-word of mouth. Practical implications are suggested for Nescafe using Facebook as a social marketing tool and areas for future research identified.

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## **Chapter 1: Introduction**

### **1.1 Research Background**

In today's 21st century, technologies are becoming a much bigger importance. In people's Everyday life lots of things are controlled with the help of technologies (Alalwan, Rana, Algharabat and Tarhini, 2016). In the Indian context, utilization of social media platforms has grown exponentially, and this idea can be supported by the fact that internet users in India has crossed 302 million as on Dec 2017. (Ken Research, 2017). Social media giants consider India as a large lucrative market because the active number of social media user is approximately 106 million. India ranks as one of the top 3 countries where number of Facebook users are over 100 million (Ken Research, 2016). Advancement in information and communication technology in India has transformed the marketing model. Instead of having a sales maximisation approach, businesses are increasingly adopting a more personalised and client focused marketing approach with the aid of digital media. A large (81%) of the marketers consider Facebook as the most potent platform for promoting and marketing their brands closely followed by Twitter and YouTube. (Ken Research, 2017).

Worldwide there are more than 1.5 million brand pages and the number is still growing every day (Jeanjean, 2017). Every second social media user is following a brand (Van Belleghem, Eenhuizen and Vers, 2016). Because of these facts it is not wondering that companies and organizations using social media platforms to attract new users who can be potential customers (Luarn, Lin and Chiu, 2015). The communication effect of Facebook brand pages with a wide range of users is a chance for organisations and a big possibility to become more popular and successful. For managers of all kind of companies this is a big challenge (Vries, Gensler and Leeflang, 2012). With help of social media and technology market dynamics are changing. They

can threaten competitive positions of companies and influence their sales increase. (Alalwan et. al., 2016).

Recent years Customer engagement and retention is a big challenge for organizations, as, marketing practices of firms are influenced dramatically due to social media emergence and conventional marketing practices are no more highly influential (Fournier & Avery, 2011; Hennig-Thurau, Hofacker, & Bloching, 2013). It is very crucial for firms now to update and understand the social media marketing (Hennig-Thurau et al., 2013). Social media awareness and engagement has augmented the marketing efforts, as social media connections are affecting the purchase decisions of the customers. So, the engagement of customers on online social media has opened a point of interest and concern for marketers (Hoffman & Fodor, 2010). Businesses really are waking up to the fact that solid longterm customer relationships are the most valuable assets they have. To understand their customers, organizations are using more sophisticated and powerful technologies to solute the problems, building engagement while managing customer experience. Customer experiences drive the overall brand/firm success and failure through online social media connection (Aggarwal, 2004; Li et al., 2006).

## **1.2 Aims for the Proposed Research**

A research aim and objective is considered to be most important aspect of the research which provides direction to investigate the variables under the study.

This research will focus on Nescafe in India, a product of Nestle India Ltd.

### **A. Aim:**

The aim of this research is to explore that how Facebook advertising is part of the trust building relationship between the consumer and a Nestle India Ltd.

### **B. Objective:**

The research objectives are as follows:

**Research Objective 1:** To analyze how Nescafe optimizes facebook platform to engage Indian customers.

**Research Objective 2:** To evaluate the gap between brand identity and brand image in India for Nescafe.

**Research Objective 3:** To identify the consumer action response on the Nescafe Fb brand page.

**Research Objective 4:** Examine how Facebook users engage with Nescafe social ads on their private Facebook account?

### **C. Research Question:**

In an era of ubiquitous advertising what aspects of Facebook advertising are important to engage customers and build trust among Indian customers for Nescafe.

### **1.3 Significance of the study**

As advertising on Facebook is a rapidly growing trend within social media marketing. It is considered by many businesses as a cost-effective strategy to employ when communicating with consumers (Nelson-Field et al., 2012), consequently the Facebook platform provides benefits to both consumers and businesses. This study provides way that how Facebook advertisements engage consumers. As, Customers are becoming more and more a value

creator and not only a receiver. The most important factor which influences the behavior of consumers towards firm, brand and product posts on Facebook is the content. Consumers are more addressed with posts which were not just commercial and which include emotional parts. Multisensory and interactive posts which contain photos are most likely to receive any kind of feedback, as likes, comments and shares.

Secondly, the most important significance of this study is to understand the gap between brand identity and brand image of Nescafe. Now a day, company faces a challenge when trying to build a brand is to make sure that its identity matches its image as closely as possible. A negative gap between brand identity and brand image means a company is out of touch with market sentiment, which can make offering services or products more difficult and can even result in a loss of value on the company's books. This study will be beneficial for the scholars and researcher in the future to provide new ideas with respect to Facebook advertising.

#### **1.4 Company Overview (Nestle India Ltd)**

NESTLE India is a subsidiary of NESTLE S.A. of Switzerland. Nestle is the largest food and beverage company in the world. It has more than 2000 brands ranging from global icons to local favourites, and present in 191 countries around the world. Nestle is one of the biggest fast-moving consumer goods (FMCG) company in India with 10 billion turnover in 2017. The FMCG industry is the fourth largest sector in the Indian economy. NESTLE has been a partner in India's growth for over a century now and has built a very special relationship of trust and commitment with the people of India. Nestle India Ltd that sells multiple brands like NESCAFE, BAR-ONE, MILKYBAR, KIT KAT, MILKMAID, MAGGI, and NESTEA from last more than 100 years.

## **1.5 Nescafe**

Nescafe, a leader and pioneering brand of instant coffee owned by Nestle. Over the past 80 years, Nescafe has grown on the commitment to a promise- to maximize the enjoyment and ease of preparing a cup of coffee. Out of the 10 billion revenue of Nestle, 14% comes from Nescafe which is a flagship brand. Nescafe supported by a pipeline full of breakthrough innovation and a strong commitment towards enhancing the coffee experience for their consumers. The world's leading coffee brand 'Nescafe' has been sold in more than 182 countries across the globe. Nescafe with a 37 rank has become one of the most popular global brands (Interbrand, 2018). Nescafe has 37M followers on its Facebook brand page, India. Its longevity has been built on connecting with new customers and on earning and retaining their trust.

## **1.6 Research Limitation**

The first limitation will be the limited number of respondents. The research population is much targeted and questionnaires for the quantitative part have been sent to a highly specific sample. The result of the survey up to some extent depends on the mood of the respondents at the time when they were filling the questionnaire. In addition, the researcher did not have access to all the scholarly articles because some articles are paid and they were expensive to buy. Getting information about the company is troublesome in light of the fact that it is confidential.

Because of a limited time which is 3 months the research is strictly quantitative. There was insufficient time to engage in any qualitative analysis. If the researcher was given more time,

then both qualitative and quantitative data would have been utilized in a complementing manner.

### **1.7 Dissertation roadmap**

The dissertation has been organized into seven main chapters including learner's reflections.

The dissertation roadmap below summarises the purpose of every chapter.

#### **Chapter 1: Introduction**

This chapter provides a background to the social media, facebook advertisement and customer engagement through Facebook advertisements in India. The overall aim, objectives are also discussed in this chapter. It also covered the research background, the significance of the research, and the company Nestle. Additionally, the research limitation is explored in this chapter.

#### **Chapter 2: The Literature Review**

This chapter illustrates digital marketing in India, Social Media Marketing and its trends, Facebook Marketing and its strategies, Brand image, Brand identity, Nescafe Facebook strategies, and Online customer decision journey. Additionally, this chapter will demonstrate the application of these different models in the marketplace, critically reviewing the impact of each approach. Furthermore, the chapter explores the different model of online customer decision journey. For this chapter, the researcher has read previous research papers, books, articles, and blogs.

#### **Chapter 3: Research Methodology and Methods**

In this chapter, research methodology and methods will be outlined and discussed. Additionally, the process that led to the selection of a quantitative method for the research is

explained. The details of quantitative data collection to the research will also be presented in this section.

#### **Chapter 4: Data Analysis and Findings**

This is the most important part of the study. The evaluation and analyzing of collected data are done in this chapter. In this chapter the information gathered from questionnaires will be presented. The information gathered from the quantitative process will be presented in the form of graphs and pie-charts in accordance with a survey questionnaire, making it easier for the reader to understand.

#### **Chapter 5: Discussion**

This chapter aims to explain all the data collected during the research process. On the basis of findings, research objectives will be discussed in this chapter. The results from the questionnaires will be discussed and the data obtained from the literature review will be presented.

#### **Chapter 6: Conclusions and Recommendations**

On the basis of the primary and secondary research gathered, a recommendation will be made in this chapter. This chapter will summarize the finding and draw the conclusion.

#### **Chapter 7: Self-Reflection**

The final chapter of the dissertation is self-reflection. It summarizes the whole experience of the dissertation research process, learning journey, and overall development of the researcher throughout the course. Additionally, it will also illustrate the skills acquired during this MBA programme.

## **Chapter 2: Literature Review**

### **2.1 Introduction**

With the world rapidly shifting from analogue to the digital world, the digital marketing world in India becoming one of the vital aspects in the business industry. People are becoming more and more consumers of the digital world through devices such as laptops, Smartphone, tablets and other data generating devices. These digitized consumers are the inspiration behind the companies digitizing their marketing and business strategies. So in order to get a deep outline of the topic, numerous sources have been utilized in this literature review. This chapter of literature review will address the academic theories by past researchers so as to formulate the research objectives and research questions. This chapter is again divided into five sections. The first section addresses the emergence of Digital marketing in India. The second section focuses entirely on social media marketing in India and its strategies. The third section will focus on Facebook marketing and its strategies in today's world. The fourth section will concentrate on the Nescafe India, brand image and brand identity. The last chapter plays a fundamental part in perceiving the online consumer decision journey.

### **2.2 Digital Marketing**

The digital world is an ever-growing source of leisure, news social interaction, as well as consumers. Consumers are now uncovered not just to what the business says about the product however what the media, relatives, friends, etc., are saying. Additionally, the customers are further probable to trust them. People need a product they will trust, companies that apprehend them, personalized communications and relevant offers changed to their needs and preferences (Bird, 2007). The digitalization becomes a part of our day by day schedules and

is transforming the conventional ways by which buyers and business connect with each other (Chanda et al., 2018).

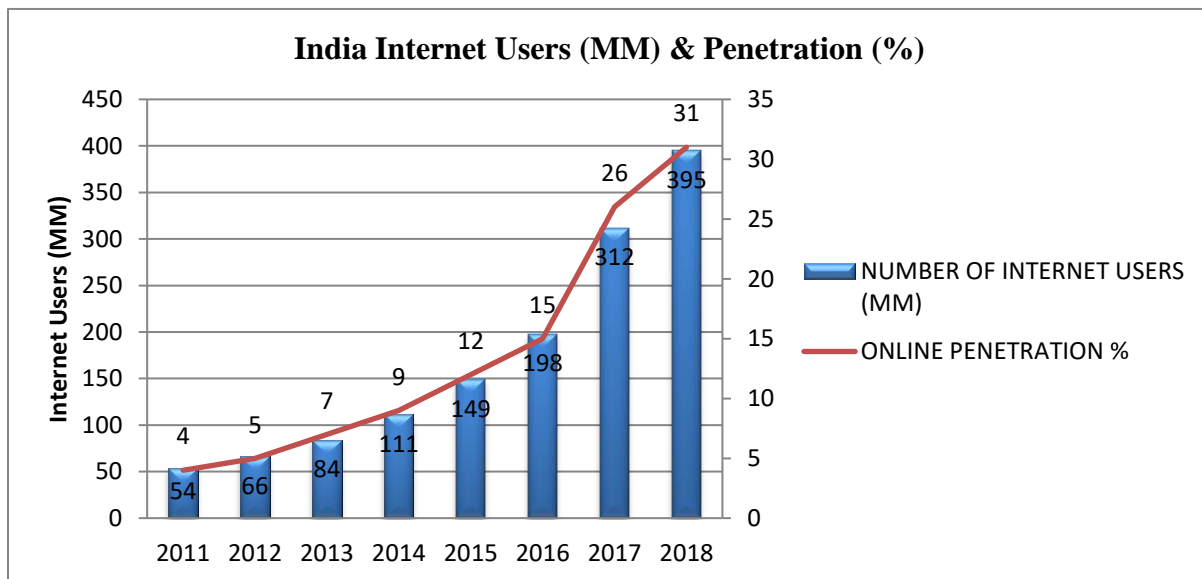
Digital marketing is a term used to depict the integrated marketing services used to attract, engage and convert customers online. Digital marketing uses different channels such as content marketing, influencer marketing, SEO (Search Engine Optimization), social media and online advertising to help brands connect with customers and uncover the performance of marketing programs progressively(Oden L., 2017).The main elements of digital marketing includes: Online advertising, Email Marketing ,Social Media, Text Messaging , Affiliate Marketing, Search Engine Optimization (SEO) and Pay Per Click (PPC).

### **2.2.1 Digital Marketing in India**

India is emerging as one of the fastest developing economies on the global landscape. Digital Marketing started to get visible around 2010 in India. With the entrance of e-Commerce players like Snapdeal & Flipkart, the digital marketing arena began to pick. The opportunities for growth of businesses are incredible, specifically for digital marketing. It isn't only an assumption that in the coming years, digital marketers will be enormous in demand, but an analysis that is entirely based on facts. The emergence of digital marketing in the marketing strategies of businesses is quite recent and primarily focused on acquiring more customers (Octane Research, 2017). The survey by Times Internet and DMAasia reveals that even though the medium of marketing has turned digital, the three basic principles of a successful marketing campaign remain the same. These principles range are engagement with Customer, leading the market through ideas and the obtaining appropriate Returns on Investment (ROI).

## 2.2.2 The existing and expected trends in Digital Marketing

According to the Mary Meeker annual Internet trends report for 2018, around 35% of Indian population has access to the internet, and this figure is expected to reach over 55% by the end of 2025. Internet usage in India is expanding rapidly, signifying that in India the Golden Age of digital marketing is yet to come.



**Fig 1: India internet users and penetration (Mary Meeker Annual Internet trends report, 2018)**

Indian marketers have always been sceptical of adapting to digital marketing because of the inadequate reach of digital channels to the prospective audience. However, with the internet becoming a vital part of people's common lives, Indian marketers are opening up to digital marketing. In 2016, around 19% of an average Indian marketer's budget was allocated to digital marketing which developed to around 21% in 2018 and is expected to see an enormous surge in 2019.

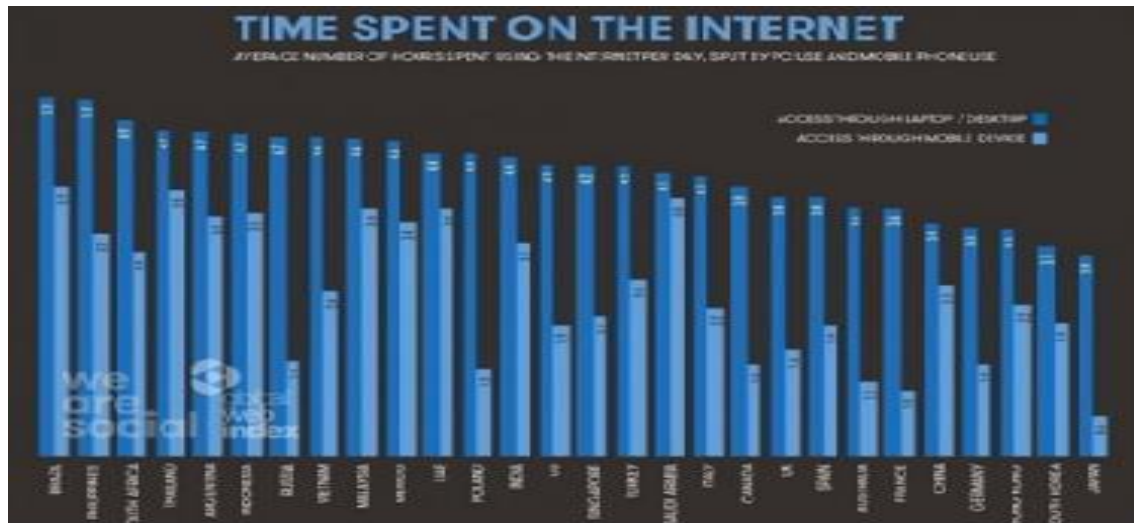
## **2.3 Social Media Marketing in India**

Social media marketing, or SMM, is a form of internet marketing which includes creating and sharing content on social media networks in order to accomplish your marketing and branding goals. Social media marketing includes activities like videos, posting text and image updates, and other content that drives audience engagement, as well as paid social media advertising (Van den Bulte & Wuyts, 2014).

Social media has revolutionized the people communicate and share information in today's society and is used by millions of people. The largest social media websites attract over 1 million visitors monthly. It is estimated that 17% of the total India internet time is now spent on social marketing websites. Social media now reach one of every four persons worldwide (eMarketer, 2017). Currently, marketers invest 22% of all marketing communications to digital media and this percentage is expected to grow to 27% by 2019 (Hernandez, 2014; Vranica, 2016).

### **2.3.1 Time spent on Social Media**

Indian's are one of the leading nations when it comes to the time spent on social media, says a research report from Technasia.com.



**Fig 2: Time spent on the internet (Techinasia.com, 2017)**

Indians spend around 4.4 hours in a day on the internet through their laptop/desktops and 3.1 hours through their cell phones. With such a lot of time being spent on the internet, it turns into a huge platform for using digital marketing. Many brands are shifting their marketing budgets towards digital marketing. This shift will undoubtedly happen more in the coming years. As more and more companies/brands work towards digital marketing, the industry is bound to grow at a significant rate.

### **2.3.2 Social Media Marketing Strategy**

Social Media Marketing Strategy (SMMS) is an integrated means and set of actions by which an organization or company expects to achieve its marketing objectives and meet the requirements of its target market through the utilization of social media tools and capabilities (Gil-Or, 2010; Palmer & Koenig-Lewis, 2013). Basically, SMMS deals with plans and choices around the firms’ target market, marketing mix, and social media mix. In this sense, social media marketing strategic actions (SMMA) contains the marketing actions, activities, behaviors

or tactics within the social media mix for a given SMMS. Although social media as tools are ubiquitous nowadays within marketers' world, integrating social media into the marketing mix is yet an issue among brands (Niessing, 2014).

Among the limited available studies related with SMMS, Mergel (2016) classifies social media tactics based on observed social media adoption in the public service sector. Another example is the study by Constantinides (2016), who proposes a classification of the role of social media applications, based on how corporations can use social media as part of their marketing strategy tools portfolio. His methodology expands on the types of social media applications and their relation to marketing objectives. In the specific area of SMMS among Small and medium enterprises (SMEs), Pentina and Koh (2017) explore the emerging patterns and develop a taxonomy of SMMS in general SMEs dependant on cluster analysis of SMM tool and usage (reason or objective, employed tactic, and benefit).

#### **N-REL: a framework for SMMS**

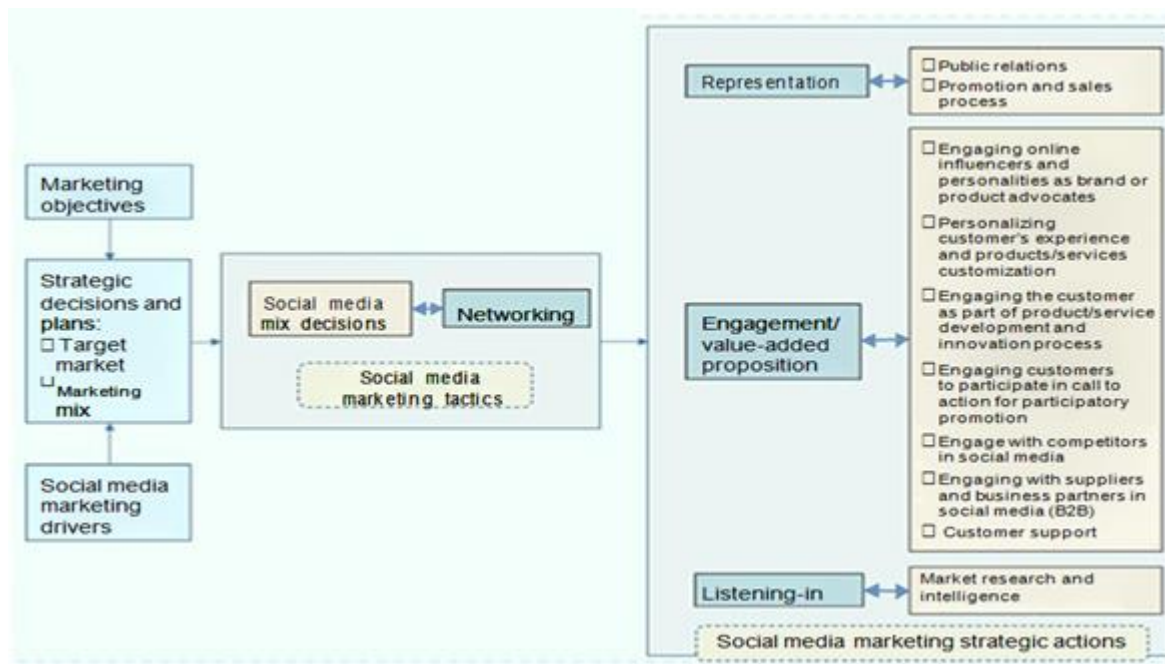
N-REL (Networking, Representation, Engagement, Listening-in) framework, a comprehensive framework that explains how companies develop their social media marketing strategic decision process, and how they translate and deploy their SMM strategy into strategic actions.

N-REL framework has been developed from synthesis of theories, concepts and best practices on SMM and SMMS literature. This framework enables the mapping of actions to the different SMMS (i.e., strategic plans, decisions, objectives, etc.) in which the actions are subsumed. The framework is mainly derived from Constantinides' (2016; 2017) and Mergel's (2016)

classifications, as well as Andzulis (2017), Saravanakumar and SuganthaLakshmi (2017), Pentina and Koh (2016), and Lorenzo-Romero et al. (2017).

SMM strategies and activities allude to decisions on the following three areas:

1. Market segmentation, targeting and positioning.
2. Marketing mix based positioning.
3. Social media mix.



**Fig 3: N-REL (Networking, Representation, Engagement, Listening-in) framework for SMM (Constantinides, 2017)**

Following the discussion from the previous section on social media marketing strategy, Fig. 3 depicts the conceptual framework for social media marketing strategies and the categorization of the corresponding strategic actions. There are three fundamentals implicit allotments of strategy here. First is the firms' strategic decisions and planning; second, the tactical plans, or

operationalization of strategy within the social media mix; third, the implementation of strategic decisions by firms into actions in the form of content creation in different social media platforms. Firms define their SMM tactics following those decisions and plans on the target market, marketing mix, and the marketing objectives. In this context, SMM strategies are activities related to networking goals of the social media mix context- e.g. activities that encourage discussions about brands or companies and connect firms with their audience. Thus, SMM strategies incorporate the choice of social media applications or tools. Then, after planning and decisions, the company can perform their strategic actions in the social media they choose.

There are three main categories of SMM actions: representation, engagement, and listening-in.

**1. Representation:** covers social media activities focusing on the delivery of marketing communications related to the company profile and information about products.

**1.1 Public relations:** marketing communications aiming to earn public understanding and acceptance (Hollensen, 2017).

**1.2 Promotion and sales:** including advertising, sales promotion, and direct marketing for marketing communication and commercial sales purposes.

**2. Engagement:** or value-added proposition covers the marketing activities that focus on interaction with customers, add value for them and generate benefits for the company: customer-relationship management, one-to-one marketing, customer empowerment, and personalization of information, customer support, product customization, or customer loyalty programs (Müller-Lankenau, Wehmeyer, and Klein, 2017). It is further divided into subtypes of action

**2.1** Engaging the online opinion leaders, key influencers, and personalities to influence customers. For instance, brand engagement with social media personalities or brand advocates (Constantinides, 2016, 2017).

**2.2** Personalizing user/customer experience and allowing for product/service customization. These activities aim at strengthening ties between customers and companies by offering users the possibility to personalize their online experiences or customize their products (Constantinides, 2016, 2017).

**2.3** Engaging customers are a part of product/service development and innovation processes. These actions aim at engaging customers as a source of feedback, creativity and innovation for product or service development. Another way to incorporate customer knowledge and creativity is to engage them in product customization.

**2.4** Engaging customers in suggestions to take action for participatory promotion. Action in this category focuses on engaging customers in the promotion process by participating in competitions, quizzes or contests. One example of this type of actions is the provision of incentives for customers to share contents about their experiences with the product or service (Parent, Plangger, & Bal, 2016).

**2.5** Engaging with competitors in social media. This type of engagement refers to how brands and companies intentionally connect with their competitors in social media with the main goal of, although not limited to, competitive analysis (e.g. Bianchi & Andrews, 2015).

**2.6** Customer support. In the social media context, actions within this category aim to proactively engage customers to post their feedback and concerns in social media

applications related with the pre- or post-sales process (e.g. Andzulis, Panagopoulos, & Rapp, 2017; Lorenzo-Romero et al., 2015).

**3. Listening-in:** activities enable a passive way of social media engagement that aims at market research and intelligence, such as analytics of social media contents and conversations – share of voice, sentiment, gaps, trends, opportunities, etc. – as well as the identification of relevant actors and influencers.

**3.1 Market intelligence:** Market intelligence includes listening-in actions, which aim at monitoring the voices of customer or audiences. Marketing research is crucial to the selection of target markets and to the development of a value proposition (Slater & Olson, 2016).

This framework opens the path for the study of the effect of firm/brand-generated content from marketing actions on consumer behavior. Furthermore, the marketing impact on consumer behavior induces a feedback loop back into the firm's marketing strategic decision process. In this regard, market intelligence actions through social media help gather feedback and make necessary adjustments to the strategic decisions. As stated earlier, the strategic decisions of the company, their market segmentation, marketing and positioning, and marketing mix orientations must drive the various SMM actions of the company in order to accomplish an effective SMMS that fulfils the marketing goals of the company.

## **2.4 Facebook Marketing**

Facebook is continually growing and showing more and more possibilities through the various Facilities it promotes. Facebook provides a simple platform that can be accessed from almost anywhere in the world, to fulfill the social needs of people. It can also be used for organizations to advertise their products and staying in contact with their customers. The average Facebook

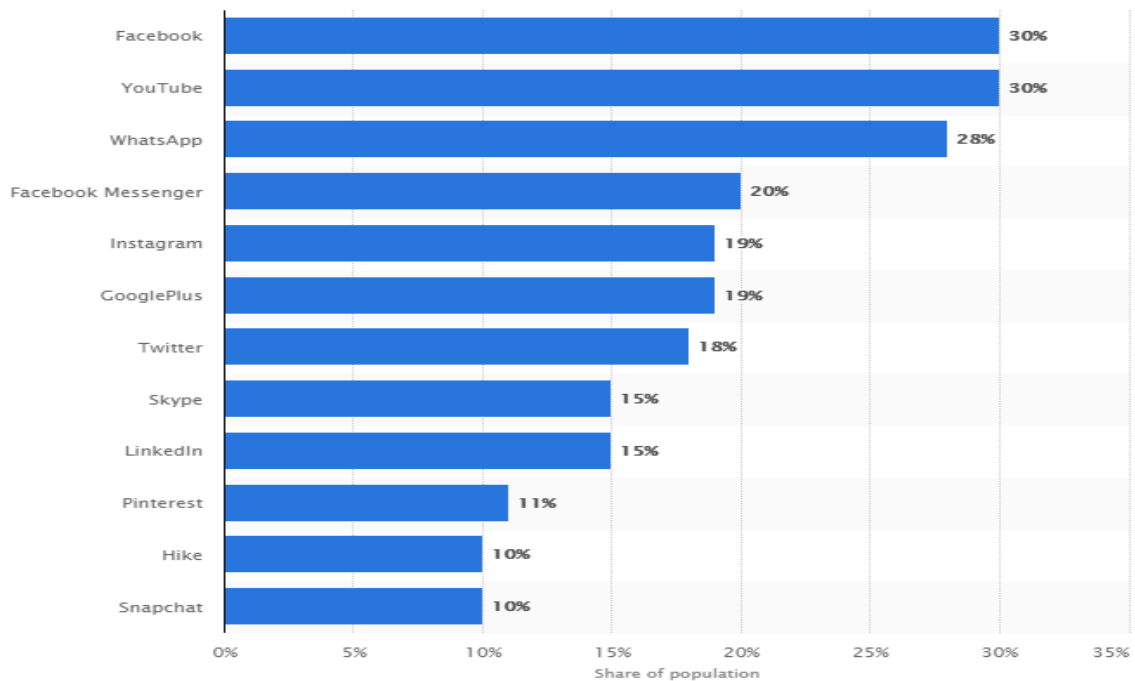
user spends 700 minutes per month online, averaging 130 Facebook friends (Branckaute, 2016). Facebook took first place for the most viewed site (Clark, 2017); thus it is an everyday occurrence for users to sign into Facebook. Facebook is the best approach to stay connected 24/7 with the ability to sign in through computers, laptops, iPads and mobile devices, and is considered by many organizations as a cost-effective strategy to utilize when communicating with customers (Nelson-Field et al., 2017), therefore, the Facebook platform gives advantages to both customers and organizations. In India, with an undreamt 100 million individuals and a more regularly visited website than Google, Facebook ensures more than friend requests but also acts as an excellent marketing tool for businesses. Facebook is an innovation allowing the nation to publish instantly and economically on the internet. It supports live discussion on a huge range of topics, with not only friends but businesses and consumers. It enables consumers to promote their purchases or air their complaints and business owners to receive feedback about their products or services. Popular Facebook tools through which marketing objectives can be achieved are:

- **Facebook profile:** A strong profile of an organization can be established on Facebook with its vision and mission statement stated and clearly defined.
- **Facebook groups:** This is the most important aspects that can be used to attract consumers: the name of the group, the group topic, and a picture of the group.
- **Business/Fan pages:** Fans will receive updates from the organization as a company can regularly post information on the business/fan page on upcoming events, articles, games, blogs, podcasts, videos, and links.
- **Sharing events:** The organization can advertise their upcoming events on Facebook.

- **Social ads and polls:** Social ads can be put on Facebook according to the age, sex, location, workplaces and education level of the users. Polls can likewise be organized on Facebook to obtain valuable feedback from users.
- Facebook messages can be customized and sent to individual users.

### 2.4.1 Social network penetration in India

This graph presents the social network penetration in India. As of the third quarter of 2018, the most popular social networks were YouTube and Facebook with a 30 percent penetration rate each. WhatsApp was ranked third with 28 percent reach. India ranks second among countries with the most Facebook users, accounting for 11 percent of global Facebook audiences in April 2018.



**Fig 4: Social network penetration in India (statista.com, 2018)**

## 2.4.2 Facebook users in India

According to eMarketer's social network users forecast 2017, 234.9 million people in India will log on to Facebook regularly in 2019, equating to 69.9% of social network users and 42.6% of internet users. eMarketer expects user growth to continue throughout the forecast period, increasing 20.0% this year. By 2021, 70.1% of social network users in India will access Facebook at least once per month.

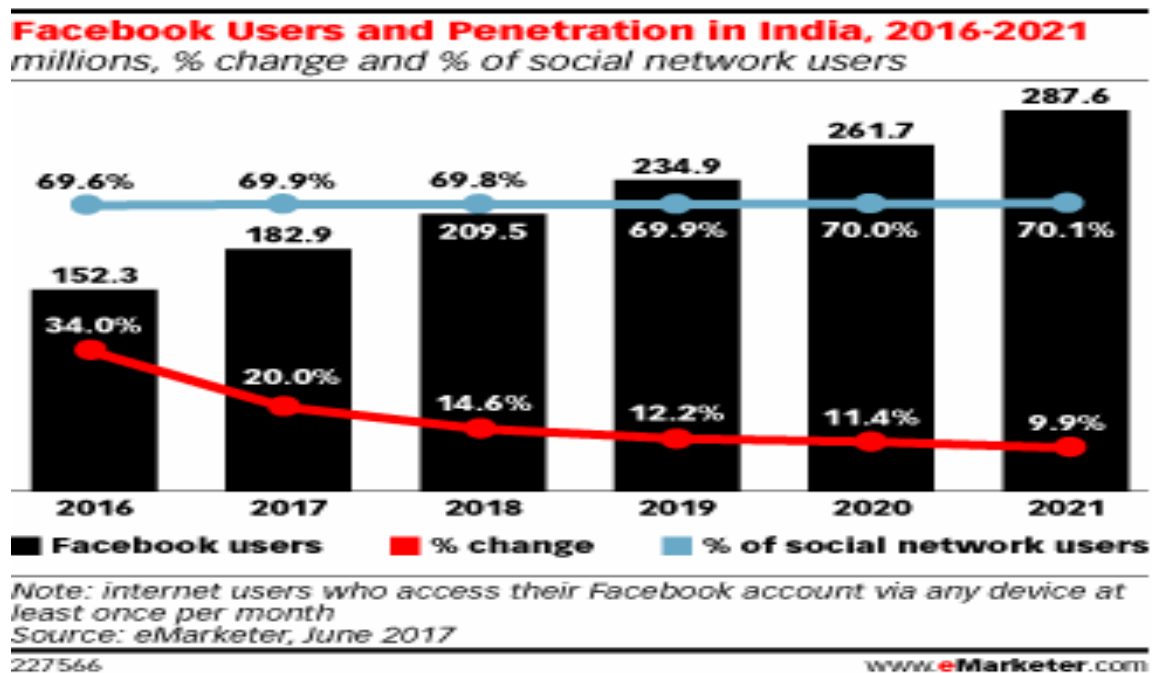


Fig 5: Facebook users in India (emarketer.com, 2017)

## 2.4.2 Advertising and Facebook

As social networks services are becoming the main platform for social activities, more than 37% of online advertisements appear on social network sites (Dunay P, & Krueger R, 2017). Numerous organizations are exploiting the new online tools in order to achieve fast and efficient information on consumers need and preferences. Indeed, there is a wide dispersion of

advertising messages mediated by social networks. Thanks to the wide number of users, and above all to the possibility of a simple access to their profile many companies have started to use Facebook in order to develop new efficient marketing strategies, by creating pages or groups devoted to their brand (Hemsley S, 2016). For effective social networking advertising, there are two primary requirements, the first being that links in the social network are focused to the targeted advertisements. The second requirement is that social information can be easily incorporated with existing targeting methods to predict response rates (Business week, 2017). By having an association with Facebook, organizations can access the millions of eyes, wants, needs and wallets signing on to the Social Network on a daily basis. Advertising through social media can be one of the most targeted and cheapest forms of advertising. Organizations have to come to realize that their customers are now to be found in this domain and this necessitates their becoming comfortable within this space in order to stay relevant. However, with an ever increasing number of organizations finding this new advertising technique, it will become harder to cut through and many organizations are fighting to be heard. So although Social Networking provides a large scope for marketing, the ever-increasing competition makes obtaining recognition difficult: nonetheless, it can be achieved via the implementation of an intelligent strategy.

### **2.4.3 Facebook Targeting**

Facebook has come up with a new approach that may make a big difference to banner advertisements and Click through Rates - targeting. Facebook will allow targeting based on demographic profiles and interests that users reveal about themselves on their Fb pages. The more targeting options that are available to a social network, the more probable they are to be

able to get better prices. Targeting can make a huge difference regarding the amount of traffic they bring to a Facebook. It has tried to make it quite simple to target the desired audience. In fact, selecting a target audience is focused to the Facebook self-serve platform. People can be targeted by location, age, relationship status, and interests. The development of Facebook's targeted adverts brought a new aspect to Facebook advertising and has changed users' perception of banner ads, from annoying irrelevant adverts with low click-through rates to more relevant adverts personalized to each individual's desires. What Facebook has to offer a business is something that every organization looks for when advertising their products, personalized marketing.

#### **2.4.4 Benefits from Facebook Marketing**

According to Edelman (2017), customers are currently switching to a usage of social networks and are spending much more time with online marketing than with any other marketing channel. Facebook allows organizations to connect with many more individuals and much more often than the companies would be able to approach through phone calls, emails, or meetings (Luke, 2016). One of the fundamental advantages of social networking for organizations is, therefore, lower marketing costs in terms of financial and personnel. With the economic downturn, many organizations are trying to discover ways to reduce spending, and social networking sites are the way for them to market their businesses and reduce their costs. Costs of communication have fallen radically with Facebook and other social networking sites, creating opportunities for organizations to communicate directly, quickly and consistently with millions of individual customers (Mize, 2016; Palmer & Koenig-Lewis, 2017).

Additionally, the emergence of Facebook as a marketing platform has introduced a new era of personalized and directed advertising. Facebook advertising has consequently grown in popularity. Yang et al. (2016) reported that the onset of targeting ads, specifically toward demographics (age, sex, education, and so on), and tighter restrictions on ad quality has turned Facebook advertising into a viable traffic builder and advertising option for small and large organizations. Because of its high number of active users as well as the level of each user's activity on this social networking website, Facebook is considered an appealing platform for Internet marketing specialists and online advertisers (Francisco, 2017). From a financial point of view, Facebook offers a thorough and competitive tariff system, charging advertisers for a per-click or a per-impression model.

#### **2.4.5 Concerns and Risks Associated with Facebook Marketing**

The concept of social ads has improved the importance of marketing by exploring the links among Facebook users (Goldenberg et al., 2014; Janusz, 2016; Treadaway & Smith, 2017). (O'Malley Palmer & Koenig-Lewis, 2009) indicated that according to one research, 62% of Generation Y users have accessed a brand or fan community on Facebook, and 49% have joined in a community where they can usually check for releases, sale promotions, and opinions. However, the same research showed that only 21% checked ads and 37% never checked any ads. In fact, individuals use Facebook to socialize and rarely think about buying something when they log into their Facebook account. Organizations might create a group page where they can arrange a direct connection with a community of people linked by one common interest. However, according to (Croft, 2014; Hitwise, 2016; Palmer & Koenig-Lewis, 2017), community members feel a sense of ownership among the community, and they might refuse companies

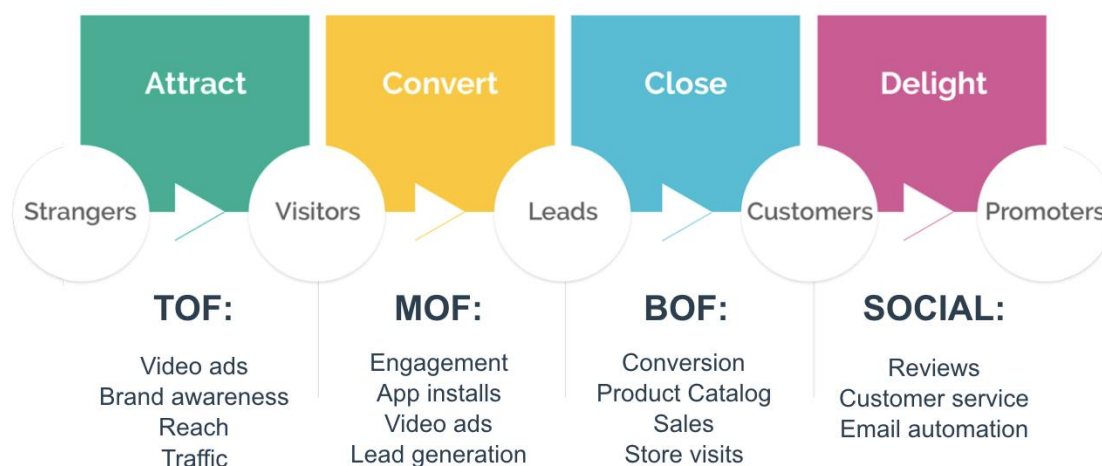
to invade their own space. Indeed, Eley and Tilley (2016) suggested that users value privacy and fear social networking sites can reveal those attributes, which are to be shared with selected friends and not with the larger online community. Alternatively, a study conducted by Fogel and Nehmad (2017) indicated that users were greater risk takers than those who did not participate in social networking.

### 2.4.6 Facebook Strategies

Facebook marketing strategy has to be unique. There's an ocean of potential customers organizations can reach on Facebook. According to Sproutsocial, Facebook strategies are as follows:

#### 1. Reach out to a large number of audiences

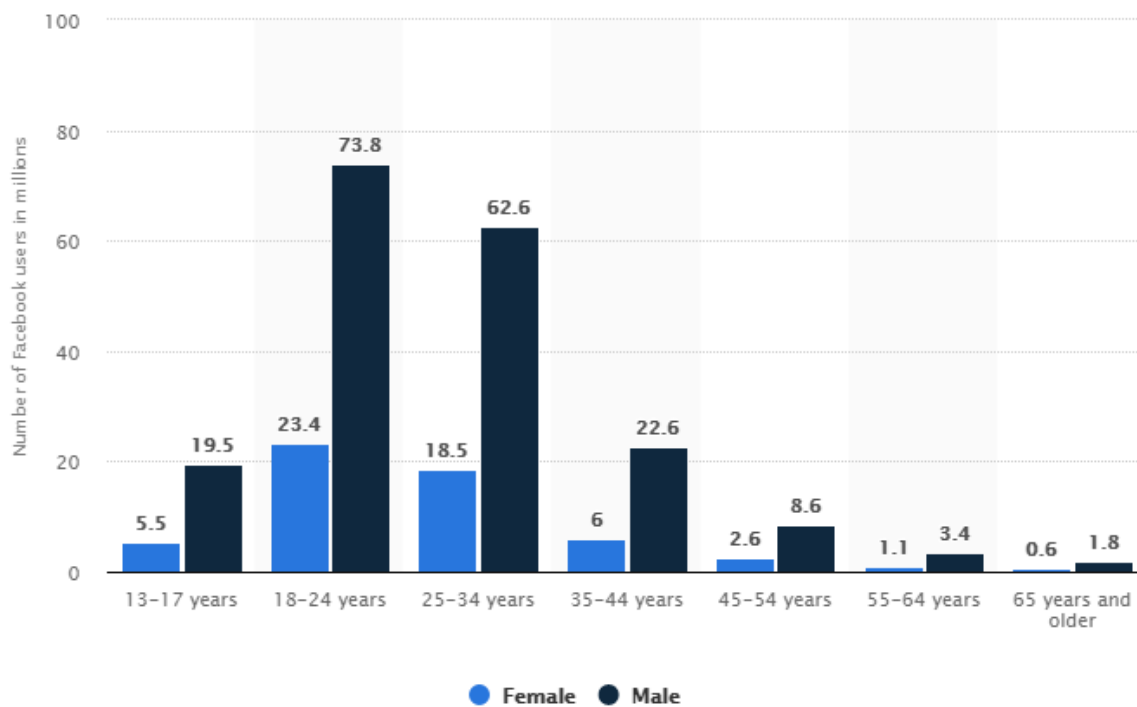
Building campaigns on Facebook, adjust perfectly into the inbound marketing. Whether trying to attract brand new audiences at the top of the funnel, engage them in the middle or convert them at the bottom, Facebook Ads can, and should, be utilized with an inbound marketing perspective. The main goal is to reach out to a large number of audiences. TOF (Top of funnel), MOF (Middle of funnel) and BOF (Bottom of funnel).



**Fig 6: Goal to reach large number of audience (Sproutsocial.com, 2018)**

## 2. Study the Facebook Demographics

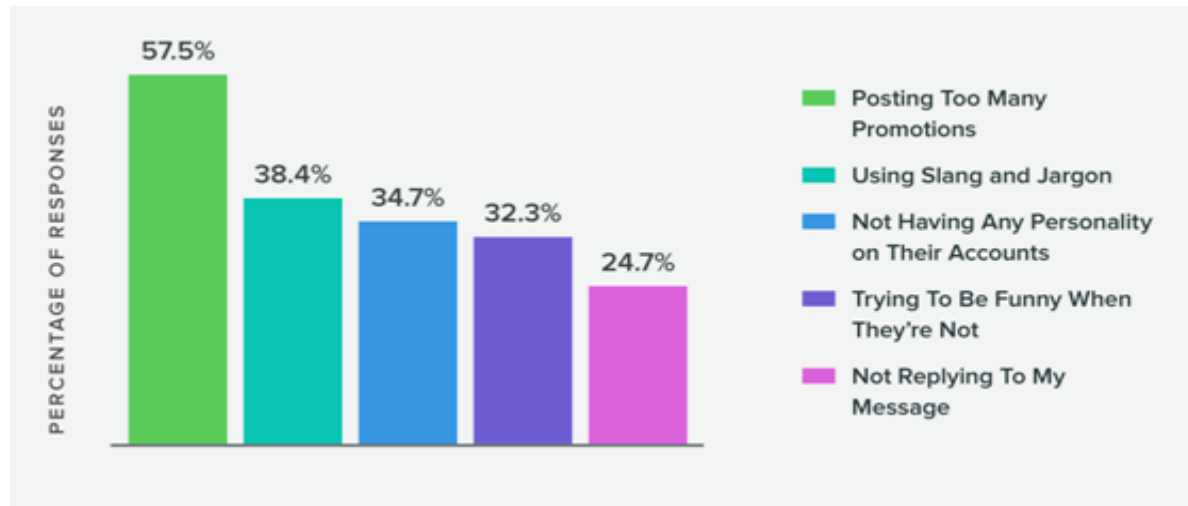
Demographics are key to any marketing strategy. On Facebook, nearly 2.15 billion people scrolling through their feeds every day, so it's important to know whom the organization needs to reach and how. As the graph represents the number of Facebook users across India as of January 2018, broken down by age and gender. The highest numbers of male and female Facebook users during the measured period were between 18 and 24 years old and amounted to about 73.8 million and 23.4 million.



**Fig 7: Facebook demographics (Sproutsocial.com, 2018)**

## 3. Choose & Schedule the Facebook Content

With Facebook Stories, Live, image and videos posts, the brand's content strategy has endless opportunities. It's about the quality of content and what the audience should come to expect from the Facebook Business Page.



**Fig 8: Annoying actions brands take on Social Media (Sproutsocial.com, 2018)**

#### **4. Determine the Facebook Ads Strategy**

On Facebook, there are more than 4 million advertisers with just an average click-through rate of 1.9%. Organizations are effectively building the brand and showcase it perfectly with ads.

#### **5. Aim for Higher Brand Awareness**

Facebook ad campaigns are focused on two things:

1. Cost Effective
2. Relevant

Facebook ad has to be relevant. At first, organizations see what works best to build awareness.

However, relevance is crucial toward great Facebook ads.

#### **6. Engage with the Audience**

Facebook is built as a network to converse, discuss and share content. Organizations don't wait for audience to interact first.

### 7. Post at the Best Time on Facebook

Facebook is one of the most difficult social networks to use for organic content. Again, algorithms make it a challenge for organizations trying to find optimal posting times.

- Noon and 2 p.m. on Wednesday and 1 to 2 p.m. on Thursday are highly engaged times on Facebook.
- Saturday is the minimum engaged day of the week.
- Thursday is the highly recommended day to post
- The minimum recommended times include early mornings and late nights.

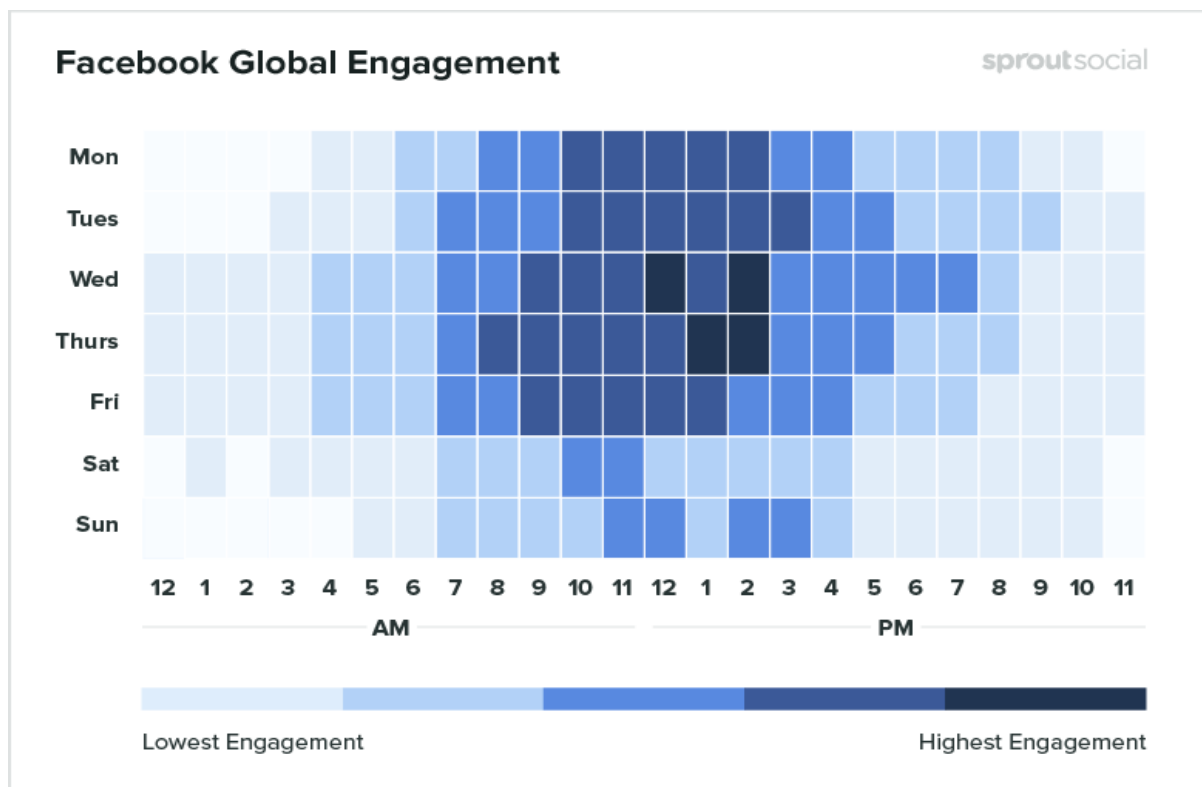


Fig 9: Facebook global engagement (Sproutsocial.com, 2018)

## **8. Track & Analyze Your Facebook Marketing Strategy**

A successful Facebook marketing strategy needs to be analyzed regularly.

### **2.5 Nescafe**

Nescafe, a leader and pioneering brand of instant coffee owned by Nestle. Over the past 80 years, Nescafe has grown on the commitment to a promise- to maximize the enjoyment and ease of preparing a cup of coffee. Of the 10 billion revenue from Nestle India, its 14% comes from Nescafe which is a flagship brand. Nescafe supported by a pipeline full of breakthrough innovation and a strong commitment towards enhancing the coffee experience for their consumers. The world's leading coffee brand 'Nescafe' has been sold in more than 182 countries across the globe. Nescafe with a 37 rank has become one of the most popular global brands (Interbrand, 2018). Its longevity has been built on connecting with new customers and on earning and retaining their trust.

#### **Nescafe's brand profile**

**Mission:** Nescafe is dedicated to making great tasting coffees to enjoy every day.

**Slogan:** "It all starts with a Nescafe" which highlights the opportunities that can be triggered by or around a cup of Nescafe.

**Nescafe Positioning:** "1 coffee cup, 1 good feeling"

Nescafe has positioned itself as a product differentiator to gain competitive Advantage. The superior value and satisfaction that Nescafe customer gets from high-quality beans and aroma is its image differentiating strategy.

### **2.5.1 Brand Identity**

Brand identity is a way company aims to identify or position itself or its product or service in the minds of the consumer. A brand identity stems from a company's mission, brand value proposition, long-term goals, competitive position on the market, and relevance to the values and interests of the target audience. The aim of providing brands with identities is to get customers to like them and see them as being unique in some way. By doing so, branding will succeed in generating the desired brand image. Although the image is important, it is an identity that should drive the brand. The identity and personality of the brand give its consistency and longevity.

However, there is a real danger in assuming that the image marketers want customers for the brand will be the same as the identity marketers trying to project as this might not always be the case. This difference between identity and image is called 'Perception Gap'. So companies take utmost care when building a brand to ensure that the brand image matches its identity.

Nescafe has its identity campaign ("It all starts with a Nescafe"), and brand visual identity "REDvolution", globally in the year 2014. The focus of REDvolution (red mug) was to give the brand a modern twist especially in the online arena. The REDvolution campaign had the purpose of gaining more Nescafe fans among the younger crowd. Nescafe focused on the emotional aspect of their instant coffee in their marketing efforts. For example



**Fig 10: Nescafe (Nestle.in)**

### **2.5.2 Brand Image**

Brand image is the way the consumer actually perceives the visual and verbal expressions of a brand, which leads to the psychological or emotional associations that a brand aspires to maintain in the mind of the consumer. Keller (1993) defined a brand image as “Perceptions about a brand as reflected by the brand associations held in consumer memory.” The better the brand image, the more positive the attitude toward the branded product and its characteristics. The brand image helps a consumer in recognizing his/her needs and wants regarding the brand and distinguishes the brand from other competitors.

Nescafe has a strong brand history, having been established in India for more than 70 years. The association Nescafe shares with its parent company Nestle and its diversity of coffee products of different flavors also strengthen its image as a truly international brand. The continuous use of the brand logo and its signature red mug since its introduction creates a sense of timelessness. Nescafe pitches itself as a brand for the Everyman who enjoys connecting with people. The brand radiates a sincere and comforting “coffee-next-door” image, as a companion for all the moments.

In order to build a strong brand image for Nescafe, marketers has shape how customers think and feel about the brand. They build the right type of experiences around the brand so that customers have specific, positive thoughts, feelings, beliefs, opinions and perceptions about it. So to build a strong brand, Keller Brand resonance pyramid comes in a role.

### **2.5.3 The brand resonance pyramid**

The customer-based brand equity (CBBE) model has been extended to address more specifically how brands should be built in terms of consumer knowledge structures (Keller 2001). The brand resonance model also views the brand building as an ascending, sequential series of steps, from bottom to top. The steps are as below:

1. Ensuring identification of the brand with customers and an association of the brand in customers' minds with a specific product class or need.
2. Establishing the totality of brand meaning in the minds of customers by linking a host of tangible and intangible brand associations
3. Eliciting the proper customer responses in terms of brand-related judgment and feelings
4. Converting customers' brand response to create an intense, active loyalty relationship between customers and the brand.



**Fig 11: Brand Resonance Pyramid (Keller k. L., 2001)**

According to the Brand Resonance Pyramid, incorporating the four steps involves establishing six “brand building blocks” with customers. These brand building blocks can be assembled in terms of a brand pyramid. The model emphasises the duality of brands—the stages of brand building is the left-hand side of the pyramid, whereas the emotional route is the right-hand side. The creation of significant brand equity requires reaching the top of the brand resonance pyramid, which occurs only if the right building blocks that is; emotional routes are put into place.

1. Brand salience is how easily and often customers think of the brand under various purchase. Nescafe resonates strongly and clearly among consumers, who specifically identify the brand as an instant coffee brand.
2. Brand performance is how well the product or service meets customers’ functional needs. Nescafe is dedicated to producing quality coffee that can be enjoyed anytime, by

anyone. Nescafe products can be found almost anywhere in India, at supermarkets, convenience stores, school canteens, and vending machines. Nescafe makes quality coffee affordable for everyone.

3. Brand imagery depicts the extrinsic properties of the product or service, including the ways in which the brand endeavours to meet customers' psychological or social needs. Nescafe pitches itself as a brand for every customer who enjoys connecting with people.
4. Brand judgments focus on customers' own opinions and evaluations.
5. Brand feelings are customers' emotional responses and reactions regarding the brand.
6. Brand resonance refers to the nature of the relationship customers have with the brand and the extent to which they feel they're 'in sync' with the brand.

#### **2.5.4 Nescafe Social media marketing strategy in India**

The core essence of Nescafe's social media communication is about cementing its position as the drink that gets consumer started in the morning. Their tagline "It all starts with a Nescafe" is the foundation of their social media updates. Digital media offers a number of streams for Nestle to market Nescafe. These various platforms also help Nescafe to meet a number of marketing objectives, right from creating awareness and brand building to driving conversions and cultivating brand loyalty.

##### **1. Build strong communities through content marketing**

Nestle is creating user-centric content that brings actual value to consumers' lives. Nescafe by creating informative content like friendship, Chasing your dreams and morning coffee drive conversation among your consumers and build strong communities result into the loyal customer base.

## **2. Strengthen digital presence through social media**

Facebook is one of the biggest avenues for digital marketing. Nescafe has also used Facebook to get deeper insights into consumer behavior. Nescafe India Facebook fan page has 37 M followers. However, the consumers aren't using only Facebook. Digital marketing for Nescafe has integrated over various channels to have the maximum impact. This includes ads which play before a Youtube video, Instagram posts, promotions through Twitter, and much more.

### **3. Facebook Posts**

Nescafe maintains an active Facebook profile, with creative posts based on friendship, morning coffee, and relationships that attract a large number of comments and shares. Nescafe has 37M followers on its Fb page. Nescafe also has a very large, vibrant community on Facebook who engages with the brand by writing reviews on their page and interacting with their posts. The Nescafe used Facebook video ads to drive awareness and sales of Nescafe 3 in 1 amongst young adults in India, resulting in a 14% higher sales uplift than TV (Facebook Business, 2017).

### **4. Consistently engage with an audience to encourage brand loyalty of Nescafe**

Nestle always aimed towards establishing Nescafe as a constant presence in the consumers' lives. Through shareable content, helpful information and meaningful interaction, Nescafe continue to stay relevant at all times. This helps consumer's recall Nescafe at the time of making a purchase decision.

### **5. Widen consumer base through Influencer Marketing**

Influencer marketing is proving to be one of the most important digital marketing trends for Nescafe. Through the use of influencers, Nescafe taps into their huge number of followers and increase consumer awareness of your products.

### **2.5.5. PESO Media Model**

PESO (Paid, Earned, Shared, and Owned media) is a useful tool for planning how an organization uses different forms of media to achieve its goals and execute an integrated campaign.

#### **1. Paid Media**

It describes promotional content a company creates but is distributed or promoted by another person, commonly to an audience the other party owns.

#### **2. Earned Media**

Word-of-mouth marketing, customer-submitted reviews, and posts about the brand are all examples of earned media. Earned media is content about the business that others created and distributed. Earned media can be measured in mentions (Likes) or share of voice. Example: Nescafe Post on Nescafe Fb fan page “Start big by dreaming big and stay started with the fuel to chase the dreams” got 24,000 likes and 13,000 shares.

#### **3. Shared Media**

When Nescafe post on Facebook, Pinterest, or similar, they are sharing content. Shared media describes content which the business creates that is distributed to an audience and Nescafe business developed via a platform that someone else owns or controls. Shared media is measured by the number of followers on that fan page.

#### **4. Owned Media**

Nescafe blog is one of the most common examples of owned media. Nestle creates Nescafe blog, controls the platform on which the posts and videos are published, and builds the audience who will see the posts and videos. Owned media is measured by site traffic.

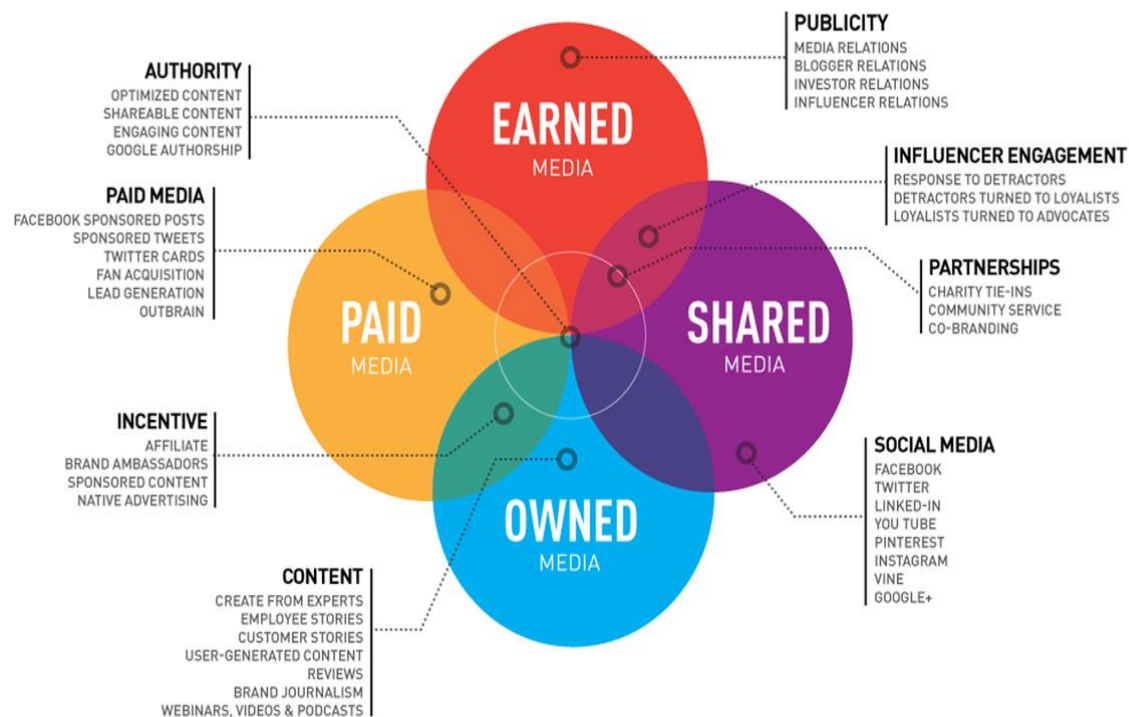


Fig 12: PESO media model (Spin Sucks.com, 2016)

## 2.6 The Online Consumer Decision Journey

The consumer decision journey has developed from the beginning of brand building. To successfully build brands today, marketers should have a strong understanding of the new way to purchase. The digital brand ecosystem and the sheer volume of behavioral insight data available have changed things dramatically. A consumer decision journey map provides a visual representation of the audience, what they need and where they are in relation to making a final purchase. Additionally, it breaks down what content or information they need and what moves them to the next stage of the journey. A buyer's journey can usually be broken down into a few basic stages.

The first stage is awareness. At this stage, potential customers are looking at their options and surveying what could potentially solve their problem or fulfill their needs. The next stage is consideration. At this stage, consumers are considering and comparing a bunch of potential products or services. Finally, there is a decision stage. It is also where the potential consumer makes a decision to purchase. These stages are the core of the consumer's journey. Here is an in-depth look at two effective online consumer decision journey maps that should be able to meet any business' needs.

### **2.6.1. The Linear Model**

The linear consumer journey model divided into five stages: awareness, consideration, purchase, service, and loyalty with relevant content ideas distributed across the path. The map highlights touchpoints, which are specific elements of the customer's interaction with a business. What's helpful about this visualization is the differentiation given between physical versus digital touchpoints and unmanaged versus managed touchpoints. Every day, people form impressions of brands from touch points, for example, advertisements, conversations with family and friends, news reports, and product experiences. The expansion of media and products requires marketers to discover new approaches to get their brands included in the initial-consideration-set that consumers develop as they begin their decision journey.

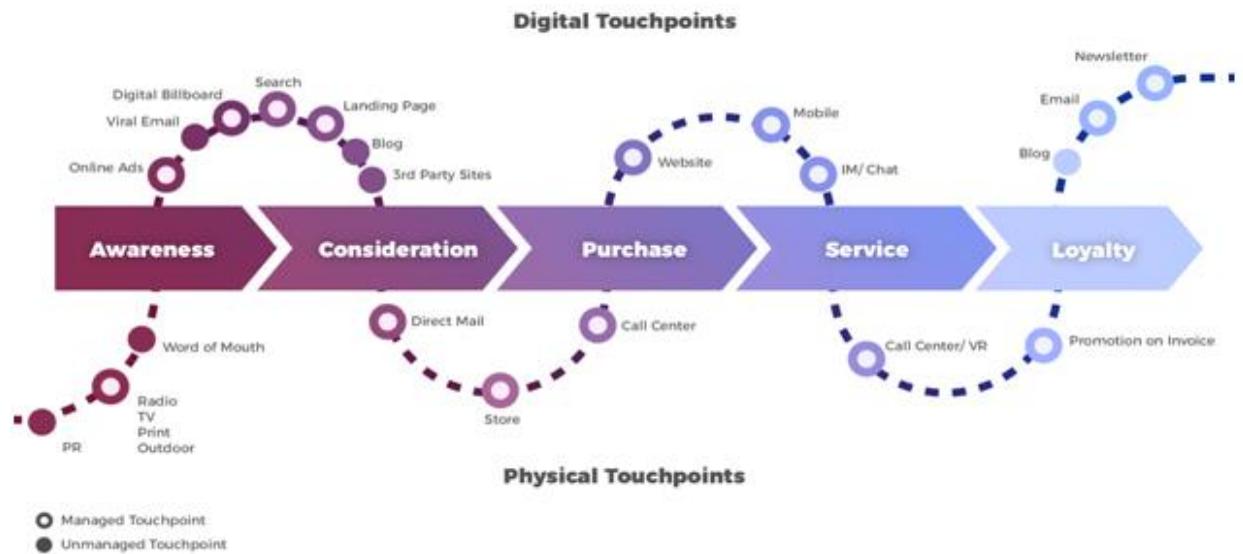
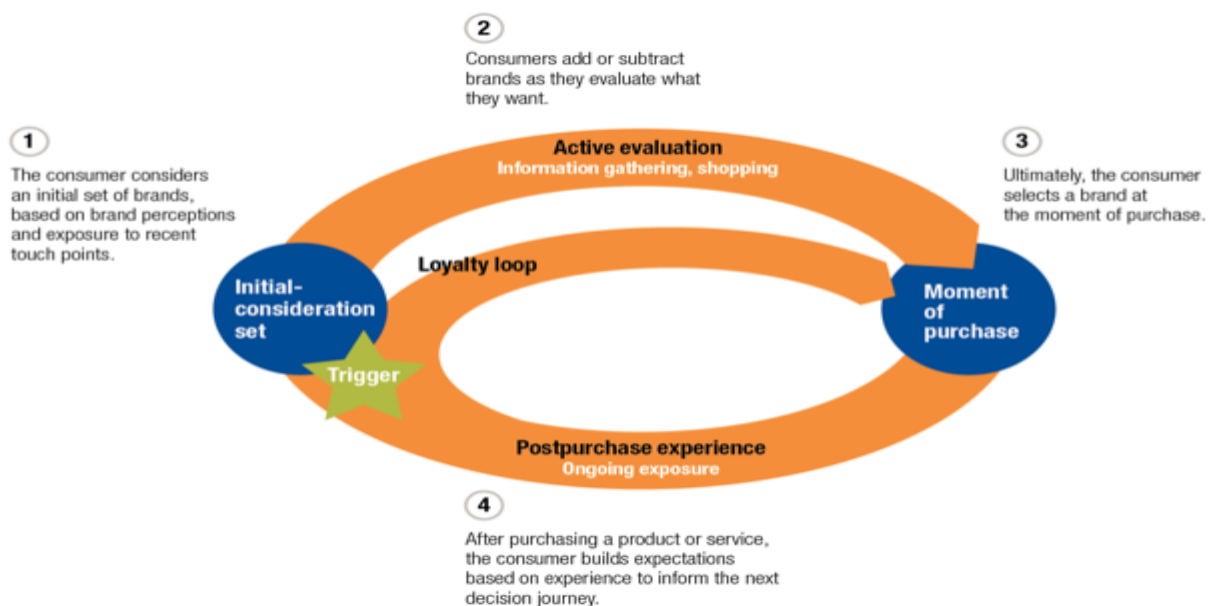


Fig 13: The Linear Model (Kapost Content Marketing Blog, 2017)

### 2.6.2. The Easy-to-Convince consumer

The consumer decision-making process is a circular journey with four phases: initial consideration; active evaluation, or the process of researching potential purchases; closure, when consumers buy brands; and post-purchase when consumers experience them.



**Fig 14: Easy-to-convince consumer model (Court David, 2009)**

The consumer decision journey contains four steps:

1. In an initial consideration set, the consumer considers an initial set of brands based on brand perceptions and exposure to recent touch points.
2. The consumer participates in active evaluation where they add or subtract brands as they evaluate what they want.
3. It involves the moment of purchase where the consumer selects a brand.
4. The consumer evaluates his/her post-purchase experience, the consumer builds expectations base on experience to inform the next decision journey.

Lastly, if the post-purchase experience is positive then the brand has done its job and has a potential for the consumer to enter the loyalty loop. The loyalty loop is what marketers strive for, so they can make lifetime value from a specific consumer. Once loyalty is achieved it sends the customer back around the circular model, where they end up back at step three which is the moment of purchase. It's a continuous process around the circular model.

## **2.7. Conclusion**

The literature review offers several valuable contributions to the literature on digital engagement and social media advertising. People advance theory on digital engagement by giving insight into engagement with social media platforms (Facebook, Twitter, YouTube, LinkedIn, Instagram, etc). Initially, Facebook ads interfered with the content experience and were regarded to be essentially ineffective, while now, advertisements attempt to engage with users, Facebook changed their advertisement product and started offering social ads, in order to increase relevance. Nescafe also uses social media marketing strategies to register their

brand in the customer mind. Business today is being changed from a transactional relationship to a social relationship. It is now more critical than ever that successful organizations use Engagement Marketing principles to plan for successfully engaging their prospects and customers before, during and after their purchase cycle, and that the reason for this engagement is high-quality and relevant information. The literature review also focuses on the online consumer journey and it states that the consumer decision journey has evolved from the early days of brand building. To successfully build brands today, marketers have a strong understanding of the new path to purchase and brand has to be consistent in communication and experience.

## **Chapter 3: Research Methodology**

### **3.1 Introduction**

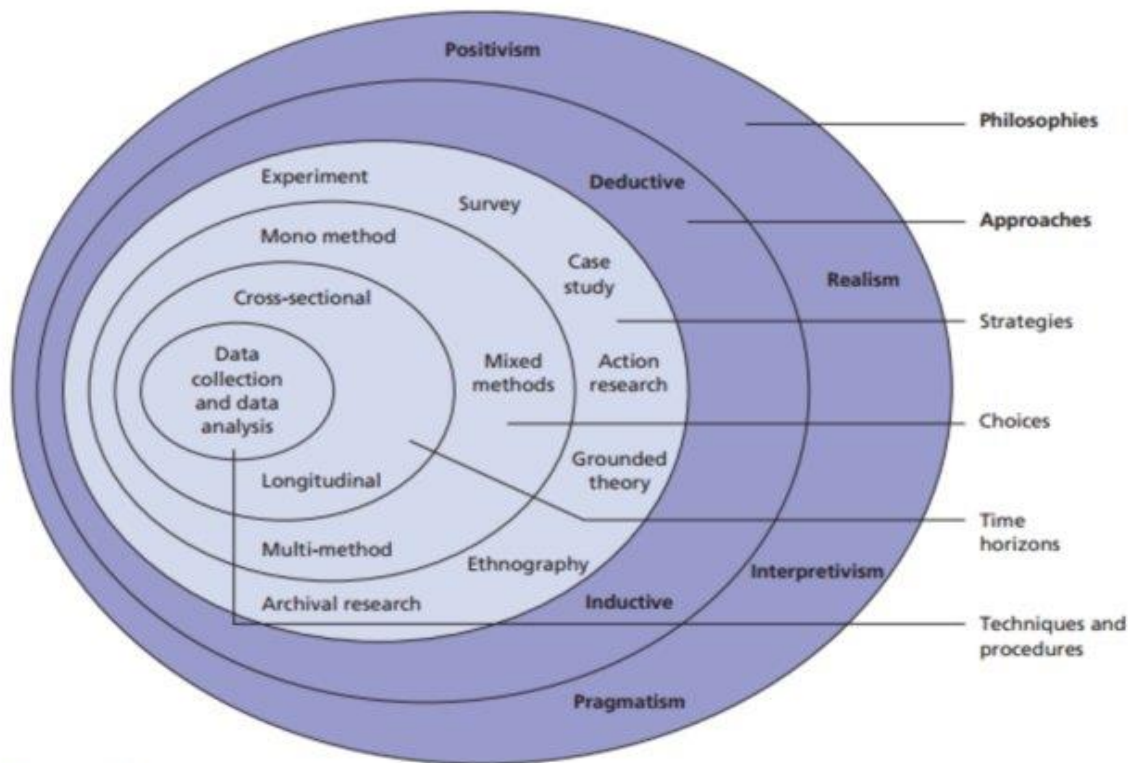
Research in common parlance alludes to a search for knowledge. Redman and Mory define research as a “systematized effort to gain new knowledge.” Research methodology can be defined as, giving a clear-cut idea on what methods or process the researcher is will use in his or her research to achieve research objectives. In order to plan for the whole research process at a right point of time and to propel the research work in the right direction, carefully chosen research methodology is extremely critical. Starting from selecting the topic and carrying out the whole research work till recommendations; research methodology drives the researcher and keeps them on the right track. The entire research plan depends on the concept of the right methodology.

Further, through methodology the external environment establishes the research by giving an in-depth idea on setting the right research objective, followed by literature point of view, based

on that chosen analysis through questionnaires or interviews findings will be obtained and finally concluded message by this research. On the other hand from the methodology, the internal environment establishes by understanding and identifying the right type of research, strategy, philosophy, time horizon, approaches, followed by right procedures and techniques dependent on his or her research work. Research methodology acts as the nerve center because the entire research is bounded by it and to perform a good research work, the internal and external environment needs to pursue the right methodology process.

### **3.2 Research Onion**

The research onion was developed by Saunders et al. (2009). It shows the stages that must be covered when developing a research strategy. When viewed from the outside, each layer of the onion describes a more detailed stage of the research process (Saunders et al., 2009). The research onion gives an effective progression through which a research methodology can be designed. Its usefulness lies in its versatility for almost any type of research methodology and can be used in a variety of contexts (Bryman, 2012). The researcher works their way from the layers on the outside to the inside; starting by deciding the philosophy, contemplating approaches to the theory development, selecting the methodology, choosing the research strategy, picking the time horizon and then, eventually progressing to the last step, the data collection and analysis , as shown in the Fig . This is exactly how this section is structured.



**Fig 15: The research onion (Saunders et al. 2009)**

### **3.3 Research Philosophy**

According to Saunders et al. (2015), the research philosophy is the first layer of the research onion. Research philosophy can be defined as “a system of beliefs and assumptions about the development of knowledge” (Saunders et al. 2009). The presumptions made by a research philosophy provide the justification for how the research will be undertaken (Flick, 2011). Research philosophies can differ on the goals of research and most ideal way that may be used to achieve these goals (Goddard & Melville, 2004). The choice of research philosophy is characterized by the type of knowledge being explored in the research project. In this manner, understanding the research philosophy being used can help clarify the assumptions innate in

the research process and how this fits the methodology being utilized. The research philosophy will reflect the researcher important assumptions and these assumptions serve as a base for the research strategy. There are four main research philosophies:

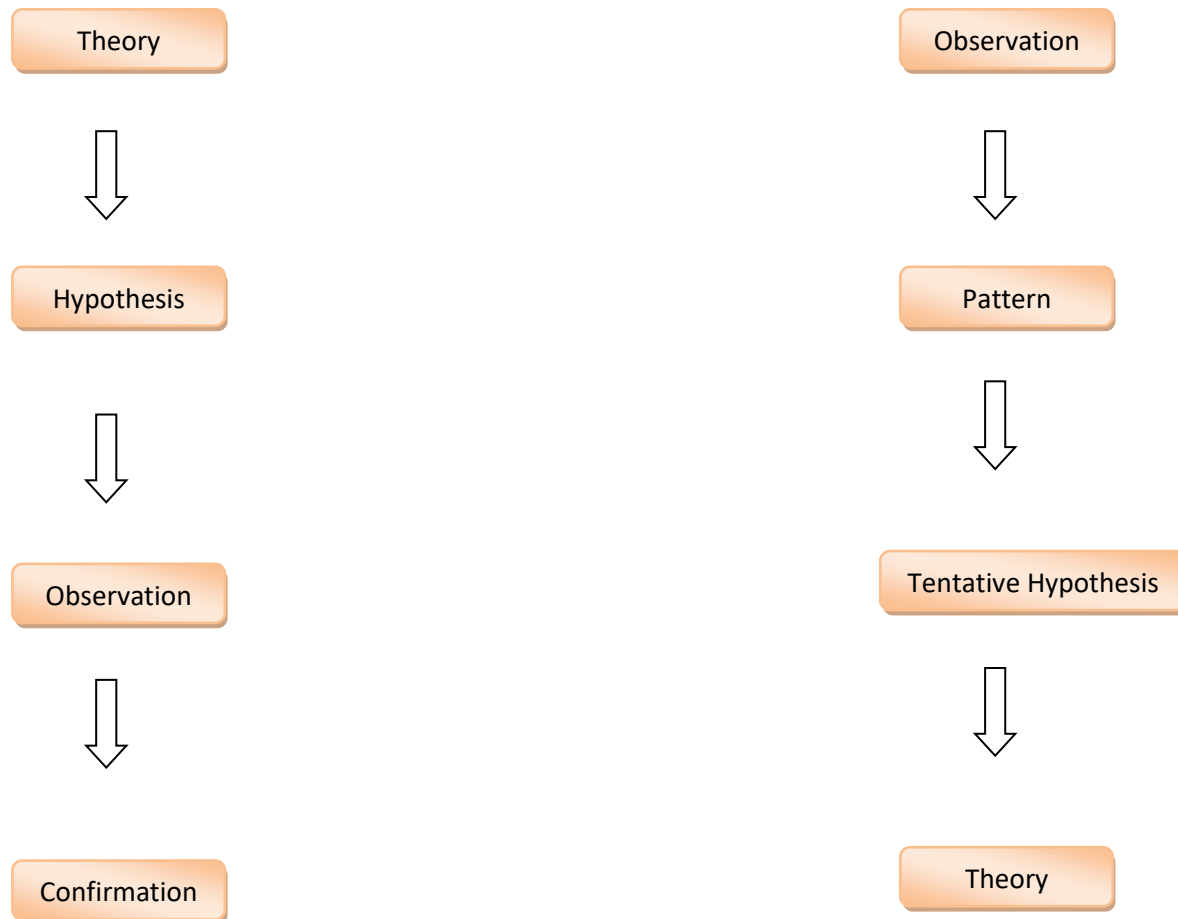
1. Pragmatism
2. Positivism
3. Realism
4. Interpretivism

The research philosophy which is used for this study is positivism. Positivism implies that the “researcher is independent of and neither affects nor is affected by the subject of the research” (Remenyi et al. 1998). Positivism adheres to the view that just “factual” knowledge gained through observation (the senses), including measurement, is trustworthy. Positivist researchers are probably using a highly structured methodology in order to encourage replication (Gill and Johnson 2010). As a positivist researcher, a researcher is restricted to data collection and interpretation in an objective way. In this dissertation, research findings are usually observable and quantifiable. As a positivist researcher, a researcher would also try to stay unbiased and isolates from the research and data in order to avoid influencing the findings. This means that a researcher would undertake research, as far as possible, in a value-free way. For positivists, this is a conceivable position, because of the measurable, quantifiable data that they gather.

### **3.4 Research approach**

As per Saunders et al. (2015), the research approach is the ‘second layer of the research onion’ that a researcher must ‘peel off’ when designing the research methodology. Further, Saunders

et al. (2015) contend that a study can either take an inductive or deductive approach depending on how the study uses a theory.



**Fig 16: Deductive Vs. Inductive approach (Saunders et al. 2009)**

Both these approaches are different, as a deductive approach is related with positivism and inductive approach is related with interpretive. According to Burney (2008), a well starting of a research study means the study has half completed. Thus, it is essential for the researchers to concentrate on the correct approach to resolve any problem. On the basis of this, both deductive and inductive method must be understood only as a tool that supports the final

choice of the research approach. Deductive research approach means the establishment of appropriate theories or hypothesis to resolve the research problem and after establishment, tests out these theories or hypothesis with the use of empirical observation (Burney, 2008). The steps of deductive research approach are theory, hypothesis, observation, and confirmation. In this approach, various arguments are used to give adequate reasoning for a particular fact and these arguments are based on definite law, rules, and regulations. On the other hand, the inductive research approach is used to overcome the limitation of deductive research approach. Burney (2008) has defined inductive research approach as the process in which the more specific concepts are analyzed in a general way. In an inductive approach, researchers do not require a predetermined theory in order to conduct the research thus it provides more flexibility to the researchers. This approach includes the following steps: observation, pattern, tentative hypothesis and theory. In order to give inductive arguments, it is essential to use observe collected facts and information. It additionally helps in developing alternative clarifications of what is going on. It is based on the bottom-up approach. It is always possible to use both deductive and inductive research approach to calculate adequate and logical results. Both the approaches can be combined perfectly within the same piece of research, to add several advantages. Reasoning gained through deductive research approach is based on objective and follows causation. On the other hand, reasoning, collected through inductive research is based on a subjective approach with some definite meaning. The research approach selected for the purposes of this study is deductive. A deductive approach has been used for quantitative research. Indeed, Researcher has collected data through survey and moreover, the aim is to move from theory to data and explain the relationship between variables (Creswell, J. 2009; Gill, J. and Johnson, P. 2010).

### **3.5 Research Strategy**

The primary objective of the research strategy is to enable the researcher to answer the research question and achieve the research objectives. The options available to the researcher have grown over the years due to the advancements in technology (Creswell, 2014, p. 12). The different types of research strategies that Saunders and Lewis (2018, pp. 119-127) describe are experiment, survey, case study, action research, grounded theory, ethnography, archival research and narrative inquiry.

Although each of the strategies can be used for different types of research, some of them more evidently fit in the deductive approach, others to an inductive or abductive approach. Saunders and Lewis (2018, p. 127) further point out that these strategies are not mutually exclusive, and it is perfectly normal to combine research strategies.

This thesis focuses on using a survey research strategy which helps the researcher to collect data in a structured way from a sizeable population. The most widely recognized technique for collecting data using a survey strategy, the questionnaire is used in this thesis. The use of this survey method fortifies the positivist approach of the researcher to remain impartial and detached from the research. Also, this type of data could allow an extensive number of data collections and, an easy analysis/comparison to draw valuable findings and conclusions (Saunders et al., 2009). The survey method offers several advantages and a few drawbacks.

The use of the internet for a survey can give access to people and groups that would be difficult to reach through different channels (Wright, 2005). Yun and Trumbo (2000) further recommend that internet-based surveys save time for researchers by enabling them to simultaneously reach a large number of individuals with similar qualities, in spite of the way that they could be

isolated by geographical distances. Couper and Miller (2008) show how internet-based surveys are cost-efficient. Andrew et al., (2003) suggest that how a researcher can spare significantly additional time as an internet survey can collect the data while the researcher is executing other tasks. The internet additionally offers the component of secrecy where respondents cannot be identified, and this urges them to be more honest and clear (Fricker and Schonlau, 2002). This is perfect for the positivist methodology as respondents may not really give genuine responses when surveyed through postal surveys or telephone (Ilieva et al., 2002). Moreover, the survey strategy is also appropriate for the deductive approach as it allows the researcher to collect data that can be quantified (Burns, Veeck, and Bush, 2017, p. 172).

Conversely, there are few disadvantages of using survey. An internet survey can pose problems regarding sampling as fairly little might be thought about the characteristics of individuals in online networks, other than some fundamental demographic factors, and even this data might be flawed (Howard et al., 2001). Respondents can sometimes also participate in the survey multiple times using different IP addresses (Konstan et al., 2006). Another major limitation of the online survey is the self-selection bias as some individuals are undoubtedly more like to participate and complete the survey (Thompson et al., 2003). This could prompt a systematic bias as some people participate while others ignore the survey.

According to (Saunders, et al., 2009), “the survey strategy is usually associated with the deductive approach and is mostly utilized for exploratory and descriptive research projects”. The data rising up out of the quantitative research are generic, structural, objective and somewhat agreed-upon. The researcher prepared survey questionnaires from the specific website accessible on the internet i.e. **‘Google Forms’**. These questionnaires will then be circulated through internet-mediated links which will be circulated on “Facebook Messenger”

to the target audience. The Survey is for the Indian audience who follows the Nescafe Fb brand page. The researcher used the information collected in through the quantitative data to answer the specific research question.

### **3.6 Research Choices**

The fourth layer of research onion is research choices. Having identified the research strategy, the subsequent stage is identifying the research choices. The research choices are classified into three: mono-method, mixed methods and multi-method (Saunders et al., 2009). Mono-methods are utilized where the study uses one data gathering technique that relates to the analysis, while multi-methods are utilized where the researcher combines one two or more techniques of data collection and analysis, either quantitative such as questionnaires and experiments or qualitative such as focus group and interviews (Teddlie and Tashakkori, 2009). Mixed-methods generally include the combination of both qualitative and quantitative data collection techniques such as interviews and questionnaires, which are done either sequentially or parallel (Saunders et al., 2009). In this thesis, a multi-methods choice was utilized because the study combined both primary data from questionnaires and secondary data from a literature review which was analyzed using quantitative procedures of analysis.

### **3.7 Time Horizon**

The research onion characterizes the time horizon as the fifth step in identifying the research methods (Saunders et al., 2015). Research can be done in two different ways: longitudinal or cross-sectional (Saunders and Lewis, 2018, p. 128). Longitudinal alludes to undertaking a study

at an extended period (Rindfleisch et al., 2008). Due to the fact that they measure the same sample units of a population repeatedly over a period of time, they are often called 'movies' of the population (Burns et al., 2017, p. 99). While cross-sectional alludes to analyzing the phenomenon at a definite point in time. When research has time constraints, the researcher generally opts for cross-sectional research. Data is collected from participants at only one time period and due to this, it's often described as a 'snapshot' of the population (Burns et al., 2017, p. 99). As a researcher, in this study, is faced with time and access limitations, a cross-sectional design has been adopted by employing a survey strategy and using a questionnaire to obtain quantitative data.

### **3.8 Data Collection Method**

Data collection method can be characterized as a process through which both primary and secondary data is collected. Some important data collection methods are interviews, questionnaires, observational, experiments etc.

#### **3.8.1 Data and Sources**

The data has been collected by means of a questionnaire designed on 'Google Forms'. The term 'questionnaire' alludes to all methods of data collection in which every potential respondent is asked to answer the similar set of questions in the similar order (Hague *et al.*, 2015, p. 137). Questionnaires are seen as an incredible method for collecting data as they help the researcher to achieve an extensive number of respondents in a cost-effective way (Singh, 2014). Saunders and Lewis (2017, p. 128) further point out that the data collected by questionnaires are regularly utilized either for explanatory or descriptive research studies and the data is usually

analysed statistically. Furthermore, this study collected secondary data from official data and statistics and analysis of former case studies. This blend of primary and secondary data as well as data from various sources is defined as 'triangulation' (Saunders et al., 2009:154). For this study, triangulation is used because it enhances the validity and reliability of findings given that data from various sources enhance the dependability and credibility of the inferences made. Moreover, the shortcomings of one method are supplemented by the other. For example, primary data is collected for this particular research gives the researcher more control of the research process and addresses specific issues while secondary data is cost effective, efficient in terms of effort and time and cannot be manipulated by the researcher (Kumar, 2011).

The survey was distributed and collected online during the period 24<sup>th</sup> November 2018 to 21<sup>st</sup> December 2018. The questionnaire for this study is created in one of the most simple and frequently used online forms - Google Forms. Google Forms is a well-known tool for creation of online questionnaires and surveys. This tool was a venue of choice for this research paper because of its easy-to-use interface and simplified way of visualizing the outcomes. The short description was integrated into the form to explain the purpose and expected outcomes. The questionnaire also includes consent sheet and cover letter that explained the nature and purpose of the research. The seven kinds of questions set forward by Saunders and Lewis (2018, p. 140) were analysed before selecting the suitable ones for this study. The questionnaire used a combination of list, multiple choice, matrix style close-ended questions and a range of rating scales. It was additionally ensure that no respondents filled the survey twice by clicking on an option while creating the survey. It will not allow the respondents to participate in the survey more than once. The complete questionnaire is available in Appendix

Burns, Veeck and Bush (2017, p. 236) recommend that despite the fact the questionnaires are a proficient method to collect quantitative data from a large sample, it is important to ensure that it collects the precise data expected to answer the research question and achieve the research objectives. The questions were thus drafted in way that they would be understood and interpreted by respondents in the way the researcher wanted them to be understood and interpreted. It was also ensured that the terminology used was extremely simple and reflected the language the respondents use in a regular dialogue. Furthermore, they were structured in a way that would provide the researcher with enough data to answer the research question and meet all the research objectives, ensuring 'content validity' (Saunders and Lewis, 2018, p.144). It was also ensure the questionnaire would measure precisely what the researcher wanted to and not something different than what's expected thus ensuring 'builds legitimacy'.

### **3.8.2 Sampling**

According to Saunders, a sampling method reduces the amount of data you need to collect by considering only data from a subgroup rather than all possible cases. It is important to have a group of individuals who can participate in the survey and be able to represent the total target population. This group is called a "sample". Determining the right kind and number of participants in a sample group, also known as sampling, is one of the fundamental steps in conducting surveys.

Survey sampling is divided into two broad categories: probability-based sampling (also referred as 'random sampling') and non-probability sampling. A probability-based sample is one in which the participants are selected using some sort of probabilistic mechanism, and where the probability with which each member of the frame population could have been chosen into the

sample is known. The sampling probabilities do not really need to be equal for each member from the sampling frame. Types of probability sample include Simple random sampling (SRS), Stratified random sampling, Cluster sampling, Systematic sampling etc.

The non-probability sample is also called a convenience sample, occur when either the probability that each unit or respondent included in the sample can't be determined, or it is left up over each individual to choose to participate in the survey. Non-probability-based samples often require much less time and effort, and thus usually are less costly to generate, but generally, they do not support the statistical inference. Types of Non-probability sample include Quota sampling, Snowball sampling, Judgement sampling etc.

For this study, a researcher has opted a simple random sample technique. Selecting such samples had a great contribution in addressing the objectives and research question. Total 103 participants were recruited for the survey. The chosen participants were Indian and already follows Nescafe Fb brand page (India), who have encouraged greater insights into the research question and its related viewpoints. One of the great advantages of simple random sampling is the ease of assembling the sample. It is also considered as a reasonable method for selecting a sample from a given population since each member has given equal opportunities of being selected. This method is less biased compared to other methods and it is easier in drawing a conclusion.

### **3.9 Data Analysis Procedures**

It is vital to analyze the collected data with the goal that the research is completed in a powerful way. Data analysis is the most significant part of any research. Marshall and Rossman(1999) describe data analysis as the process of bringing order, structure, and meaning

to the mass of collected data. Data analysis summarizes collected data. It includes the interpretation of data gathered using analytical and logical reasoning to determine patterns, relationships or trends. Data analysis comprises of examining, categorizing, tabulating, or otherwise recombining the evidence to address the underlying recommendation of a study (Yin, 1994). The researcher relied on experience and the literature to present the analysis using various interpretations. Schostak and Schostak (2008) are the two methods used to analyze data, namely qualitative and quantitative. As this study is quantitative so data analysis is done accordingly. The quantitative data referred to the recorded data of the structured questionnaire and were presented according to the various sections and subsections of the questionnaires. After the respondents finished their online surveys, the data analysis program that is incorporated into the Google forms website was used to analyze the data. The analyzed data were then downloaded after which they were exposed to further analysis using statistical data analysis. The results from primary data were coded into quantitative form and analyzed simultaneously with the secondary data. The quantitative data were presented in either pie-charts or by means of graph charts. That is to present data visually for a quick understanding. Each presentation of data provided an indication of numerical scores and percentages according to related categories in order to provide an overview of the particular grouping of data. Secondly, the visual presentation of data (tables, charts, and graphics) in numbers and percentages enabled the researcher to offer an analytical description and interpretation of data by means of descriptive statistical procedures.

### **3.10 Research Ethics**

Ethics are broadly the set of rules, written and unwritten, that governs our expectations of our own and others' behaviour. Ethical considerations in research are critical. Ethics are the norms or standards for conduct that differentiate between right and wrong. They help to decide the distinction between acceptable and unacceptable practices. In a research context, this can relate to doing research in a responsible manner that meets the requirements of the law, policies, procedures, guidelines, and code of conduct (Saunders & Lewis, 2018).

Ethical standards are important because they avoid the fabrication or falsifying of data and therefore, promote the pursuit of knowledge and truth which is the essential goal of research.

Ethical behaviour is also critical for collaborative work because it supports an environment of trust, accountability, and mutual respect among researchers. This is particularly important when considering issues identified with data sharing, co-authorship, copyright guidelines, confidentiality, and numerous different issues. Researchers should likewise adhere to ethical standards in order for the public to support and believe in the research.

There are various key phrases that describe the system of ethical protections that the contemporary social and restorative research foundation have made to try to protect better the rights of their research participants. The principle of voluntary participation requires that individual not be constrained into taking part in research. This is particularly applicable where researchers had previously relied on 'captive audiences' for their subjects -- prisons, universities, and places like that. Firmly identified with the notion of voluntary participation is the requirement of informed consent. Basically, this means that prospective research participants must be fully informed about the procedures and risks engaged in research and

must give their consent to participate. Ethical standards additionally require that researchers not put participants in a situation where they might be at risk of harm as a result of their participation. Harm can be characterized as both physical and psychological. There are two measures that are applied in order to help protect the privacy of research participants. Almost all research guarantees the participants' confidentiality - they are assured that identifying data will not be made accessible to anyone who is not directly involved in the study. The stricter standard is the principle of anonymity which basically implies that the participant will remain anonymous throughout the study -- even to the researchers themselves. Clearly, the anonymity standard is a stronger guarantee of privacy, but it is sometimes difficult to accomplish, especially in circumstances where participants have to be measured at multiple time points (e.g., a pre-post study).

This dissertation included quantitative research which deals with participants' information. There is probably more risk of emotional/professional harm or confidentiality/anonymity loss to participants. Following are the ethical consideration taking while doing research.

1. The researcher had sent information sheet and consent form (see appendix 1) along with survey questionnaire, to provide participants sufficient information about the research and look for their availability/consent for the research.
2. All participants were aware of the topic of the study, the aim and about the people who were going to have access to the data. Nobody has been compelled to participate and each respondent had the freedom to withdraw from the study at any point of time.
3. All respondents had the choice to participate or not and data have remained confidential.

4. During the data analysis and Interpretation, the researcher has ensured the accuracy and legitimacy of the data. The researcher has avoided falsification of the data collected.

### **3.11 Summary**

The researcher has made efforts to emphasize every single detail of the study in an effective way. The research methodology used in this study has been recognized. This study uses a positivism philosophy and an inductive approach. The research strategy used is a cross-sectional survey using a multi-method research choice. Both primary (survey questionnaire involving 103 participants who are already on Nescafe Fb brand page (India) and they are selected through simple random sampling strategy) and secondary (academic journals, books, and articles) sources of data were used. The reasons for choosing each of these methods were explained along with the strengths and weaknesses of the alternative methods. The research methodology has helped the researcher to complete the quantitative study and answer the selected research objectives and research question to the highest standards.

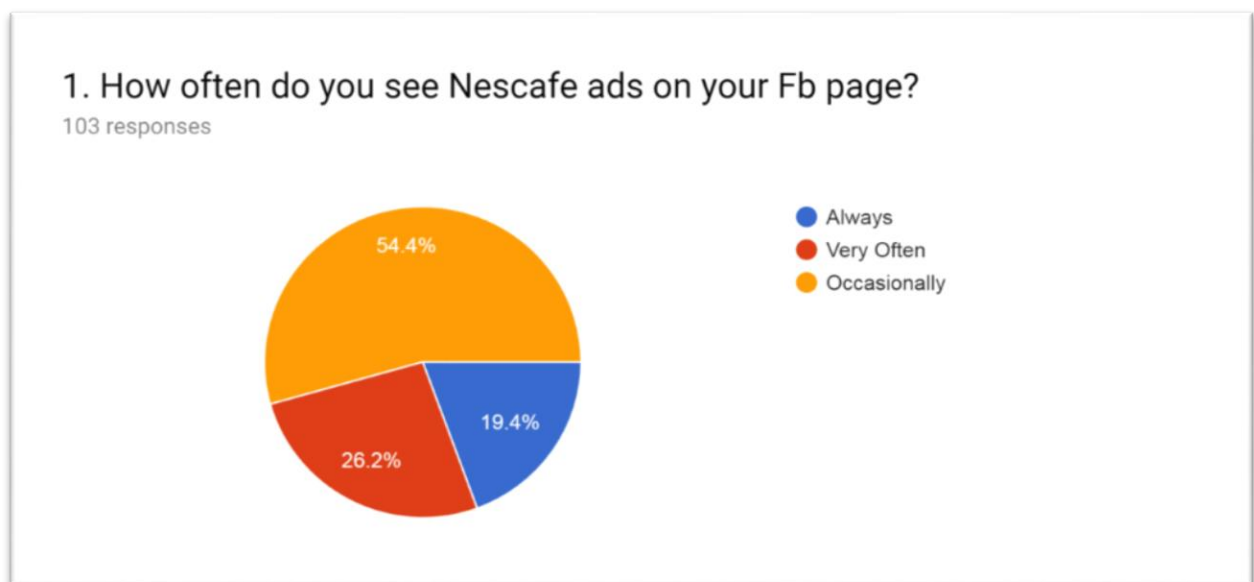
## **Chapter 4: Data Analysis/Findings**

This chapter will illustrate the findings of primary and secondary research, including the analysis of quantitative data obtained throughout the study. There were 20 questions in a survey and was created using Google Forms. Overall the researcher planned to get at least 150 people to answer the survey. Only 103 individuals actually participated in answering the questionnaire. All

individuals who participated in the survey follows Nescafe (India) Fb brand page. The researcher found the individuals on the Nescafe (India) Fb brand page and used Facebook Messenger to distribute the survey. All the questions are designed in such a way that it can meet the research objectives. The data will be presented in pie-chart and graph format and show exactly how each question was answered by each respondent. The researcher will only present the analyzed data and does not plan to draw any conclusions or suggestions during this chapter. The full survey can be found in Appendix 1.

**Que 1: How often do you see Nescafe ads on your Fb page?**

As this survey is only for the individuals who follow Nescafe Fb brand page (India). The purpose of this question was to identify the ads frequency of Nescafe on respondents Fb page. As the result below shows that the percentage of respondents who always sees Nescafe ads on Fb page is 19.4% which is lower as compared to the respondents who see ads occasionally that is 54.4% and 26.2 % of respondents sees the Nescafe ads very often.

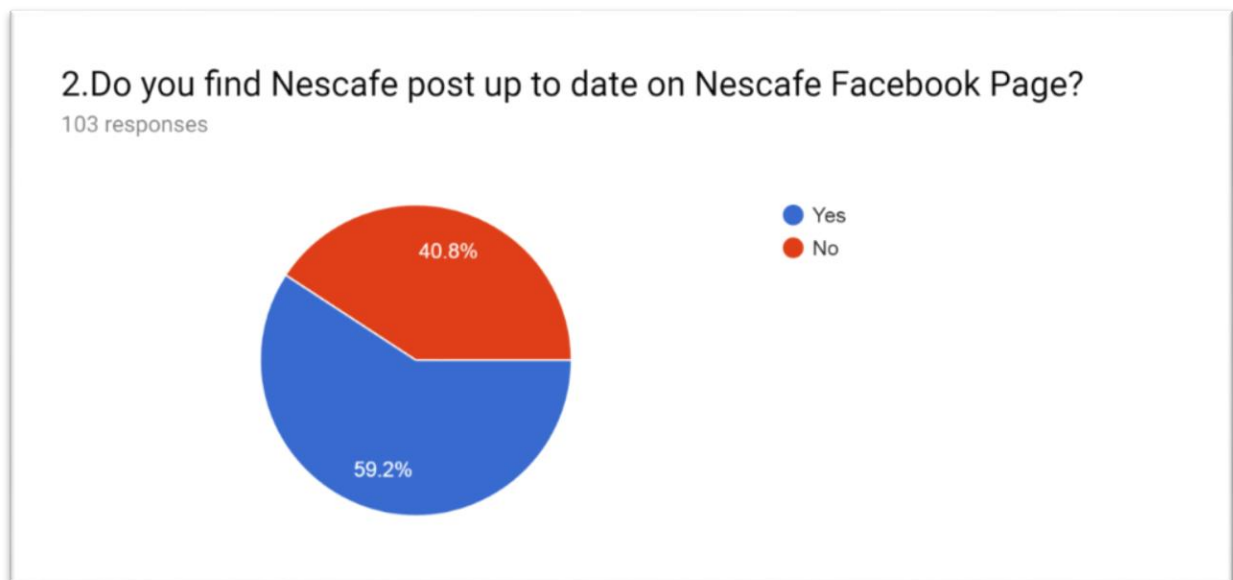


**Fig 17: How often do you see Nescafe ads on your Fb page?**

**Que 2: Do you find Nescafe post up to date on Nescafe Facebook Page?**

This question was framed in order to identify the Nescafe customer engagement on Facebook.

As shown below that 59.2% of respondents find the Nescafe post up to date while 40.8% doesn't find it up to date.



**Fig 18: Do you find Nescafe post up to date on Nescafe Facebook Page?**

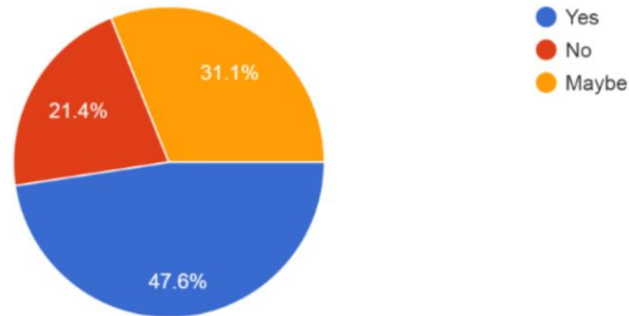
**Que 3: Are the numbers of likes, a sign of quality posts for you?**

This question is to identify the respondents' perception about the likes on the Nescafe posts.

The result shows 47.6% respondents believe that the numbers of likes are the sign of quality post, 21.4% doesn't agree and 31.1 % were not sure.

### 3. Are the numbers of likes, a sign of quality posts for you?

103 responses



**Fig 19: Are the numbers of likes, a sign of quality posts for you?**

#### **Que 4: Would Nescafe Fb brand page influence your buying decisions?**

This question was created in order to identify the effect of Nescafe Fb brand page on the respondents' perception of the brand and would it influence their buying decision. As the result below states that 27.2% respondents' buying decision were always influenced through Nescafe Fb brand page, 32% were occasionally influenced and 19.4% respondents' were never influenced their buying decision through Nescafe Fb brand page.



**Fig 20: Would Nescafe Fb brand page influence your buying decisions?**

**Que 5: What words come to mind when you think of Nescafe?**

This question is designed to identify respondents' perception and what they feel about Nescafe. As a result shows that they think Nescafe as Coffee, good taste, awesome to get back to work, refreshment, instant coffee etc. Rest of the responses are shown below in the fig 21 and Fig 22.

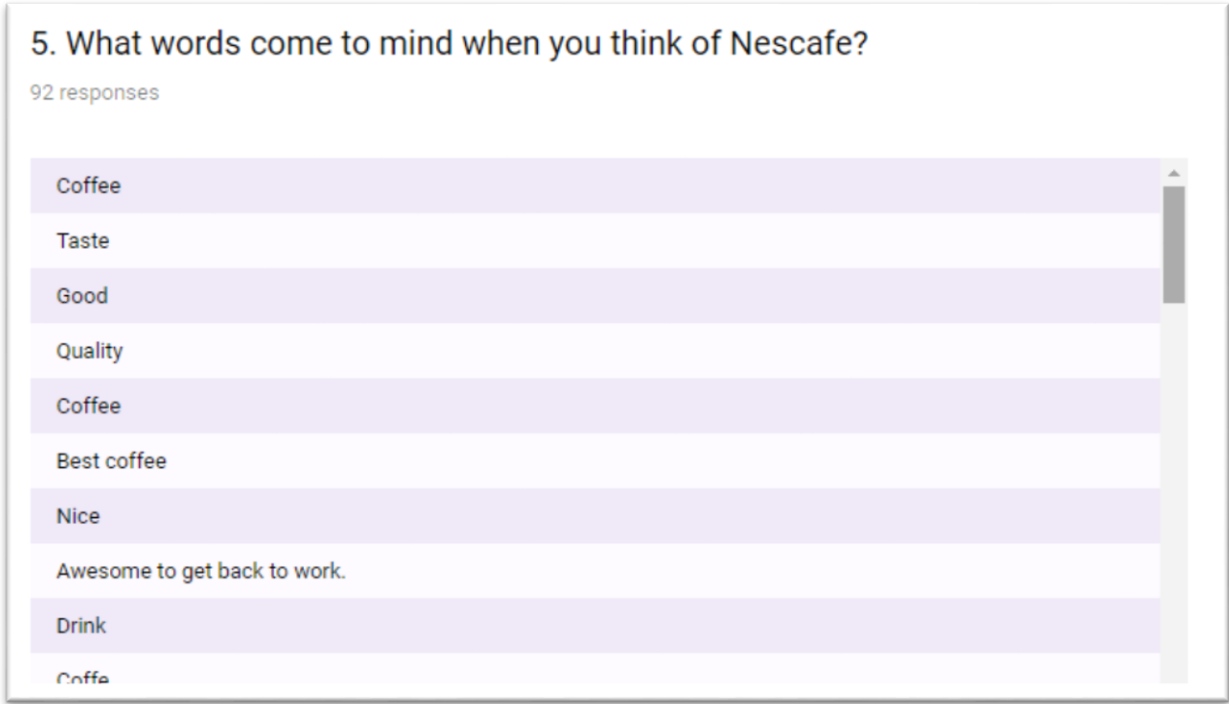


Fig 21: What words come to mind when you think of Nescafe?

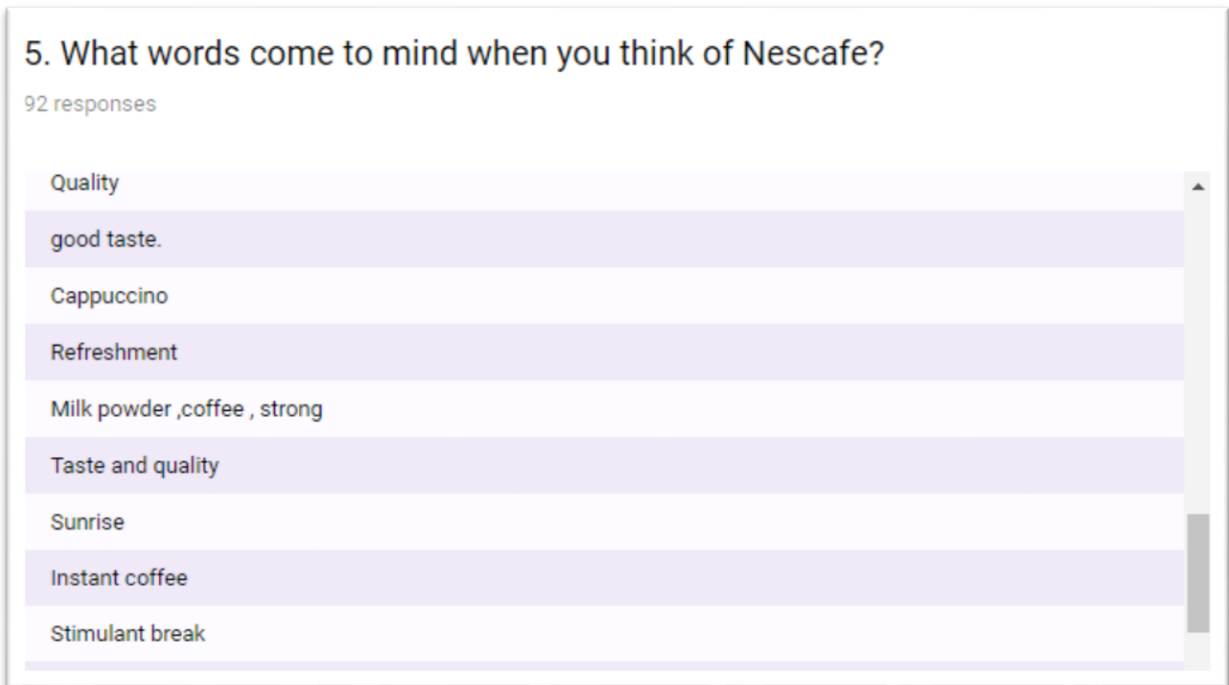


Fig 22: What words come to mind when you think of Nescafe?

### Que 6: How would you consider Nescafe?

This question is designed to identify the brand image of Nescafe in respondents' mind. Between the options of a spirit of youth, romantic, bitter taste, breakup, best brand in category and chilling with friends; many people choose chilling with friends. Around 37.9 % think that Nescafe as better taste, 26.2 % respond Nescafe as chilling with friends , 16.5 % believe that Nescafe as Romantic and 4.5% rated as best friend in category.

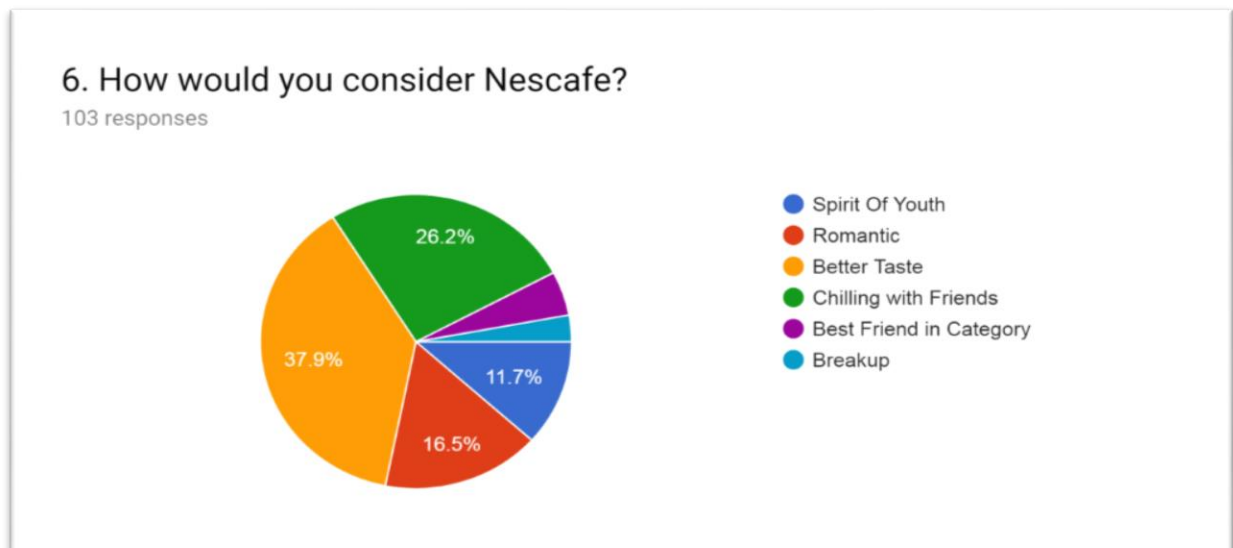
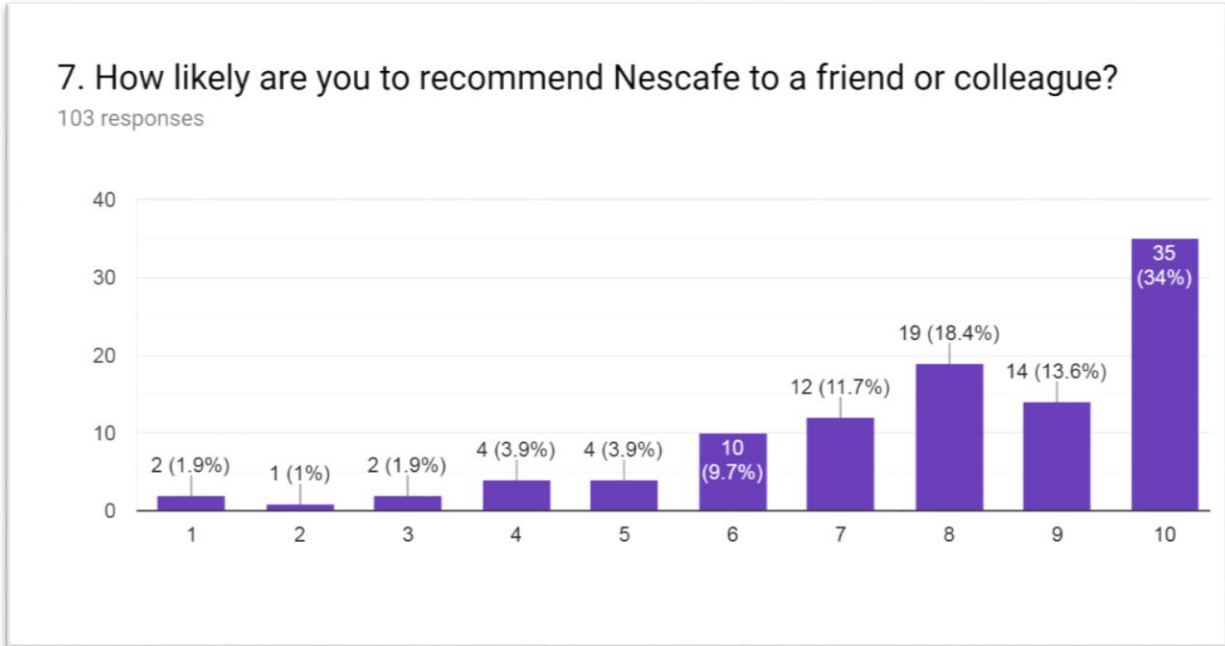


Fig 23: How would you consider Nescafe?

### Que 7: How likely are you to recommend Nescafe to a friend or colleague?

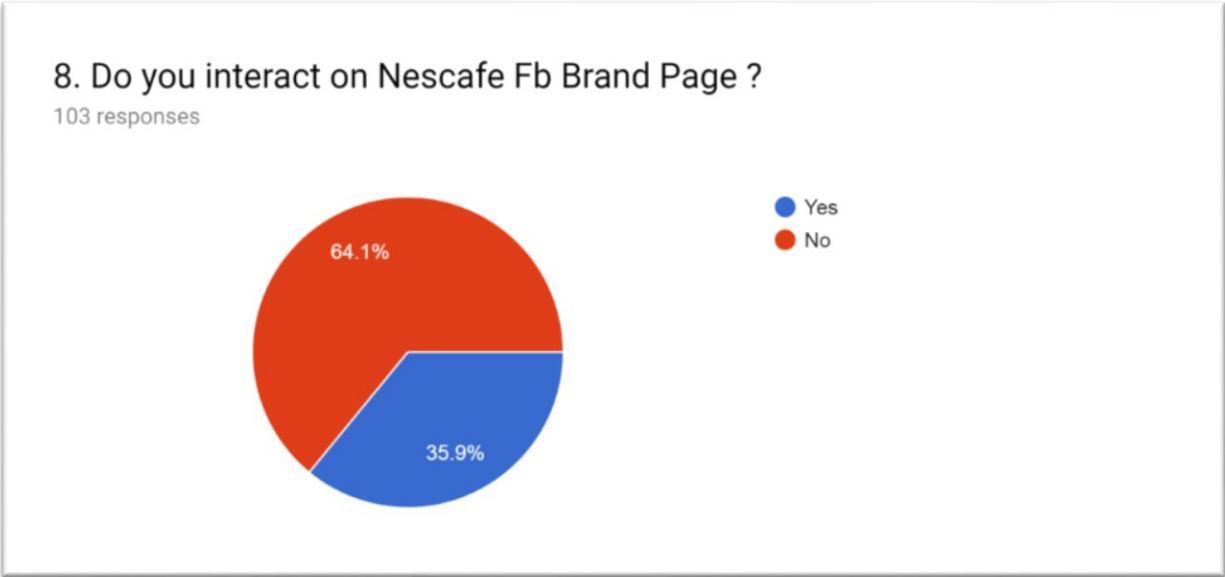
This question is designed to identify customer loyalty towards Nescafe. For this question, it was asked to recommend Nescafe to a friend or colleague (rating on a scale 1-10: 1= Not at all likely, 10= extremely likely). 47.6% will highly recommend Nescafe, 39.8% will moderately recommend and 12.6 % were not at all likely recommend Nescafe to a friend or colleague.



**Fig 24: How likely are you to recommend Nescafe to a friend or colleague?**

**Que 8: Do you interact on Nescafe Fb Brand Page?**

The purpose of this question was to identify if people who follow Nescafe Fb brand page were actively engaged with Nescafe or not. The pie-chart below states that 35.9% of respondents interact with Nescafe on its Fb page and rest 64.1% doesn't interact. These interactions include activity such as liking a Nescafe post, commenting on a page, asking a question and sharing a post.



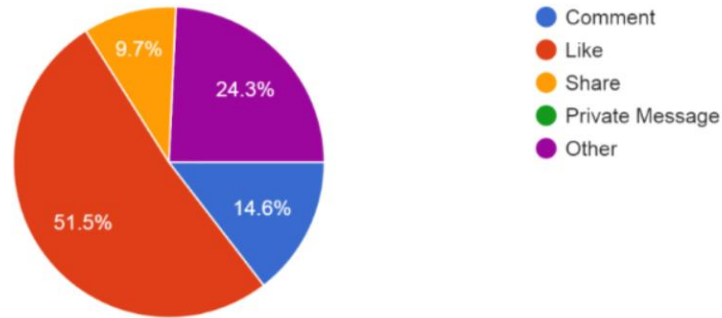
**Fig 25: Do you interact on Nescafe Fb Brand Page?**

**Que 9: How do you interact with Nescafe on Nescafe Fb Brand Page?**

This question is designed in such a way to identify how respondents like to interact with Nescafe on Nescafe Fb brand page. 51.5% of people who answered the survey interact with brands by liking their publications (Posts, ads etc.), 9.7% by sharing the posts, 14.6% by commenting the publications, 24.3 % doesn't interact with brands.

### 9. How do you interact with Nescafe on Nescafe Fb Brand Page ?

103 responses



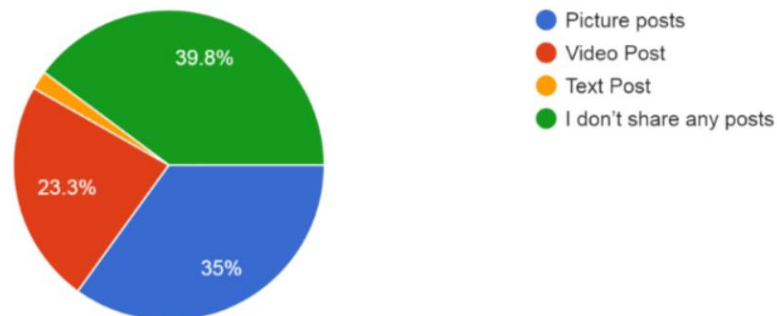
**Fig 26: How do you interact with Nescafe on Nescafe Fb Brand Page?**

### Que 10: What type of Nescafe posts are you most likely to share?

This question was framed in order to identify what types of Nescafe posts on Facebook consumers respond to the most. It is found that 35% of respondents' like to share picture post, 23.3% of respondents' share video post and the highest 39.8% doesn't share any post.

### 10. What type of Nescafe posts are you most likely to share?

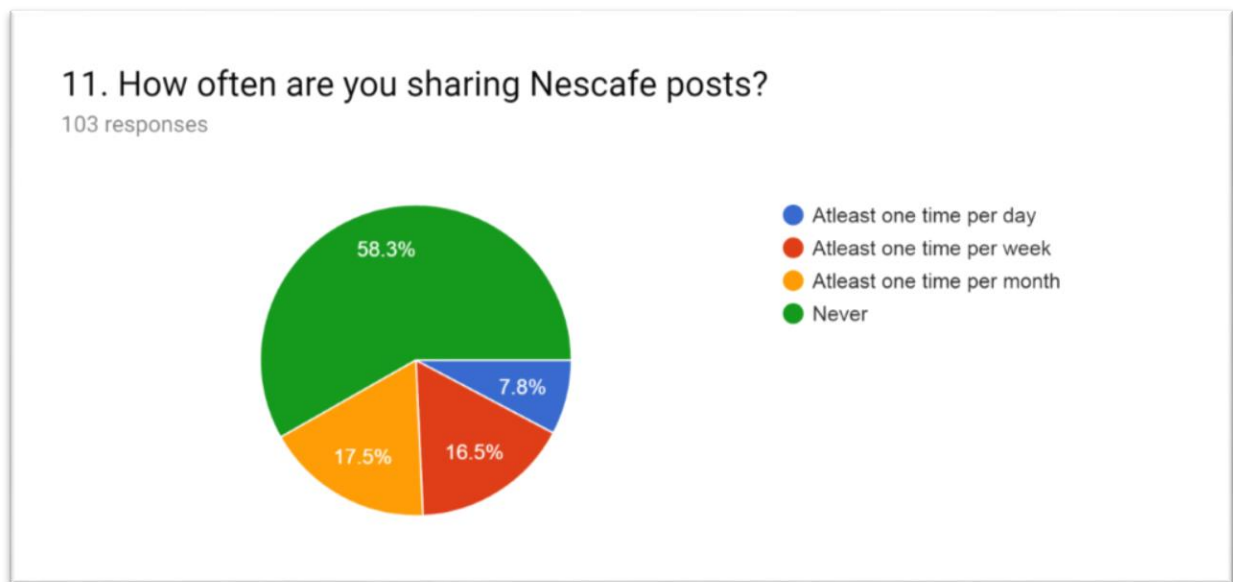
103 responses



**Fig 27: What type of Nescafe posts are you most likely to share?**

**Que 11: How often are you sharing Nescafe posts?**

Among the respondents who share Nescafe posts, 17.5% share it at least once per month, 16.5% share it at least once per week, and 7.8% share it at least once per day. 58.3% declare they never share Nescafe posts, which is the highest amongst all.



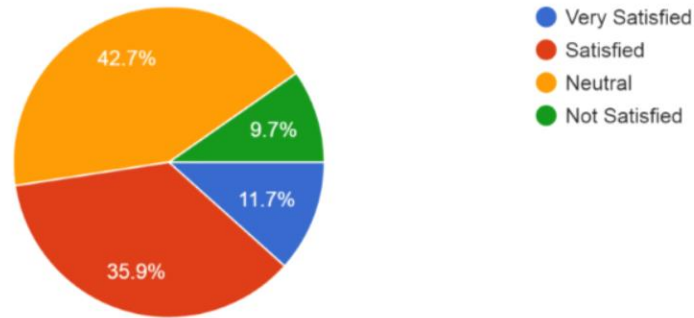
**Fig 28: How often are you sharing Nescafe posts?**

**Que 12: How satisfied are you with Nescafe ads on Fb?**

This question is designed to identify how impactful the Nescafe ads on Fb . As a result states that 35.9% of respondents' are satisfied with the Nescafe ads on Fb, 11.7% are very satisfied, and 42.7% are neutral about the Nescafe ads. 9.7% responded that they are not satisfied with Nescafe ads on Facebook.

## 12. How satisfied are you with Nescafe ads on Fb?

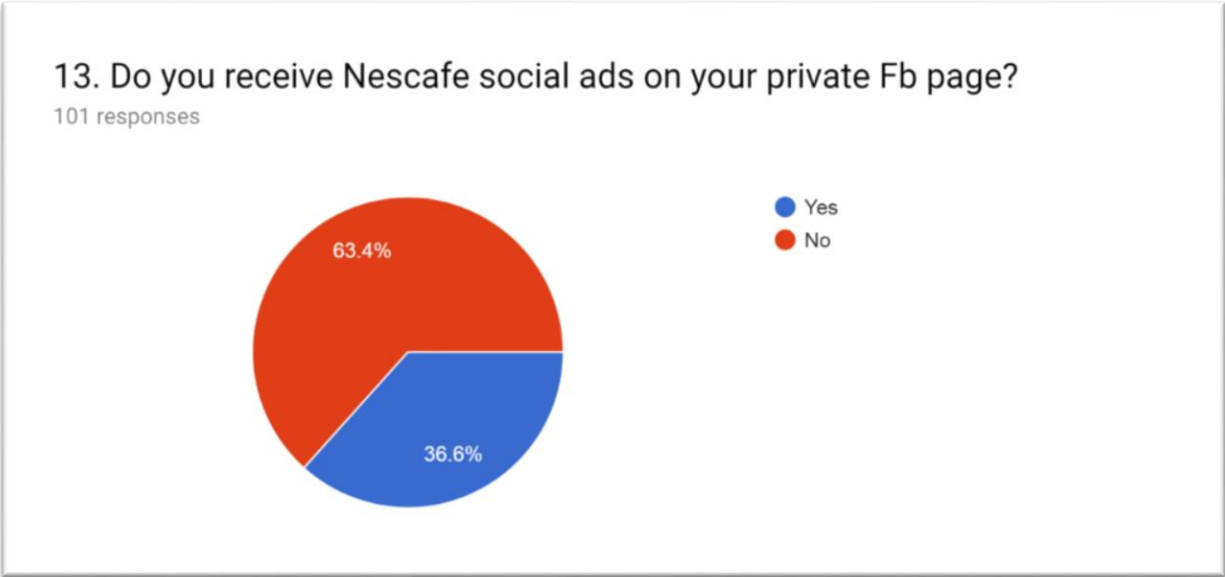
103 responses



**Fig 29: How satisfied are you with Nescafe ads on Fb?**

### **Que 13: Do you receive Nescafe social ads on your private Fb page?**

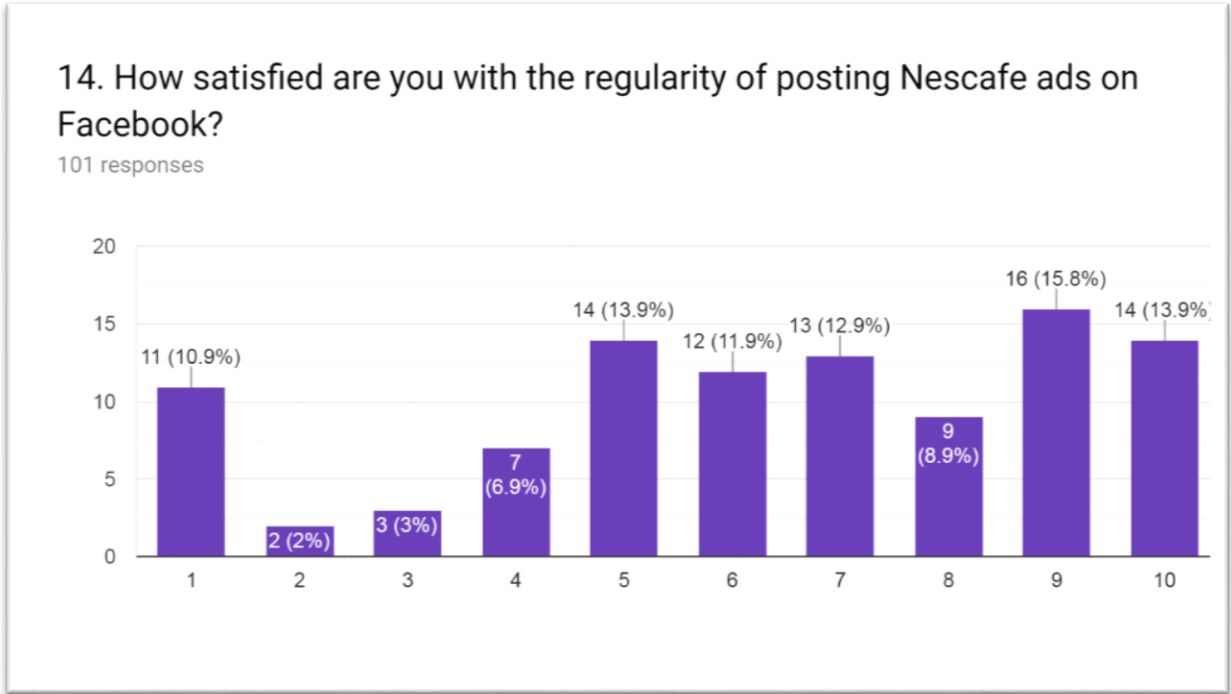
This question focuses on to identify how actively respondents' were engaged for Nescafe through Nescafe ads on their Fb page. As the pie-chart signifies that highest 63.4% of respondents' share that they do not receive Nescafe ads on their private Fb page and 36.6% people received the Nescafe social ads on their Fb page.



**Fig 30: Do you receive Nescafe social ads on your private Fb page?**

**Que 14: How satisfied are you with the regularity of posting Nescafe ads on Facebook?**

For this question, it was asked to rate the regularity of posting Nescafe ads on Facebook (rating on a scale 1-10: 1= Not satisfied, 10= extremely satisfied). 29.7% respondents are extremely satisfied, 47.6% of respondents are moderately satisfied and 22.8% were not satisfied with the regularity of posting of Nescafe ads.



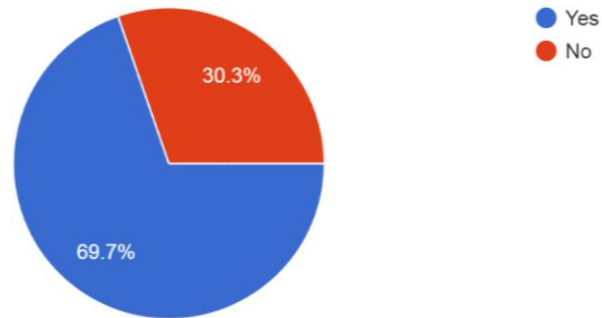
**Fig 31: How satisfied are you with the regularity of posting Nescafe ads on Facebook?**

**Que 15: Do you feel attached with Nescafe when they are interacting with you on Facebook?**

This question is to identify the customer engagement of Nescafe via facebook. 69.7% of the respondents feel absolutely more engaged when Nescafe interacts with them on Facebook whereas 30.3% don't feel engaged.

15. Do you feel attached with Nescafe when they are interacting with you on Facebook?

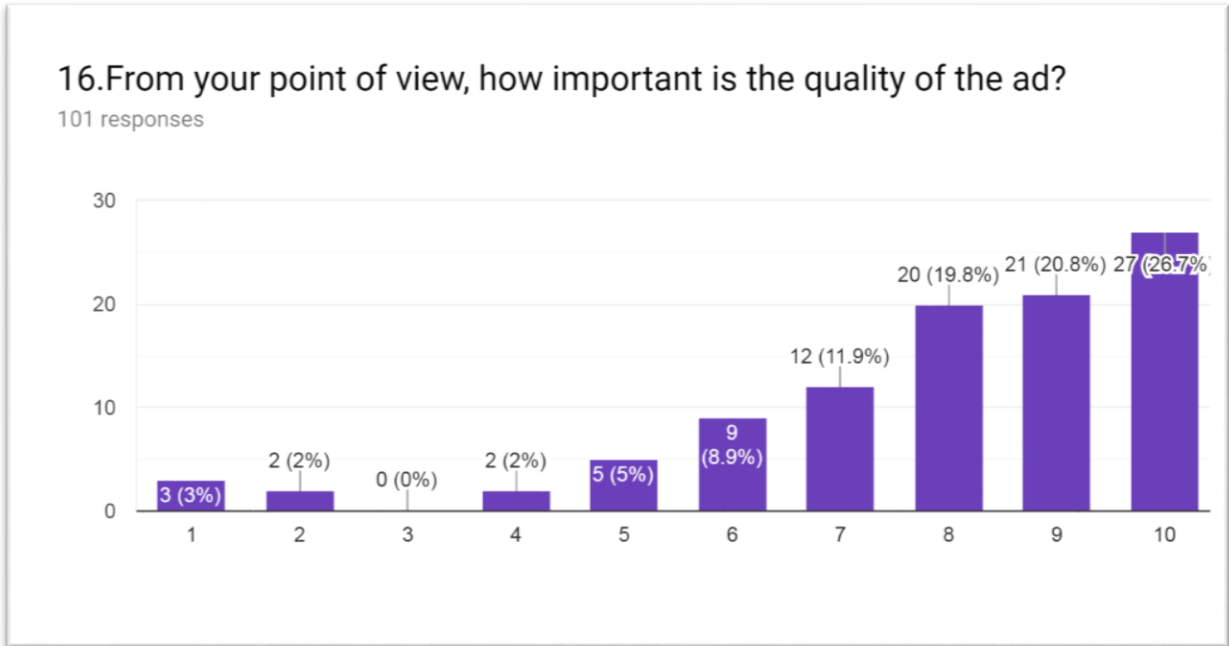
99 responses



**Fig 32: Do you feel attached with Nescafe when they are interacting with you on Facebook?**

**Que 16: From your point of view, how important is the quality of the ad?**

For this question, it was asked to rate the quality of Nescafe ads on Facebook (rating on a scale 1-10: 1 = Not at all important, 10 = extremely important). As the graph below suggests 47.5% people who answered the survey rated quality of the ad as extremely important, 40.6% rated as moderately important and 12% rated as not at all important.



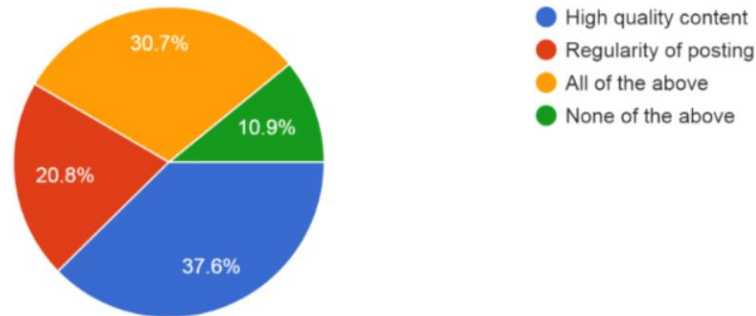
**Fig 33: From your point of view, how important is the quality of the ad?**

**Que 17: Which of the following do you rather liked in Nescafe ads?**

This question aimed to find out the respondents' perception about the Nescafe ads. As a result shows it's a mixed response. 37.6% of the respondents answered they prefer high- quality content posts, 20.8% of them prefer the regularity of posting, and 30.7% consider both activities as important.

### 17. Which of the following do you rather liked in Nescafe ads?

101 responses



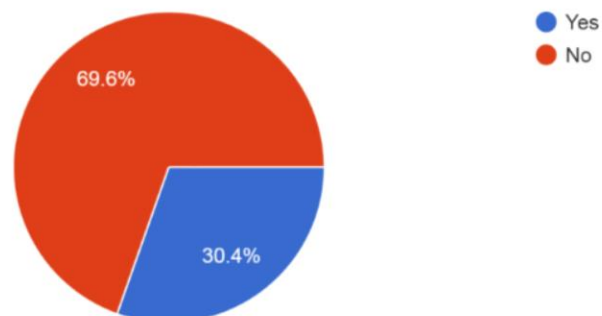
**Fig 34: Which of the following do you rather liked in Nescafe ads?**

### Que 18: Have you ever suggested something to Nescafe through Facebook?

This question aimed to identify that people who follow Nescafe Fb brand page do actively engage with Nescafe. As a result signifies that 69.6% of respondents' doesn't suggest something to Nescafe on Facebook whereas 30.4% of respondents' suggested.

### 18. Have you ever suggested something to Nescafe through Facebook?

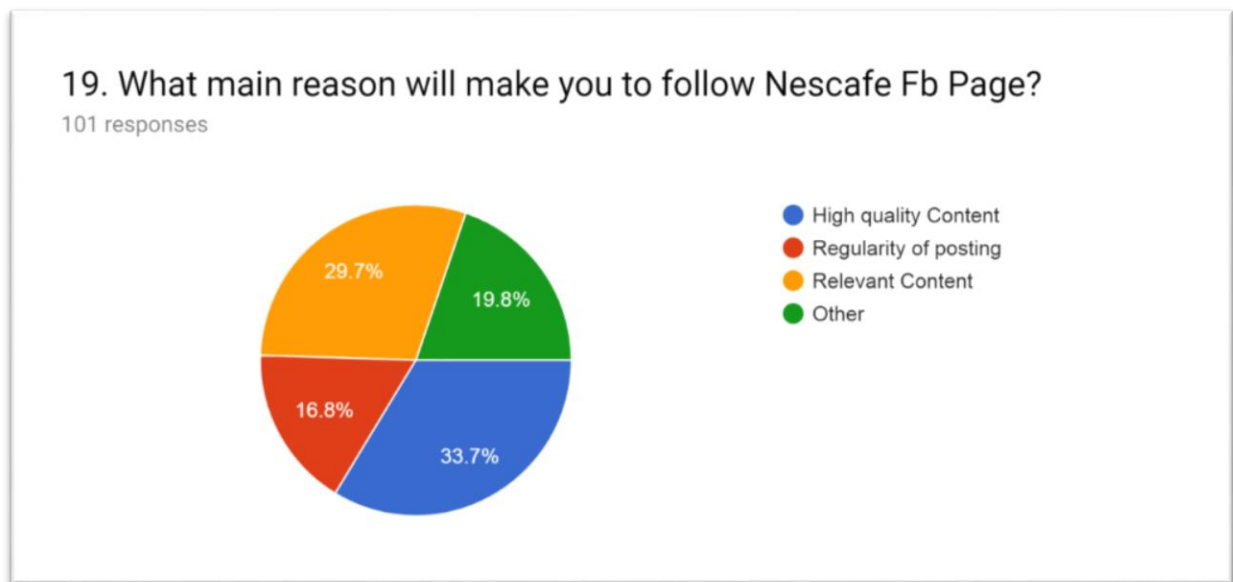
102 responses



**Fig 35: Have you ever suggested something to Nescafe through Facebook?**

**Que 19: What main reason will make you to follow Nescafe Fb Page?**

33.7% of the respondents' follow Nescafe Fb page because of the high quality content of the posts, 16.8% and 29.7% respondents' follows because of its regularity of posting and relevant content.



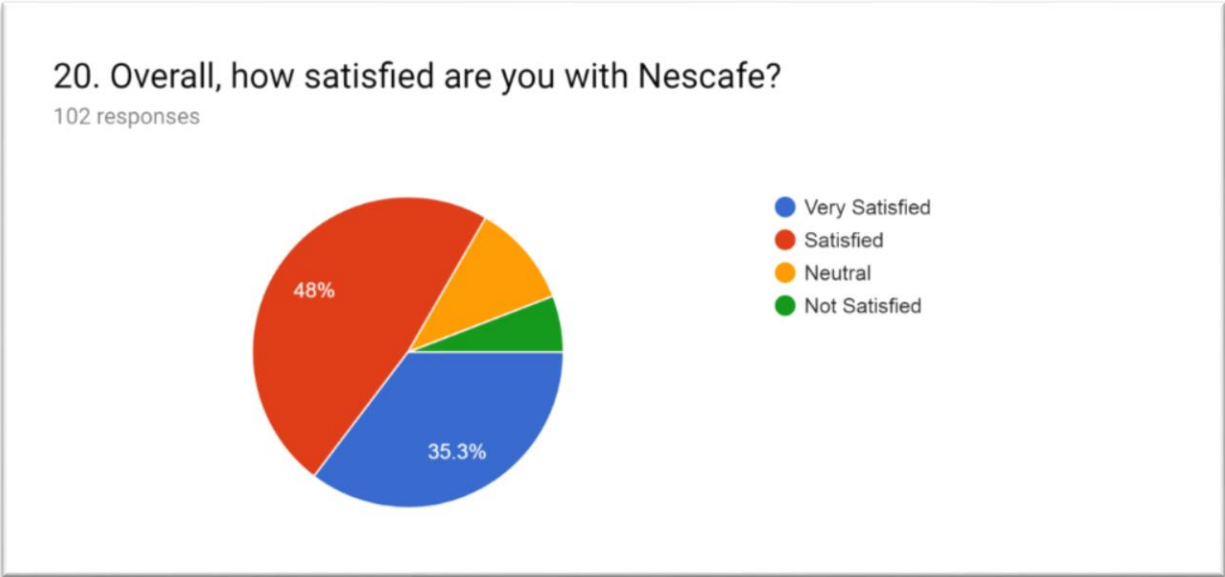
**Fig 36: What main reason will make you to follow Nescafe Fb Page?**

**Que 20: Overall, how satisfied are you with Nescafe?**

This question was aimed to find out the overall perception of Nescafe on respondents' mind.

35.3% of people who answered the survey were very satisfied with Nescafe, 48% were satisfied,

10.7 % of people were neutral and the rest 5.8% were not satisfied.



**Fig 37: Overall, how satisfied are you with Nescafe?**

## **Chapter 5: Discussion**

### **5.1 Research Objective 1**

**To analyze how Nescafe optimizes Facebook platform to engage Indian customers.**

The first objective was to analyse that in this digital environment, how Nestle utilizes Facebook platform to engage customers. It can be seen that among the individuals surveyed, majority of people sees Nescafe ads occasionally and only 19.2% of people sees Nescafe ads always on Facebook page which means that the posts sent from the Nescafe will reach a limited audience even though the activities from the band side will increase. Nescafe can do better to achieve the highest visibility among their fans, if they want to be seen by many of their fans. Large number of fans and followers may keep social media converts happy, but according to the 90-9-1 Rule only 1% of the community members will be an active contributors, followed by 9% and

the rest 90% “lurkes” only who will consume content, but do not take actions with it ( Nielsen J. 2016).

Secondly, more than half of people found the Nescafe post up to date which means that Nescafe brand strategy moderately keep a focus on content and engaging with fans via content quality. As shown in the findings that 59.2% respondents rated Nescafe ads up to date. They have focus on creating dialogue between company and fans, fostering relationship that way, which works very well for their audience.

Thirdly, almost half of the people surveyed found the number of likes, a sign of quality post. For brands, post Likes are still valuable - they define how far brand reach will go and help to indicate audience response, which Facebook can then measure and take into account when assessing Page performance. But, considering that having lots of Posts Likes doesn't necessarily mean their message is getting through. It's the engagement on the posts that really defines the reach and response. Generating engagement with the content they post is the best way to reach the most amount of people, build interest and engagement, and generate brand awareness, leading to more authentic Page Likes. From the literature review it was observed that the Like was once a crucial currency of Facebook- evidence of the popularity, and importance- getting people to like the brand Page might inflate their vanity stats, but it won't necessarily mean that more people are going to see more of the content, something that they definitely want to be aiming for. Because ultimately, interaction = engagement = a measurable sign of interest in the brand.

Lastly, according to the result obtained from primary data some people may or may not influenced their purchase decision by the Nescafe Fb brand page it means that it totally based on how to engage customers which is based on creating a consistent brand persona and engaging in conversations with their diverse audience. Therefore Nescafe created a friendly environment, easily starting casual conversations. As mentioned in the literature review about online customer journey. Getting cut through is a key challenge for marketers today since there are so many online influences on purchase from search engines and social networks and from media sites to personal blogs. So, to be effective in influencing purchase today, brands need to intimately understand the footprint of their brand communications and how this relates to consumer purchase decision-making.

To conclude, the researcher simply state that engagement with audience is important and Nescafe optimises Facebook well to engage Indian customers. But there is scope for Nescafe to engage more number of audiences effectively on their Nescafe Fb brand page. Additionally researcher identified the following more or less identical goals to engage more number of audiences for Nescafe: Listen in order to Understand Consumers, Involve and Engage with Audience in order to create and sustain a Relationship between Brand and Consumers, Support or Build Relationships by having a Dialogue with Consumers, and Build a Brand Persona.

## **5.2 Research Objective 2**

**To evaluate the gap between brand identity and brand image in India for Nescafe.**

The second objective was to analyze the gap between brand identity and brand image which means that the brand image Nestle marketers want customers for the Nescafe will be the same as the identity marketers trying to project or not. This difference between brand identity and brand image is called 'Perception Gap'.

In the survey of Nescafe, the researcher has found out that most of our respondents say that when they first see the "Nescafe" the first thing come to their mind that its refreshing, good taste, friendship, awesome to get back to work, quality, best coffee, coffee that is perfect etc. Majority of the sample share positive feedback about Nescafe and they connect Nescafe with work, friendship, relaxation. It means that they perceive Nescafe as same as the company wants to portray it. In the survey, the question number 6 is that "How would you consider Nescafe" So, in the survey result researcher found that around 11.7% of people find Nescafe as a Spirit of Youth where 16.5% find itself Romantic. 37.9% feel as a Better taste where 2.9% of people found itself as a Breakup sign. 4.9% people see itself as a Best friend in Category and 26.2% found Nescafe as an opportunity to Chilling with Friends.

Brand Identity is defined by the way the brand speaks and behaves, as well as the associations it creates in consumer's minds. In order to achieve memorable and distinct brand Identity, brands were assigning human personality characteristics to a brand which enables stronger and more emotional associations to the brand. Nescafe's brand Identity indicates emotional associations towards coffee. Coffee cheers up, brings a good time, relaxation and company in people's lives. The casual and friendly conversations encourage fans to share personal moments or opinions, these experiences anchor the brand personality, which in return generates its emotional character and associations in consumers' mind (Posts taken from Facebook, March/April 2012). Nescafe went back to their core, unique and historic values to

bring Brand's Identity online. For example, Nescafe created a brand persona which is friendly, warm, down to earth, seemingly sincere and honest, someone with whom can have a nice chat while drinking coffee. Another personality dimension which Nescafe applied is excitement, related to qualities such as friendly, youth and energy. These have been achieved through the images of the posts, which send positive and cheerful vibe metaphors supporting with words having positive connotations: Hugs, smile, celebrate, better tomorrow, a weekend, place to enjoy, Mondays should be Fun days, celebrate, Nescafe break, funny, etc.

In the survey question, 7 is that "how likely do you recommend a brand to a friend" Researcher found that 47.6% will highly recommend Nescafe, 39.8% will moderately recommend and 12.6 % were not at all likely recommend Nescafe to a friend or colleague. As per the literature review discussed earlier brand loyalty is the most important reason why people recommend a brand. Word of mouth recommendations has always been placed higher in importance over product descriptions and advertisements. People like to know about the kind of experience customers have had with the brand and product, before they invest their money in it. So according to the survey results the majority of respondents recommend Nescafe to a friend, it shows that they have trust and good experience with Nescafe. People are more likely to recommend a brand when they have a great experience with a brand and are satisfied with the purchase. When people accept a brand to their social networking cycle, it means they accept the brand into their personal sphere; the brand becomes a virtual "friend" on individuals' social networks space. The brand is one of the community members with whom fans are connected with, in a stronger or weaker manner depending on the time and effort invested in the relationship. The micro-interactions on social networks bring utility and value into people's everyday life. However, brands cannot assume that the bond is strong enough to sustain a long-

term relationship without delivering value or content that benefits the brand alone. Value exchange creates loyalty and ensures continued engagement with the brand in the social sphere. In the sense of making brand advocates of the consumers, the value created by the exchange might even inspire them to share it with others and thus increase brand value. Social experience consists of relationships, sharing lived experiences, connecting people, evoking feelings, positive values created within context. The sum of those micro-interactions is the key to build a brand relevance to consumers' lives. To understand what values to bring to the audience, Nestle takes some steps back and simply look how relationships are build between people and to find important moment and meaning taken from everyday life. The opportunity for companies to connect with the audience comes from understanding what value is in a person's life. In the branding context, it means that companies have to provide values to consumers instead of showing product features, artificial product lines. Apart from that, as per the literature review, the strong aspect of Nescafe's social media brand strategy is along with highly engaging and quality content it is also important to build consistent and distinguished brand identity through visual brand elements deep red background color with the white script as their trademark. The red mug is a brand symbol that appears as a strong visual recognition aid that helps to differentiate the brand in consumers' minds.

So the overall finding of the survey about the ultimate brand identity of Nescafe is mostly friendship, which concludes that the brand identity matched with the result of the survey which researcher has found out that the Nescafe has the brand image of friendship, joy, etc. It means that Nescafe brand image the customer perceives is same as the Nescafe brand identity which marketers trying to project.

### **5.3 Research Objective 3**

#### **To identify the consumer action response on the Nescafe Fb brand page**

Consumer action response is any action consumer takes on the Facebook Page or one of the posts. The most common examples are comments, likes, and shares. Consumer action response on the Nescafe Fb brand page is one kind of engagement which matters because it can help extend organic reach. First, engagement helps boost the News Feed placement based on the Facebook algorithm. And second, likes and shares expose the posts to the audience's extended network. Finally, engagement also indicates that the audience is, well, engaged.

This research objective is to identify the customer action response that is, how consumer prefers to interact on the Nescafe Fb brand page. As the survey shows that majority of people don't like to interact on Fb page and the people who interact usually uses 'like' as a customer action response and some people like to comment and very fewer people share on the Nescafe Fb brand page. "Like" is an approach to give positive feedback or to connect with things they care about on Facebook. People can like content that their friends post to give them feedback or like a Page that they want to connect with on Facebook. But, shares are more indicative of an effective Facebook community and will result in greater ROI(return on investment) from Facebook efforts.

Many people don't like to share the post but if they do they share the picture posts. Almost half of the consumers who surveyed are neutral and 35.9% are satisfied with the Nescafe ads on Facebook. Today it is difficult than ever to capture the attention of the audience so creating highly shareable content must be important to any Facebook marketing strategy. To ensure regular engagement with users, Nescafe needs to work on their content and develop a clear publishing strategy. According to Choi, a brand on Facebook is in fact no different from friends.

“Brands compete for the same space in the newsfeed as the friends,” he says, also mentioned that it is important to keep the content engaging, so people will share. For Nescafe, Knowing when to post engaging content is an important part of any strategy. In fact, previous researches showed that engagement rates for Facebook posts are 18% higher on Thursday and Fridays. Facebook’s own research reveals that posts of around a couple of lines get 60% more likes, comments, and shares than ones that are more than 250 characters. So Nescafe has to keep the content short and simple but make sure it is highly engaging and shareable.

As per the data analysis, it has been identified that most of the people don’t interact on Nescafe Fb page. As per literature review, some reasons why people are not liking or commenting on Fb post are passive lurkers, laziness, not more interested in the brand, irritating Facebook notification etc. So to engage more number of customers actively Nescafe should post relevant and high-quality content, posting frequencies and engage them in some contest. Apart from this, the customer uses mostly “Like” as a customer response action which is good for Nescafe. But, sharing the post of Nescafe should be encouraged because as share is generally more indicative of quality content than like and is indicative of a quality fan. Shares have a higher word of mouth value than likes, Shares increase reach directly to potential fans that may have similar values with the high-quality share.

#### **5.4 Research Objective 4**

**Examine how Facebook users engage with Nescafe social ads on their private Facebook account?**

As per the survey, only 36% of people receive the Nescafe social ads on their facebook page and almost half of the people don’t received Nescafe ads. Nearly 60% of people suggested that

they feel attached when Nescafe interacted with them and high-quality content of Nescafe on Facebook is the most important thing they like on Nescafe ads. Nearly half of the people are satisfied with the Nescafe. As mentioned in the literature review and as per data analysis, Nescafe engaging with their audience through the content by creating deliberate values, gathering a community around the content. Through the content, the brand communicates values and so defines the brand Nescafe itself. Moreover, a Nescafe ad is created around the content. Therefore it is important to create interactive content, which provides visitors with a chance to immerse themselves in the Nescafe brand's values and messages. Topics which are appealing to the audience, storytelling, and attention-grabbing headlines invite people to interact with the Nescafe and provide further opportunities to build a closer relationship. Nestle is using different strategies to communicate Nescafe brand content. Nescafe social media branding strategy does not focus on creating deep and powerful content instead it focuses on creating a friendly digital environment that is attractive and casual, empowering interactive communication by sharing experience related with Nescafe. On Facebook, Nescafe takes an opportunity to develop a brand association with “coffee” and emphasizes on their emotional benefits such as “fun, joy and relaxation”, which helps to create a warm and friendly atmosphere. If fans are interested to know more about Nescafe heritage, values Interactive content provides an audience with a chance to immerse in site content. Nescafe created content that is powerful, interactive with many different stories to tell and providing news at the same time keeping brand’s cultural values in tune within context. Nescafe following own social media strategy which is based on creating a consistent brand Persona and engaging in conversations with their diverse audience. The meaning of the brand could be constructed by each of the users based on their personal experience and beliefs, which allows consumers to

own brand by influencing brand identity and personality differently than it was defined by the business. Safko and Brake (2010) support this thought, that audience will determine what the brand means to them and what value it has in their lives. For instance, Nescafe understands the importance for people to have a sense of emotional involvement and need to support self-esteem by contributing by responding with own content. When Nescafe leveraging power of the fans generated content and invites them to participate into conversation Brand community theory supports that shared product experiences will lead to stronger social bonding among community members that enable the continued existence of the community.

One of the main social media characteristics is two-way dialogue based on customers' participation in the conversation. The academic literature within the field of social media stresses the importance of dialogue: "In the era of the social web, branding is the dialogue you have with your customers and potential customers" Weber (2009). Academics continue stating that dialogue and direct engagement creates a meaningful and loyal relationship and in doing so, the brand becomes stronger. This leads to the belief that Facebook pages were particularly good for companies to interact with their consumers in a new and different way in order to strengthen a brand position. Academics continue stating that dialogue and direct engagement creates meaningful and loyal relationships, and in doing so, the brand becomes stronger.

In order for organizations to be able to create a deep and trusting relationship with consumers using social media communication channels, it is an essential condition that they renounce total control over their brand and instead actively participate in conversations with consumers (Bergsli M. 2010). Even though academics argue that the dialogue based communication is necessary in order to strengthen a brand position on social media, this depends on the companies understanding of the brand position and willingness to maintain control over the

brand. In the branding context it means that along with providing branded content and creating a unique brand persona, companies have to participate in the conversations and constantly interact with the audience in order to control conversations and to shape brand image in consumer minds. Besides having a direct dialogue with consumers, it is important to build a trusting and deep relationship in order to give to brand page members a feeling of belonging, as well as to preserve their affiliation.

## **Chapter 6: Conclusion and Recommendations**

Considering the results of the survey and the findings of the literature review, it has to be stated that despite Nescafe Facebook's marketing major focus on their ad system, all users are not aware of Nescafe ads in Facebook. Users do not want to be exposed to ads in social networks because one of the benefits of these networks is to escape from the overflow of ads on other sites. However, if Nestle follow the new rules for social network marketing, Facebook can be an effective marketing tool for branding and for building a relationship with customers. Facebook provide an ideal platform to communicate with users and interact with them to gain more information about their interests, preferences, needs, wants and demands. Facebook marketing is not about advertisements interrupting neither users nor hard selling techniques and it is crucial not to control the content published by users. Users use Facebook to stay in contact with friends and companies need to be careful of how much commercial content they provide. The most important element of Facebook is the relationship with friends in an indirect or direct manner. Further, friends have the most influence over one another because as per the literature review the most essential source of information is the profiles of friends and

acquaintances and one important reason to follow fan page is friends' recommendations. Despite the findings that Nescafe pages, and groups have the highest potential to be used as an information source before a purchase decision, pages should in the future become the preferred choice because organization can engage large number of audience. A major focus is going to be placed on Fan page because users have an interest in organisations and there are indications that users are more likely to purchase products from brands they are fans of. From an organization perspective, the focus on brand pages should be encouraged as they are free and so the risk is minimal.

For Nescafe ads on Facebook, Nestle provide interesting and entertaining content and to be authentic and transparent in order to persuade users to share content with their friends and to invite them to become fans. Despite the finding that the majority of users do not actively contribute to Nescafe Fan pg, interaction between the user and Nescafe should be encouraged through incentives to gain access to their opinions, interests and experiences. Moreover, in the marketing communication studies the message to be conveyed are more customized, and rendered to be directed to the users' needs and desires. These facts illustrate the power the social networks have in the cyber age. Another contribution of the Facebook to the marketing studies shows itself in the relation between the brand and the customers. In the marketing studies on social media the brands get closer with their customers and they have the opportunity to get all kinds of responses either positive or negative. As a matter of fact the customers who join the Facebook pg of the brands (Nescafe Fb pg) are observed to be the "voluntary representatives" of the brands nowadays. This situation pushes the brands to leave behind the conventional marketing understanding based on one-way communication and

strengthens the brand. That's why Facebook advertising are part of the trust building relationship between the consumer and Nestle India Ltd.

As a result, relying on the content analysis and the findings of the survey on digital brand building through Facebook advertisements, the number of the people sharing and liking the Nescafe advertisements, and what kind of comments have been made about the Nescafe and the advertisement are essential to be given importance. Negative or positive comments and the sharing of the Nescafe ads virally in Facebook may depend on the followings: the previous positive experiences of the user as to the Nescafe, the type of the Nescafe ads (press advertisement or video) the creativeness of the Nescafe ads, the noticeability, the type of the product, the tendency and needs of the intended audience, whether they have amusing contents, or culture specific features, and whether the person sharing the advertisement in the social media is knowledgeable, experienced and reliable.

## **6.1 Future Research Direction**

According the results of Nielsen's study in 2017 four fifth of the active users utilise the social networks and the blogs. The brands give place to the social media in advertising strategies because of their extensive range of access, the cost effectiveness, and intended advertising as well as the fact that the users spend more time in online media. This situation results in the increases of the investment rates made for marketing and advertising studies. Particularly, the researches based on India, which is one of the countries where Facebook is used at most can be adopted to the other countries in the future. More detailed and specific data can be reached by broadening the scope in this issue. Also, the expectant researches on digital brand building through Facebook advertising can be elaborated by covering the social networks such as YouTube, blogs, Instagram, LinkedIn etc. and may be deepened based upon a

single brand or the comparison of rival firms. It is believed that the effect of digital brand building will be observed more influentially in the practices of marketing strategies in cyber era.

## **Chapter 7: Reflection on Learning**

“Critical reflection is an important part of any learning process. Without reflection, learning becomes only an activity” Jackie Geristine (2015)

In this chapter, I will give an overview of the learning I have gained from both this dissertation and the MBA in Marketing. This chapter will highlight the key learning methods received through my time in Dublin Business School. This chapter will also highlight learning theories and learning outcomes.

### **7.1 Learning theory**

Learning is the “process that results in a relatively enduring change in an individual or persons” (Alexander et al, 2008). According to Winn (1991), learning is a dynamic procedure whereby the people skills and knowledge are different when compared before to after learning.

Learning theories are conceptual frameworks which serve to explain how people learn. Understanding how knowledge is developed enables people to shape the methodological delivery of their subject content to match the theoretical frameworks, supporting how knowledge is developed. Besides, attending to the way people learn can be used to encourage effective teaching practices, enabling teachers to improve their practice, and eventually enhance the quality of the learners’ experience (Macleod and Golby, 2006). Over the years,

academics have proposed a number of theories to describe and explain the learning process - these can be grouped into four broad categories:

1. Behaviorism
2. Cognitivism
3. Constructivism
4. Connectivism

### **1. Behaviorism**

The behavioral approach is the behavior view that generally assumes that the result of learning is the change in behavior and emphasizes the impacts of internal events on a person. In the behaviorist approach, they believed that individuals have no free will and that the environment an individual is placed in determines their behavior. They believe that people are born with a clean slate and that behaviors can be learned from the environment.

### **2. Cognitivism**

The cognitive theory focuses on the inner activities of the mind. The cognitive theory states that knowledge is learned and the changes in knowledge make the changes in behavior possible. Both the behavioral and cognitive theory believe that reinforcement is important in learning but for different reasons. The behaviorist suggests that reinforcement strengthens responses but cognitive suggest that reinforcement is a source of feedback about what is likely to happen if behaviors are repeated or changed. The cognitive approach suggests an important element in the learning process is the knowledge an individual has towards a situation. Cognitive theorist believes that the information people already know determines what people will perceive, learn, remember and forget.

### **3. Constructivism**

The constructivism learning theory is defined as how learners or individuals construct knowledge from previous experiences. Constructivism is often associated with a pedagogic approach that often promotes learning or learning by doing. Constructing is also known as the meaning for learning because constructivism focuses on the individual thinking about learning. The constructivist theory contends that individuals can generate knowledge from interactions between experiences and ideas.

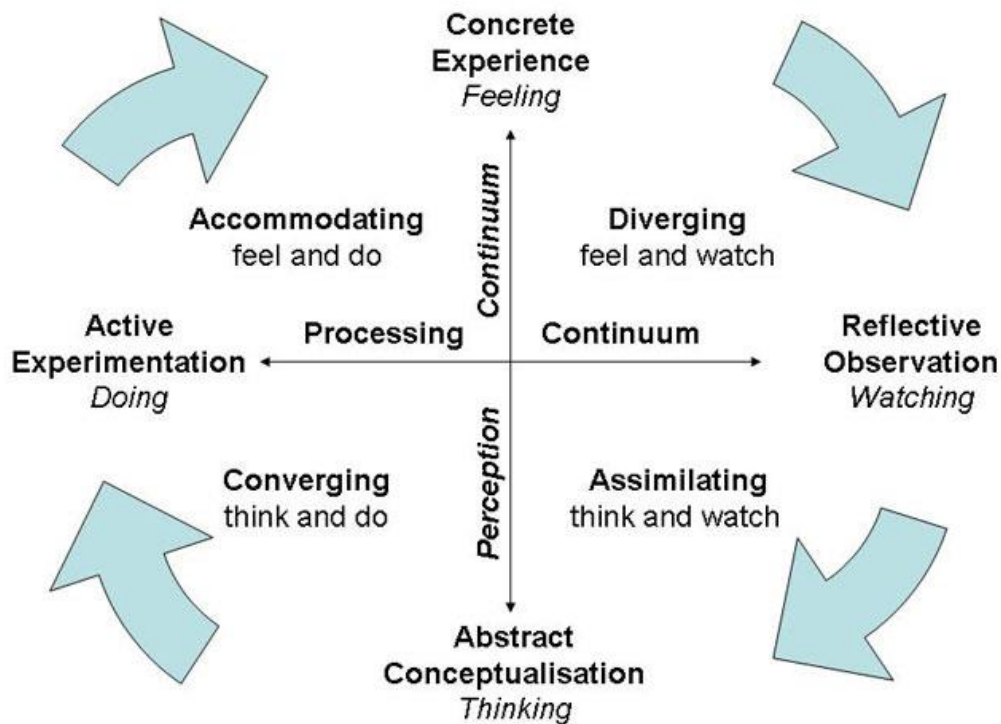
### **4. Social & Cultural theory**

The social and cultural theory is based on how individuals functioning are related to cultural, institutional and historical context. The Socio-cultural theory is known as the combining theory in psychology because it discussed the important contributions society makes on individual development and cognitive views. The theory suggested that learning occurs between the interactions of people.

### **7.2 Learning Outcome**

Kolb's learning theory (1984) sets out four particular learning styles, which depend on a four-stage learning cycle. Kolb clarifies that different people normally prefer a specific single different learning style. Various factors influence an individual's preferred style. For instance, educational experiences, social environment, or the basic cognitive structure of the person.

Kolb's experiential learning style theory is commonly represented by a four-stage learning cycle in which the learner touches all the bases:



**Fig 38: Kolb's experiential learning style (1984)**

1. **Concrete Experience:** another experience or situation is encountered, or a reinterpretation of existing experience.
2. **Reflective Observation:** of specific importance are any inconsistencies between experience and understanding.
3. **Abstract Conceptualization:** reflection offers rise to a new idea or a change of an existing abstract concept.
4. **Active Experimentation:** the learner applies their idea(s) to the world around them to perceive what happens.

Kolb's states that effective learning is seen when a person progresses through a cycle of four stages. Among the different learning styles of Kolb's model, the "diverge" style would best characterize my learning style. I have dependably been a person who wants to investigate and acquire more knowledge, enthusiasm, insights, and determination. I am particularly extremely enthusiastic about learning things that relate to my area of interest and my future professional aspirations. Born and raised in India, I completed my bachelor's in pharmacy from Nagpur. I have never composed a dissertation and such a compelling piece of the academic article since then, I examined how challenging this would have been, and I have to admit, it was a significant learning experience. During this particular period of the dissertation, I realized an extraordinary change in my characteristics as a researcher and my viewpoint towards planning, organizing and analyzing tasks. I have dependably been a thinker, however all throughout my coursework; I have significantly honed my critical analysis skills. Rather than concentrating on proposed meanings or biographical background, I have figured out how to continuously ask "why" on many different levels. I challenge myself to dig into the text as deeply as possible and unpack every detail to develop a satisfying close read.

### **7.3 Personal Achievements (Skills)**

- 1. Marketing Skills:** Every people have their own perspectives and aim in life. As I have experience in sales and I always wanted to build my career in marketing. I find Marketing to be a very dynamic and creativity-based field. Additionally, marketing is a fast-growing discipline, enveloping a wide area of activities within the community. Marketing is the invisible force that moves the modern business world forward. I truly feel that MBA in marketing, mainly dissertation has provided me with advanced

marketing and branding knowledge and skills to facilitate my employment and subsequent career development in Business and marketing management.

- 2. Analytical Skills:** Throughout my course and dissertation I have learned to tackle new ideas, sorting information, and discovering creative solutions. All of this can't be accomplished without the guidance and support of my lectures and supervisor.
  
- 3. Time management:** It is one of the most important skills which I learned throughout the dissertation. As there is limited time for dissertation, I have planned and prioritize the things accordingly so that I can complete it on time in an effective way.

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## Appendices

### Appendix 1: Questionnaire

Information sheet and consent form are accompanied with the questionnaire.

<https://goo.gl/forms/wzDlcGDHHXoA5CGD3>

### Exploration of Digital Brand Building through Facebook Advertisements

**INFORMATION SHEET FOR PARTICIPANTS**  
PROJECT TITLE: Exploration of Digital Brand Building with Facebook advertisements: A Digital Deep-dive

You are being asked to take part in a research study on that focuses on understanding that how Nestle India Ltd optimizes Facebook advertising to engaging Indian customers for Nescafe. This survey is a part of my MBA dissertation in Dublin business school. The purpose of this study is to examine that how Facebook advertising is part of the trust building relationship between the consumer and a Nestle India Ltd.

To complete this research, I Nida Naaz the student of MBA (Marketing) in Dublin Business School, Dublin Ireland is assisted by Dr. Chantal Ladas.

**WHAT WILL HAPPEN**  
In this study, you will be asked to participate in a survey to collect the data for further research and to draw the research conclusion. The survey questionnaire includes 20 questions based on the research. It is an online survey created on a "Google Forms".

**TIME COMMITMENT**  
You would be required to fill an online survey of few minutes as per your availability and convenience. No further contact in relation to the research will be made once the research is completed.

**PARTICIPANTS' RIGHTS**

## Nescafe Brand Building through Facebook

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### TIME COMMITMENT

You would be required to fill an online survey of few minutes as per your availability and convenience. No further contact in relation to the research will be made once the research is completed.

### PARTICIPANTS' RIGHTS

You may decide to stop being a part of the research study at any time without explanation required from you. You have the right to ask that any data you have supplied to that point be withdrawn / destroyed.

You have the right to omit or refuse to answer or respond to any question that is asked of you.

You have the right to have your questions about the procedures answered (unless answering these questions would interfere with the study's outcome. A full de-briefing will be given after the study). If you have any questions as a result of reading this information sheet, you should ask the researcher before the study begins.

### CONFIDENTIALITY/ANONYMITY

The data I collect does not contain any personal information about you. The information provided by you would solely be used for the purpose of the research and is not shared and used elsewhere.

### FOR FURTHER INFORMATION

I and Dr. Chantal Ladias will be glad to answer your questions about this study at any time. You may contact my supervisor at [chantal.ladias@dbs.ie](mailto:chantal.ladias@dbs.ie) / +353 (0) 1 4177500.

By signing below, you are agreeing that: (1) you have read and understood the Participant Information Sheet, (2) questions about your participation in this study have been answered satisfactorily, (3) you are aware of the potential risks (if any), and (4) you are taking part in this research study voluntarily (without coercion).

#### 1. How often do you see Nescafe ads on your Fb page?

*Mark only one oval.*

- Always
- Very Often
- Occasionally
- Other: \_\_\_\_\_

**2. Do you find Nescafe post up to date on Nescafe Facebook Page?***Mark only one oval.*

- Yes
- No

**3. Are the numbers of likes, a sign of quality posts for you?***Mark only one oval.*

- Yes
- No
- Maybe

**4. Do Nescafe Fb brand page would influence your buying decisions?***Mark only one oval.*

- Always
- Occasionally
- Very Often
- Never

**5. What words come to mind when you think of Nescafe?**


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**6. How would you consider Nescafe?***Mark only one oval.*

- Spirit Of Youth
- Romantic
- Better Taste
- Chilling with Friends
- Best Friend in Category
- Breakup

**7. How likely are you to recommend Nescafe to a friend or colleague?***Mark only one oval.*

	1	2	3	4	5	6	7	8	9	10	
Not at all Likely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely Likely

**8. 8. Do you interact on Nescafe Fb Brand Page ?**

*Mark only one oval.*

- Yes  
 No

**9. 9. How do you interact with Nescafe on Nescafe Fb Brand Page ?**

*Mark only one oval.*

- Comment  
 Like  
 Share  
 Private Message  
 Other

**10. 10. What type of Nescafe posts are you most likely to share?**

*Mark only one oval.*

- Picture posts  
 Video Post  
 Text Post  
 I don't share any posts

**11. 11. How often are you sharing Nescafe posts?**

*Mark only one oval.*

- Atleast one time per day  
 Atleast one time per week  
 Atleast one time per month  
 Never

**12. 12. How satisfied are you with Nescafe ads on Fb?**

*Mark only one oval.*

- Very Satisfied  
 Satisfied  
 Neutral  
 Not Satisfied

**13. 13. Do you receive Nescafe social ads on your private Fb page?**

*Mark only one oval.*

- Yes  
 No

**14. 14. How satisfied are you with the regularity of posting Nescafe ads on Facebook?***Mark only one oval.*

	1	2	3	4	5	6	7	8	9	10	
Not Satisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely Satisfied

**15. 15. Do you feel attached with Nescafe when they are interacting with you on Facebook?***Mark only one oval.*

- Yes
- No

**16. 16. From your point of view, how important is the quality of the ad?***Mark only one oval.*

	1	2	3	4	5	6	7	8	9	10	
Not at all important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely important

**17. 17. Which of the following do you rather liked in Nescafe ads?***Mark only one oval.*

- High quality content
- Regularity of posting
- All of the above
- None of the above

**18. 18. Have you ever suggested something to Nescafe through Facebook?***Mark only one oval.*

- Yes
- No

**19. 19. What main reason will make you to follow Nescafe Fb Page?***Mark only one oval.*

- High quality Content
- Regularity of posting
- Relevant Content
- Other

**20. Overall, how satisfied are you with Nescafe?**

*Mark only one oval.*

- Very Satisfied
- Satisfied
- Neutral
- Not Satisfied
- 

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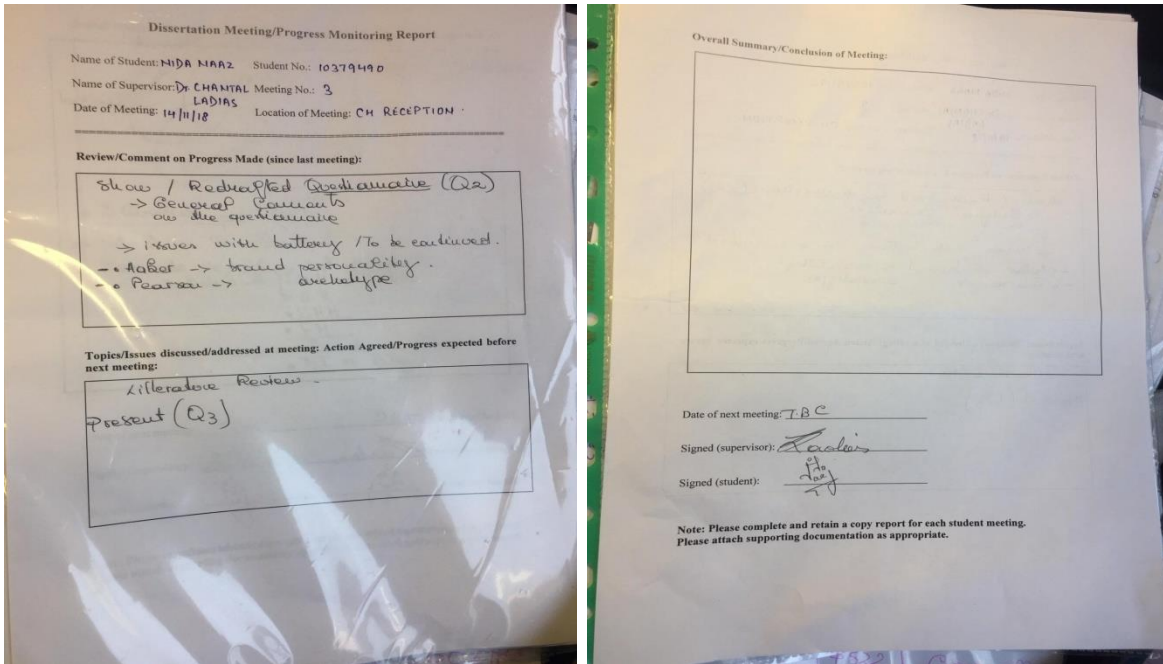


Fig 3 : Meeting No. 3 (14<sup>th</sup> Nov'18)

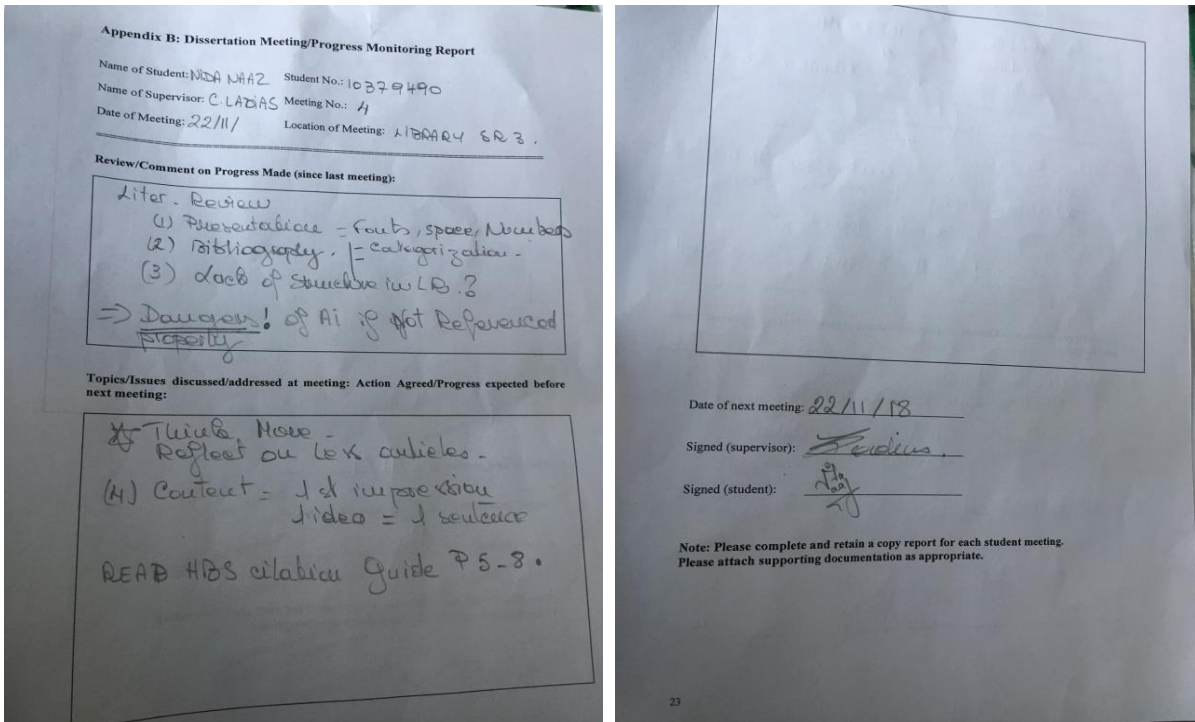


Fig 4 : Meeting No. 4 (22<sup>nd</sup> Nov'18)

