Impact of Social media marketing on consumer Perception: A Case Study on Tesco Plc, UK.
Acknowledgement

I am very much thankful to my Supervisor ---name---- for her kind cooperation and suggestions for the improvement of this research project.

I am grateful to those too who’s support has helped me to complete the work perfectly.

---Name--------
Executive Summary
The research is aims to find out how social media marketing creates impact on Consumer perception of Tesco, UK. The researcher has used quantitative research methodology. The researcher has collected primary data from the consumers of Tesco, UK. The researcher used survey method with a structured questionnaire. The sample size was 50 and the researcher has used simple random sampling method. In this research paper, Facebook, google+, linkedIn, twitter and YouTube are the independent variable & customer perception is dependent variable. The research result has showed that, these social media marketing practices have strong effect over the customer’ buying pattern, customers’ thinking pattern and perception on different products.
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1. CHAPTER ONE: INTRODUCTION

1.1 Introduction

With the advancements in modern technology, there have been witnessed numerous changes in the paradigms of business management as well. This has resulted in the development of numerous contemporary approaches aimed towards the optimization and augmentation of the existing operations reflecting towards overall profitable business functions (Solomon et al., 2014). This includes the various approaches of marketing and promotion of the brands as well. The advent of the internet and the globalised context of development have referred to the effective utilization of the integrated digital media networks for the enhancement of the business markets and promotional strategies (Lim et al., 2012).

This study will be focused towards the aspects of the impacts of social media marketing on the respective consumer behaviors. Social media marketing refers to the utilization of the social media networks for the promotion and marketing of particular brands or organizations (Lim et al., 2012). Social media is defined as a collection of the various social networks which are available on the digital medium- particularly through the internet. This includes platforms such as Face book, Twitter, Snap chat, Integra, Web, we chat, etc. The social media marketing has become a common norm in the digitalized world of marketing today (Schivinski&Dabrowski, 2016). However, it is necessary to study the overall impacts- both, positive as well as negative- in order to effectively gauge the viability of the utilization of such networks for the augmentation of the brand name.

According to the findings of Weaver (2012), social media marketing refers to the method where the marketers use social media sites to spread their promotions or information to the target market. Social media marketing also increases brand awareness among the existing customers as well as potential customers. By using social media marketing the marketers try to promote their brands and sometimes the whole business.
Mandiberg (2012) on the other hand agreed and said that social media marketing is based on internet and different social media sites and these are used as a marketing tool to let people know about the features of the brand or product. The main purpose of social media marketing is to create such content that will attract a large group of customers and influence their purchase decision making process. Mandiberg (2012) also added that social media sites when used as a marketing tool increase the organization’s brand exposure. Meyer (2011) researched about social media and said that to promote a product of a business social media marketing is the best tool in this decade. Social media can target a broaden customer level and create brand awareness among them. Basically social media marketing show and ease the way to share more information about a product or brand to a large number of customers. On the other hand, customer perception has referred the thoughts of customers about certain brand.

The research is going to investigate over the effect of social media marketing on consumer perception of Tesco, UK. Social media marketing has strong effect on the customers’ perception & customers’ buying pattern. Tesco is one of the reputed retail chains in UK. It has operations in more than 15 countries and there are 335000 people working to serve its customers. It has widely accepted brand reputation based on the necessary way of working and getting the best possible response in those respective situations.

1.2 Background and Rationale
With the rise of social media, Internet marketing has extended from online shopping platform to the era of social media marketing. With the rise and fame of online social networks, buyers are presenting several examples of customer behavior, which is an opportunity and a test for corporate marketing work (Mohr et al., 2001, Schivinski and Dabrowski, 2016). With the prevalence of online social networks, buyers present several examples of buyer behavior, which are an opportunity and a test for business marketing work. Understanding the influence of different promotion methods on consumers' perceived value can help corporate marketers make correct decisions on the choice of promotion methods (Chen et al., 2011). Opinion leaders are those who first or more contact with mass media information in the interpersonal communication.
network and then transmit their own objective information or subjective comments to others (Chen et al., 2011).

With the rapid development of mobile Internet, mobile social media has become an important platform for retail enterprises to carry out marketing activities, implement brand promotion, and release product information (Schivinski & Dabrowski, 2016). Unlike individual users who focus on their own subjective feelings, retail enterprises are choosing mobile social media. A comprehensive assessment of expected use results, business benefits, and possible costs are required (Schivinski & Dabrowski, 2016).

The rapid development of the Internet has not only changed the way people access information, but also greatly influenced the way people consume. People create, disseminate, read, and consume content through blogs, wikis, forums, social networks, content communities, podcasts, and microblogs (Kim & Ko, 2012). The generation and popularization of these social media not only bring people's work, life, and entertainment. The great convenience and richness of the company is a way of marketing the enterprise and bringing about a huge change that has affected almost every corner of the consumer behaviour (Bruhn et al., 2012). The design and development of social networks has become an essential marketing model, changing in particular the conventional mode of correspondence, bringing changes to marketing ideas and marketing trials (Chu and Kim, 2011). Unfortunately, while professionals and researchers consider that social networks disseminate data, control and teach the population in general, the hypothetical network of growing households needs to study the effect of social networks on behaviour buyers about the lack of directors (Kim & Ko, 2012).

1.3 Rationale of the Study

There are large number of studies that has been conducted on impact of social media marketing, although authors debated on several aspects of social media marketing. Moreover, there are few studies present that has found ultimate outcomes on social media marketing and also some empirical researches has found on value of effect of customer perception and social media marketing. This study’s basic goal is to prove link exists between customer loyalty and social media marketing of Tesco store. The findings and result would be “added value” for Tesco Company to know the social media effectiveness from perspective of customer.
1.4 Problem Statement
The problem statement for the research has been addressed includes the growing concern over the social media marketing and their ability to influence the consumer perception in a practical manner.

1.5 Aim and Objectives of the Research
The following are the research objectives of this paper:
- To analyze the social media marketing practices in of Tesco, UK.
- To address consumer perception and how it is shaped within the organizational context.
- To understand how social media marketing creates impact on Consumer perception of Tesco, UK.
- To recommend best possible strategies that increase positive consumer perception for the brand of Tesco, UK.

1.6 Research Question
The following research questions are: -
- What are the social media practices in terms of Tesco, UK?
- How consumer perceptions are influenced and how these are being carried out?
- How social media marketing influence the consumer perception in a practical manner of Tesco, UK?
- What are the best possible actions to influence consumer perceptions of Tesco, UK through social media marketing?

1.7 Research Significance
The impact of social media has created a connective approach for the society and different brands are using it to outreach the consumers in an effective manner. This research will help the society on understanding how the customers can use the social media marketing advertisements to understand about products and how the customers can enrich their perception about specific products. Again, this research will help me to know the importance of social media marketing in recent days and how this new trend of marketing is helpful in the competitive
business world. The result of the research will help the companies to get the idea of improving their social media marketing section. Using social media marketing has become a burning issue recently because all the customers are now depends on internet & social media app for review (Ottman, 2011). So giving importance to the social media marketing is essential for every organization.

1.8 Outline of Study

This study will be completed in five chapters related to the overall research thesis. This includes the first chapter as the introduction to the topic of research. This chapter, as can be seen from above, also includes the aim and objectives of this study which will define the corresponding direction of the entire study. Furthermore, the second chapter of this thesis will underline the critical appraisal of the existing literature related to the overall aim of this study. This will aid in the development of the respective conceptual framework through the analytical section of this study will be accomplished. The third chapter of this study will identify the research methodology to be used for this study. This will enable the readers to develop insight towards the methods of the analysis of this study. Furthermore, the fourth chapter will entail the findings of the study. In addition, the discussion of the findings will also be included in the chapter to authenticate and augment the comprehension of the various findings of this study. Finally, the fifth chapter will include the conclusion of the thesis, along with the related recommendations for future studies as well.
2. CHAPTER TWO: LITERATURE REVIEW

This chapter is related to the literature review of the various studies related to the subject of this study—assessment of the impacts of social media marketing on the consumer perception. Moreover, the various subjectivities included in the review will be thematically distributed in order to render enhanced coherence regarding the related topics for comprehension. The development of the conceptual framework will also be established through the appraisal of the previous literature associated with the subject under research consideration.

Today in this modern age of business and strong competition, marketers have many issues to think about. One of the core marketing issue is the customer perception. Krishna (2013) said that there is a multifaceted connection between customer perception and customer purchase decision making process. That is why many organizations as well as their marketers are concerned with this issue and made various researches to understand customer perception. If the marketers are able to understand the concept than it will help them to know the customers better and thus deliver them what they need. Pujiyanto (2014) said that there are many activities done by marketers to positively affect customer perception.

Today many organizations use social media marketing as their core marketing strategy. Its helps in different ways and one of them is to influence customer perception. That is why in the following part the researcher described different aspects of social media marketing and customer perception with the help of other literatures.

2.1 Social Media Marketing

According to the findings of Weaver (2012), social media marketing refers to the method where the marketers use social media sites to spread their promotions or information to the target market. Social media marketing also increases brand awareness among the existing customers as well as potential customers. By using social media marketing the marketers try to promote their brands and sometimes the whole business.

Mandiberg (2012) on the other hand agreed and said that social media marketing is based on internet and different social media sites and these are used as a marketing tool to let people know about the features of the brand or product. The main purpose of social media marketing is to create such content that will attract a large group of customers and influence their purchase
decision making process. Mandiberg (2012) also added that social media sites when use as a marketing tool increase the organization’s brand exposure. Meyer (2011) researched about social media and said that to promote a product of a business social media marketing is the best tool in this decade. Social media can target a broaden customer level and create brand awareness among them. Basically social media marketing show and ease the way to share more information about a product or brand to a large number of customers.

For the mass people as well as organizations and corporate ventures social media has become the next big thing. Organizations use social media site for the marketing purposes and many other ways. Social media marketing refers to the process where marketers try to attract potential customers by delivering them unique contents in their social media pages. According to Sidjanin (2012), marketer use social media pages to attract potentially new customers as well has retain old customers and convey them product updates. Clarke (2010) on the other hand said that the use of social media marketing allows the marketers to reach a wide range of customers that was not possible in the past decade. Clarke (2010) also added that by using social media marketing business organizations are now able to respond customers quicker than ever. In his research Zauner (2014) said that the visual contents used by marketers on social media site for the purpose of marketing have a solid effect on customer’s mind than traditional marketing ways. Marketers can monitor their activities through the social media site. Harmatz (2008) stated that the use social media marketing allows marketers to specifically express their product or brand features and it is the most effective way to make promotions. Heinonen (2011) added that the while using social media marketing marketer give high priority to the preferences of the customers and it also increase the effectivity of the promotions. Marketers can get basic customer information through social as Ayas and Gerhardt (2012) found that there is some basic information available of every person in their social media pages and organizations can use this information for better understanding the customers.

2.2 Importance of Social Media for Businesses

It would be easy to understand the importance of social media if people notice that almost every business around the world are now connected with social media sites. According to Buthcer (2009) while there is an increase of the number of people, more people are joining different social media sites every day. As a result, a significant door has been opened for businesses. Now
business organizations are able to use social media sites according to their necessities and increase effectiveness in their business operations. Business organizations can be more socialized and more positively active with customer handling by using social media sites. They could enjoy the different marketing opportunities based on social media sites.

In his research Jaakkola (2007) stated that social media involvement is a momentous way for the transmission of business organizations and expand the business related process. For many business organizations social media plays an important role to manage marketing activities effectively. According to Meyer (2011), if effectively managed and used social media can be a vigorous player for the increase of the business coverage. Leong (2010) added that social media marketing also increases the effectiveness of the marketing strategies as well as the whole business. Weaver (2012) agreed and said that social media marketing is now proving itself as the most efficient and cost effective way to reach vast number of customers. In his research Weaver (2012) found that among top 20 ways of promotional and marketing way social media scored highest. The number of people on social media sites is increasing every day and it has opened a new information gathering place for the marketers as there are information about potential and existing customers.

Heinonen (2011) said that social media sites are now playing a vital role to develop customer and business relationship. It is now the best way to communicate and engage with the customers. Businesses that interact with the customers more have increased chance to influence their purchase making behavior. With the help of social media sites business are developing their conception with the customers in order to get their attention and customer when a get a good respond from businesses make a positive perception about the brands or products. Social media sites are the fastest way for businesses to reach customers and share any information.

Another important role played by social media for businesses is that it allows businesses to understand the customers and their requirements about a certain product or service. Lim (2013) said that social media sites are helping businesses by providing them some basic customer information.

For small businesses social media has become a blessing as they are now able to reach new customers without spending large amount of money on traditional marketing and promotional
activities. That is why Jahn (2011) said that the use of social media in small businesses is effective enough to increase sales revenue than the traditional marketing methods.

2.3 Social Network Services
Today social media marketing has become one of the largest platforms for the marketers around the world. Marketers can advertise or promote their brands and products through different social media sites and communicate with the customers more conveniently. As Mandiberg (2012) said, social media marketing is getting popular due to its high level of connectivity with the customers. Clifford (2007) on the other hand said that social media sites emerged and widespread due to the demand of socialism and socialistic ideas of the mass people. As per the research of Smith (2005), there are around 45% of the total world population has their accounts on different international and national social media sites and they visit these sites at least once every day.

Because of the high connectivity social media marketing has now become one of the most convenient and best source of advertisement for the marketers around the world. They use social media marketing for various marketing purposes. Ruyter (2012) said that the social media sites like Facebook allow the marketers to attract more customers than any other old and traditional marketing platforms as there are almost 2.23 monthly active users.

2.4 Major Social Network and Social Media Advertising Platforms
Right now there are many social media networking sites available around the world. Djukic (2011) stated that, these social media sites are used differently by different marketers. The basic concept of these social media sites and their uses are explained below with the help of other literatures-

2.4.1 Facebook Advertising
Facebook around the world, is the most common, most used and most popular social media site. There are more than 2.5 billion users of Facebook around the world. There are more than 700 million visitors of Facebook everyday found by the research of Dorenda-zaborowicz (2014). This huge number of daily visitors makes Facebook one of the best sites for the marketers to promote their brands. More people can see what the marketers want to describe about their
products and brands. Facebook ads are more detailed than other social media sites. Facebook hosts their ads on their own server. The ads on Facebook are more descriptive.

Researchers like Blythe (2011) found that 90% of the people prefer Facebook ads rather than traditional ads. That proves the strong effect of Facebook on the people’s minds. Facebook holds the strongest position in the social media marketing process. As mentioned by Dutta (2014) Facebook earn a huge amount of money by their ads and thus it is developing new ways for the marketers to post their ads in a different way. Gajjala and Chopra (2011) on the other hand said that there are two types of Facebook ads, one that direct customers to the business’s own website and the other one that direct the customers to the official page of the business to get more visitors and “likes”. This existing fan pages are more effective than business’s own websites as these pages contain customer’s reviews about products and services. Harmatz (2008) said that the for the users it is not mandatory to put a like on the official Facebook page of the business, that makes the customers more comfortable about using Facebook on daily basis. People see Facebook ads in different ways, for example if a friend likes a page its shows on the homepage of the user. Another way to see Facebook ads is that it automatically appears on the home page randomly. Gajjala and Chopra (2011) again said that the Facebook helps marketers by capitalizing information of people that allows the marketers to know what types of ads they need to post on Facebook to attract maximum number of customers. They also added that the usage of Facebook for marketing also allows the marketers to provide customized ads to the viewers and the marketers can specify their target market such as gender, location, age etc. The customized ads posted in Facebook may only be visible for the specified target market as a result Facebook ads are now more effective than any other social media ads. Facebook provides a significant path to the marketers to connect with a large group of people and influence the customer perception.

2.4.2 Linkedin Advertising
LinkedIn is more like professional platform than social chit-chat platform. This social media site is based on the thinking of different level of professionals and their experience sharing. Unlike Facebook, LinkedIn is not a widely used social media site. Selected people category use LinkedIn in their social media life. It is more like a serious social media site where people share their thought about their work or any other criteria. As LinkedIn connects people of different professions, its number of users is increasing day by day. LinkedIn is an important option for the
marketers to target B2C customers. According to the researcher Heinonen (2011), 20% of the marketers believe and use LinkedIn as their 2nd option for social media marketing. There are more than 300 million regular users of LinkedIn. According to Hong and Shyr (2008) people in different positions are increasing their interests for LinkedIn and the number of users of LinkedIn is increasing every day. The marketers can know significant information from LinkedIn, such as people from India can post their thought on LinkedIn about certain products and it will help business to understand the necessity of Indian market and the customers’ perception there. But Jahn (2011) argued about one particular problem with LinkedIn and that is there is no remarketing option offered by LinkedIn.

2.4.3 Twitter Advertising
Now a day in social media marketing the third most important social media site is Twitter. Though there are mixed opinion form the users like some of them may like twitter as their daily social media site, they make regular tweets, like others tweets, share tweets etc. while another group don’t even like the interface of twitter and its word limitations. But still twitter is a crucial and effective marketing tool for the marketers. People who use twitter, ads are shown on their homepage or there may be some links that direct the user to a website, other social media site or particular web address. Marketers use different celebrities who have most followers on twitter for their marketing purposes. There are more than 200 million daily users of twitter found by Lievrouw and Livingstone (2006).

Putting ads on twitter is simpler then LinkedIn or Facebook. Marketers can use sponsored retweets that would automatically pop up on the homepages of the users. There is a trend on twitter where people use #hashtags to imply weight to their tweets. Marketers use this #hashtag trends for their promotion. Like Facebook twitter also enables the marketers to find out a specific group of customers that is more convenient for the marketers to develop contents based on their target group of customers. According to the research of Leong (2010) twitter is used my different marketers for B2B marketing and there are many other marketers who are using twitter for other marketing purposes. One of the best advantages of using twitter for marketing purpose is that there is a significant number of people who check their twitter account on daily basis and spend a good amount of time on twitter. Twitter for many users is simple and addicttive. But Mandiberg
(2012) found that marketers required paying more on twitter than any other social media site for marketing purpose.

2.4.4 Google+ Advertising
Marketers also use google+ for as a social media marketing platform. Google+ is directly connected with the number one search engine in the world, google. The association between google and google+ makes it unique to its users. Around 300 million monthly users of google+ enrich the social site. Social network services (2017) found that google+ call its ads as + posts and these single ads are available on google+. In google+ users are flexible and their posts can be used to make different contents. As google also owns YouTube, the ads featured on YouTube can be seen on google+. People around the world can post their comment on this ad without logging in from their accounts. Karjaluoto (2011) said that this may lead marketers towards misinformation about customers and the marketers may not be able to identify their target customers from these types of comments. But marketers can use specific placement for their ads and if not used they these ads may appear on any sites. On user profile these ads may pop up based on their keyword used. Based on the information marketers can divide the customers based on demographic areas or remark targeting for specific target market. As per the research of Saad Aslam (2011), the flexibility of google+ is increasing the demand of the site.

2.4.5 Youtube Advertising
Today in the era of modern internet, people are attracted by videos of different genre. YouTube is the biggest social media platform based on only videos. Marketers also use short 10sec or more videos to promote their brands on YouTube. These ads pop up one the beginning of the videos or in a particular time position of the video. Lim (2013) the marketers are able to demographically distinguish the target customers throughout location service of YouTube and then develop suitable marketing strategies. Marketers are also allowed to use sponsorship of a video that will pop up on the users if he is logged in on YouTube. Lievrouw (2010) found that people try YouTube every day are able to see ads posted by different marketers or videos sponsored by other marketers.
2.4.6 Instagram Advertising

When 1\textsuperscript{st} introduced Instagram was an independent social media site focused on image sharing. Right now Instagram is acquired by Facebook and the number of user is increasing rapidly. There are more than 350 million users who login to Instagram daily. As per the research of Smith (2014) 93\% of the prestigious and demanding corporate brands are now focusing on Instagram based ads to communicate and promote their brands. He also added that the rate of growth in case of viewers is higher in Instagram than that of Facebook or LinkedIn. According to the information of Social Network Services (2009), there has been significant improvement in Instagram after the integration with Facebook and it has opened new and effective paths of promotions for the business organizations. But Lievrouw (2010) on the other hand found that the use of Instagram for small businesses is not as effective as for the larger corporations because the larger businesses have their own fan base on Instagram and they use their popularity to gain more viewers.

2.5 Customer Perception

Customer perception is the thinking of the customers about a certain business organizations and its products. It is based on existing customers and potential customers. According to Ackland (2009) customer perception is the process where customers try to understand the business and its products and then create a thought about the product and organization. Customers create a meaningful image of the brand or product in his mind if he gets the necessary information about the product or brand. Ayass and Gerhardt (2012) defined customer perception as the concept of sensory perception of a certain product or brand after viewing marketing or promotion of the product or brand. This sensory perception of the customers allows the customers to form some opinion about the product or brand in his mind. Business organizations use this customer perception concept to understand how the customers are observing the business. Butcher (2009) found that, in most of the business organizations customer perception is also used to develop
marketing strategies and promotional activities according to the perception of the customers to retain existing customers and attract new customers.

Gajjala and Chopra (2011) researched that customer perception is identified by organizations to understand the view of the customers. Customers can make their perception about a product or brand or organization in different ways, like watching an advertisement of the product, hearing reviews from friends and families, reading reviews from other consumers etc. That is why customers’ perception can be negative or positive. It is based on how and from where he gets the review. Customer perception is directly connected with customer experience that is why business organizations should focus on improving the experience of the customer as well as developing extraordinary promotional strategies to develop positive customer perception. Van Dolen (2012) added that business organizations should focus on understanding customer perception as it has high influence on the customer purchase decision making process. Marketers should analyze what affects the perception of the customers and how to develop such strategies along with those influential aspects.

Harmatz (2008) said that the marketers use the customer perception theory when they are willing to launch a new promotional campaign for the product or brand. Customer perception has a direct involvement on the attraction process of the customers. It also helps organizations to maintain a good relationship with the existing customers.

2.6 Impact of Social Media Marketing on the Company’s Marketing Strategy and Branding

It is said by Wallack (2012) that the recent improvement and other changes in case of branding and marketing is brought by social media sites. Because of social media sites there are new marketing strategies and methods used by marketers to attract more customers. The availability of social media sites not only increased effectiveness of the marketing and promotional activates but also decreased the cost of marketing and promotional activates. Heinonen (2011) said that the increased number of users of different social media sites also increased the possibility for the marketers to influence customer’s perception as well as their purchase decision making process.
He also added that though the impact of customer perception on the buying decision may be indirect but business organizations are required to change their marketing strategies, their business policies etc. to cope up with this technological growth.

According to Jaakkola (2007) the purpose of social media marketing is to influence customers regarding their perception and purchase decision, with attractive contents about the product or brand. There are many organizations that do social media marketing internationally but most of the business organizations do social media marketing to attract and create brand awareness among the local customers.

Smith (2010) point out that factor of the social media marketing as a marketing tool increased the effectiveness of today’s modern business. Social media marketing changed business operations and marketing strategies of every business that use social media as a marketing tool. It also increased communication between business and its customers. Researcher Clifford (2012) said that the top businesses are now spending more on the social media marketing rather like the traditional marketing activates. Dutta (2014) found is his research that almost 40% of the total marketing budget will spent for social media marketing within the next decade. There will be many new options on social media sites and marketers need to identify the best way to use social networking sites as a marketing tool. Due to the high availability of social media sites the larger organizations are now providing training and development programs for their marketing teams to get competitive advantage while using social media sites as a marketing tool.

But Fisher (2014) recently argued and said that the strategy of customized ads on social media sites may confuse customers about products beside large organizations can reach a great number of customers while the medium and small businesses need to work hard and spend more to increase their popularity among the customers.

2.7 Social Media, Social Networks and Customer Perception

According to Leong (2010) social media marketing increase the effectiveness of the business while positively affecting on the customer perception. For many businesses organization social media and social media marketing played the most important role to gain popularity for the product as well as for the entire business. This popularity thus increases customer perception
positively. In his research Mandiberg (2012) found that the increased number of internet users and social media users allowed business organizations to capture a large portion of the market by using social media marketing. Social media marketing allows organizations to respond to the customers and their queries quickly.

On the other hand, Smith (2005) said that the significant role of social media marketing is that it supports organizations to bagging large part of the market which was hard in couple of years back.

Marketing researcher Livingstone (2006) said that the social media marketing influence customer’s perception and helps organizations to achieve trust of the customers. As a whole social media marketing and customer perception together improves the customers buying decision making process. Leong (2010) again said that the customer perception can increase sales revenue and social media can increase customer perception. So customer perception and social media marketing are two parallel factors that can increase sales revenue. According to Jaakkola (2007) there is a solid connection between customer perception and social media marketing as social media marketing increase customer awareness and thus customer perception of the brand or product.

2.8 Impacts of Social Media Marketing on Customer Perception

Social networks are both a stage of data dispersion and a stage of data connection. It offers increasingly intriguing means and methods for disseminating brand data compared to traditional media (Chu and Kim, 2011, Kim and Ko, 2012). For example, data can be disseminated through the brand’s authentic online scene, or through online customers to transmit brand data, or through online presentation and online shoppers to take part in the exercises. It is likely that data from social networks will attract the attention and intrigue of buyers (Hudson et al., 2016). The qualities of the intuitive correspondence of social networks allow buyers to meet with various parties on the Internet. They are buyers, members of the public, legislators, communicators and commentators (Gensler et al., 2013).

As buyers affirm their requirements, they will discover approaches to look up important item data, especially for high contribution items (Trusov et al., 2009). At this point, social networks can provide buyers with an increasing number of useful data sources, and a positive awareness of
the brand can improve the interest of buyers. In this sense, companies must perform both actions at this stage. To begin, install a channel of social correspondence on scales (Bamossy and Solomon, 2016). The amount of relevant comments on social networks will influence the level of thinking of the buyer about the item (brand) during the survey phase. The greater the number of audits online, the less need to be taken into account in the research process and the more justifying the purchasing power of the buyer (Andzulis et al., 2012). By building a sequenced correspondence in social networks, it is conceivable to respond in a sustainable manner to the large amount of data that customers need to evaluate a brand agreement at this stage (Trusov et al., 2009, Gensler et al., 2013).

The coordination reinforces the media by referring to the media that advice and help customers during the time spent evaluating brands, for example, when viewing the messages of the media, Facebook and Snapchat. The purchase of social networks refers to different phases of online commerce, to group shopping sites, to survey sites, etc., which can be converted directly into sales volumes and, at the same time, the most direct stage of dissemination of article evaluation data (Bamossy and Solomon, 2016). Second, organizations must deliberately address the nature of social network assessments. Once customers search for data, buyers bite and process data, give an impression of various elements (brands) and progressively move towards brand evaluation and selection (Andzulis et al., 2012). At this stage, the qualifications of the social networks related to the brand are checked, the causes and inspirations of the negative ratings are practical and some prizes are awarded for significant and brilliant evaluations (Andzulis et al., 2012).

After the purchase, the buyer will create a progression of post-purchase practices after the purchase, and any post-purchase behaviour will be based on the satisfaction of the purchase (Bamossy and Solomon, 2016). In the usual acquisition mode, the verbal transmission of items by buyers under post-purchase agreements is largely limited by word of mouth and the impact of their distribution will diminish as the transmission seasons change. They develop (Vanden Bergh et al., 2011). The Internet amplifies the estimation of word of mouth exchanges and recreates the behaviour of the buyer. Social networks offer buyers a wider channel to spread their knowledge about purchases. It is these relational channels of the interlaced system that can create positive and negative data on articles (brands) in a short period of time (Cantallops and Salvi, 2014; Jin
and Phua, 2014). Negative data on articles or brands on the web will likely have an impact on buyers' choices over positive data. In addition, after the purchase in social network surveys can help get rid of the uniqueness of the buyer's purchases, especially for high volume items, which makes buyers are convinced of the accuracy of its purchase options (Hudson et al., 2016). Therefore, as a brand supervisor, one must understand the propensity of buyers to share the message by word of mouth, including where they will share and what content is shared. Therefore, it is imperative to strengthen the management of negative buyer data in the post purchase agreement and to quickly eliminate the hidden risks caused by negative business management data (Hudson et al., 2016).
2.9 Conceptual framework

Conceptual framework for the respective research is given below. This conceptual framework shows that facebook, linkedin, google+, twitter, youtube etc. are the independent variables and customer perception is the dependent variable of the research.

![Conceptual Framework Diagram]

2.10 Knowledge Gap

There were several issues while carrying out the literary investigation for the research and these are being addressed as one of the most important aspect to identify and bring the proper solution for the respective areas. However, in this area the research gap was the limitation of time and data that are being carried out in the process. The limitation has been identified due to the lack of sufficient research on this newly emerged phenomenon.
CHAPTER THREE: RESEARCH DESIGN AND METHODOLOGY

In this part of the research, the researcher will describe the used methodologies to conduct the research successfully. Here the researcher will focus on describing the philosophy, approach and other aspects of the methodology. This chapter is considered among one the most integral sections of the research studies- as this contains the research methodology which has been selected for the completion of this report. This will entail the discussion regarding the various research methodologies being used- in addition to the description of the respective research design implemented for the attainment of the results of this study. In addition, the related ethical consideration associated with the academic studies will also be discussed.

3.1 Research Philosophy

Chilisa (2012) said that to conduct a research successfully selecting the right philosophy is most important. While conducting the research, research philosophy link up between the use of data collected and the knowledge of the researcher.

There are several types of research philosophy used by many researchers around the world. Some of them are ontology, interpretivism, epistemology and positivism. Among these widely used philosophies epistemology philosophy is classified under interpretivism and positivism philosophy (Daugherty, 2013).

In ontology research philosophy there are two bases, they are structure and objectivism Saunders et al (2009). Ontology research philosophy deals with the nature of reality that means it asks questions like whether an entity of the society should be supposed as objective or subjective.

Epistemology research philosophy on the other hand deals with the knowledge of the researcher. In epistemology philosophy the researcher focus on possibilities, nature, sources etc. to connect them with the research problem.

In the interpretivism research philosophy the researcher uses qualitative method to conduct the research like unstructured interviews and observation. In the interpretivism research philosophy the researcher uses social theories that relate with the research problem (McNeill, 2013).
In the positivism research philosophy, it is believed that only factual knowledge can be achieved through observation. Here the researcher is obliged to collect data and interpret the data in objective way (Socialresearchmethods.net 2014).

Research philosophy determines the strategy in which study data could be collected for the research. To derive the proper results of research, the collection of data is most significant procedure. There are three types of philosophies used: Interpretivism, realism research philosophy, and positivism. These philosophies support studies to accumulate proper information. The selection of tool of this study depends on research area and topic type. Positivism philosophy is used in this study that would help in gathering the facts and figures behind the topic of research. Therefore, this chosen philosophy would evaluate how social media marketing of Tesco Company influence the choices of consumer and what is their perception about it.

### 3.2 Research Approach

In the inductive research approach, the researcher starts with observation according to the research problem and then proposes a theory based on the observation. In the inductive research approach researcher develops a new theory based on observation (Mallette and Duke, 2013).

While in deductive research approach the researcher starts with a hypothesis and test the hypothesis whether it is right or wrong (Turabian, 2009). Deductive research approach is mainly used for quantitative research.

To evaluate the research topic parameters, it is highly necessary to examine the relevant theories and models. The process is determined by research approach in which theories and models would be examined. The "Inductive Research Approach" and the "Deductive Research Approach" are the two types of methodologies commonly used by researchers (Flick 2015). As part of this research, the researcher has used evaluate existing models and specs for presenting social media marketing and solutions to customers. Therefore, in this survey the deductive approach will be chosen.
3.3 Research Design

Research design is another important part of the research methodology. In the research design the researcher decide how the collected data will be used for the particular research problem. The researcher also decides how the data will be recommended for the research. Robson (2012) said that the in research design the researcher decides the way of data analysis. There are different types of research design. They are exploratory research, descriptive research, explanatory research etc.

Exploratory research design refers to such research where the researcher may not be able to get any help from previous researches. In exploratory research the researcher needs to identify the solution all by himself through observation and analysis of the collected data. According to Colwell (2013), in the exploratory research the researcher tries to solve a new matter.

In the descriptive research design, the researcher tries to collect data based on previous similar research topics. In the descriptive research design, the researcher uses different statistical analysis to find the desired solution and Creswell (2009) said that the descriptive research design is more intricate than exploratory research design as the topic is not new.

Explanatory research design refers to such research design where the researcher tries to solve the research problem by going beyond past researches. This is done on such research topic where a thorough research is not done. According to Sontakk (2010), the researcher in explanatory research design focus on explaining the aspects of the research problem thoroughly.

For this particular research paper, the researcher has selected explanatory research design as there are some previous researches done on similar issue. Here with the help of explanatory research design the researcher would be able to develop a relationship between the variable of the research.
3.4 Research type

The type of search determines the order in which information is collected. Quantitative and qualitative are two kinds of research works.

Fisher (2012) said that in quantitative research the researcher follows detailed statistical and scientific analysis of the collected data and the research is more objective. In the quantitative research the researcher collects data by using structured techniques such as questionnaire. The researcher uses numeric data to prove the hypothesis.

In the qualitative research the researcher tries to explain the solution of the research problem based on some theories. The researcher here is more descriptive. The researcher uses unstructured techniques such as interviews to collect data. No numeric data is used in qualitative research (Bertman, 2009).

In a qualitative type of research, information can be collected by talking with the session. Here the researcher selects a neighboring group of respondents to obtain data on important social events. And here a quantitative research allows the researcher to accumulate information from arbitrarily chosen respondents. In this procedure, the review can be conducted with organized or unorganized surveys.

In this research, a quantitative research was chosen by the researcher, taking into account the ultimate goal of reducing the time requirement for information collection and discovery. The researcher has used the quantitative research to analyse the research numerically & statistically. The researcher has used positivism philosophy, deductive research & survey method to complete the research, so quantitative research has suited best the research.

3.5 Research sample

It is hard for the researcher to collect data from all the respondents of the total population that is why a sample of the total population is selected to represent the population. To select the sample researchers, use two types of sampling technique, they are probability sampling technique and non-probability sampling technique (Ramsay and Silverman, 2009).
Daughtery (2013) mentioned that researchers use probability sampling technique to select the sample in a random way and in the non-probability sampling technique the researcher use his own judgment to select the sample.

In this survey, the researcher selects a non-probability random sample of Tesco buyers in the UK. 50 clients from different age groups will be selected for a specific purpose for the presentation. In this review session, the researcher will create research studies with a specific ultimate goal in order to understand the impact of online life by highlighting Tesco's solution to customers. A likelihood verification strategy will be chosen, in which the irregular selection of respondents will be completed.

This approach has been selected as these will help to achieve the objectives and implications of making the non-biased overview in an effective manner. Moreover, the better understanding about the sampling can be driven using this approach.

3.6 Data Collection

To conduct a research successfully a researcher needs to collect data. Researchers collect data form different sources. Data collection method can be two types, one is primary data collection method and the other is secondary data collection method (Fowler, 2013).

In primary data collection method, the researcher collects raw data directly from the population or sample size. In the primary data there is a direct reflection of the population. According to McNeill (2013) primary data is the most reliable data and the researcher use structured methods to collect primary data. Primary data is not collected before or stored in anywhere.

On the other hand, secondary data are collected from different sources like journals, newspapers, articles, magazines, internet etc. as secondary data is used before by others (Creswell and Creswell, 2008). Secondary data may be outdated and inaccurate but researchers need less time to collect secondary data.

For this particular research paper, the researcher decided to use primary data collection method to collect primary data from the respondents. The researcher will collect primary data by using
survey questionnaire method. The data is not collected before or used before. That is why primary data collection method is best to conduct this research successfully.

3.7 Data Analysis

With a specific ultimate goal of deriving an appropriate search result, it is extremely important to analyze information using methods and tool. In this study, the researcher has provided diagrams, charts and tables, given the ultimate goal of properly compiling the collected data. In addition, Microsoft Excel was used & queries to determine the average, average, mode and standard deviation of the accumulated information.

MS Excel, SPSS, MS Word will be used by the researcher to analysis the collected data & to present it through graph, chart & table.

3.8 Ethical Issues

No biasness has taken place in this research. The researcher has completed the research by maintaining ethics. The researcher has not manipulated the result. Again, the respondents were free to give their honest opinion in the survey. So it can be said that the research has maintained ethics during its runtime. No manipulation has occurred in the research.

3.9 Research Limitations

In completing the research, the researcher has faced some problems. The main problem was time. It has being difficult to complete the research in a short time. The second one is knowledge restrictions. Then again, the research has face problem regarding budget.
CHAPTER FOUR: RESULT ANALYSIS & DISCUSSION

In this chapter, the various research findings gleaned through the use of the aforementioned research approach will be maintained. This includes the enumeration of the various findings gleaned through the quantitative analysis of the case study of Tesco. The following research result was analyzed through MS Excel, SPSS & different chart & tables are used explain the result.

4.1 Result Analysis

4.1 Advertising through twitter

TP refers the term promotion with twitter. TP1 refers to question Tesco, UK's twitter account is helpful to pass messages to the consumers from the company; towards this question, among 50 customers, 5 said strongly agree, 15 said agree & 20 said somewhat agree. TP2 refers to the question Tesco, UK is highly concerned about their delivered tweets and responses. Towards this, 1 customers said somewhat disagree, 6 customers remain neutral & 11 customers said agree among the 50 respondents. TP3 refers to the question Customers show their reactions without hesitation in Tesco, UK's official twitter accounts; towards this question, among 50 customers, 5 said strongly agree, 15 said agree & 20 said somewhat agree. TP4 resembles the question News and promotional info about new products launching and new offers can be known from the official twitter account of Tesco, UK; among the 50 respondents of the research, 5 said strongly agree, 14 said agree, 19 said somewhat agree & 4 respondents said somewhat disagree.

The result of this section has proved that twitter advertising as a mode of social media marketing has a strong effect over the customer perception of Tesco, UK.
Table: Finding on “Twitter Promotion”

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4.2 Advertising through facebook

FP refers the term promotion with Facebook. FP1 refers to question Tesco, UK's Facebook page has helped me to know about the company tie to time; towards this question, among 50 customers, 3 said strongly agree, 29 said agree & 11 said somewhat agree. FP2 refers to the
question News and promotional info about new products launching and new offers can be known from the official Facebook page of Tesco, UK. Towards this, 2 customers said somewhat disagree, 8 customers remain neutral & 23 customers said agree among the 50 respondents. FP3 refers to the question Connection with Tesco, UK in Facebook helps consumers to enlighten their knowledge & erase their confusion about any services of the company.; towards this question, among 50 customers, 5 said strongly agree, 11 said agree & 24 said somewhat agree. FP4 resembles the question The page runner of Tesco, UK’s page are well-organized enough to post real time picture and reviews of the products & services of the company; among the 50 respondents of the research, towards this question, 4 said strongly agree, 20 said agree, 17 said somewhat agree & 2 respondents said somewhat disagree.

The result of this section has proved that facebook advertising as a mode of social media marketing has a strong effect over the customer perception of Tesco, UK.

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Table: Findings on Facebook promotion
4.3 Advertising through google+

GP refers the term promotion with google+. GP1 refers to question Tesco, UK's Google+ link is very attractive and up to date to the consumers; towards this question, among 50 customers, 4 said strongly agree, 26 said agree & 10 said somewhat agree. GP2 refers to the question Google+ account of Tesco, UK is very useful & rich with info. Towards this, 2 customers said somewhat disagree, 9 customers remain neutral & 14 customers said agree among the 50 respondents. GP3 refers to the question Following Tesco, UK in Google+ is useful enough to get a overview of past and upcoming products & services offered by Tesco, U.; towards this question, among 50 customers, 7 said strongly agree, 13 said agree & 18 said somewhat agree. GP4 resembles the question Google+ id of Tesco, UK has helped the company to get found without difficulty by the information seekers via search engines over the internet.; among the 50 respondents of the research, towards this question, 5 said strongly agree, 17 said agree, 19 said somewhat agree & 2 respondents said somewhat disagree.

The result of this section has proved that google+ advertising as a mode of social media marketing has a strong effect over the customer perception of Tesco, UK.
PL refers the term promotion with LinkedIn. PL1 refers to question Professional Profile of Tesco, UK in LinkedIn is useful & attractive to the consumers; towards this question, among 50 customers, 7 said strongly agree, 20 said agree & 14 said somewhat agree. PL2 refers to the question Customers can easily get any information of new branch opening, New launching,
location by connecting with Tesco, UK's LinkedIn account. Towards this, 2 customers said somewhat disagree, 8 customers remain neutral & 23 customers said agree among the 50 respondents. PL3 refers to the question It is very convenient to have an account in LinkedIn for Tesco, UK's customers base to know about the recent launching of products & services; towards this question, among 50 customers, 5 said strongly agree, 11 said agree & 24 said somewhat agree. PL4 resembles the question Tesco, UK can promote their company and products easily by their LinkedIn Profile; among the 50 respondents of the research, towards this question, 5 said strongly agree, 21 said agree, 14 said somewhat agree & 2 respondents said somewhat disagree.

The result of this section has proved that linkedin advertising as a mode of social media marketing has a strong effect over the customer perception of Tesco, UK.

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**Table: Finding on LinkedIn Promotion**
4.5 Advertising through YouTube

YP refers the term promotion with YouTube. YP1 refers to question Tesco, UK promote their product via YouTube advertisements regularly; towards this question, among 50 customers, 6 said strongly agree, 12 said agree & 19 said somewhat agree. YP2 refers to the question Short Advertisements posted by Tesco, UK in YouTube are attractive. Towards this, 2 customers said somewhat disagree, 8 customers remain neutral & 23 customers said agree among the 50 respondents. YP3 refers to the question Tesco, UK's YouTube promotion can bring more customers to the company; towards this question, among 50 customers, 5 said strongly agree, 11 said agree & 24 said somewhat agree. YP4 resembles the question There are many viewers of Tesco, UK in YouTube who get known to about Tesco, UK's products & services; among the 50 respondents of the research, towards this question, 3 said strongly agree, 23 said agree, 17 said somewhat agree & 3 respondents said somewhat disagree.

The result of this section has proved that YouTube advertising as a mode of social media marketing has a strong effect over the customer perception of Tesco, UK.
4.6 Consumer perception

FP refers the term promotion with Consumer perception. CP1 refers to question Customers get positive info about the products & services from the different social media activities of Tesco, UK; towards this question, among 50 customers, 5 said strongly agree, 15 said agree & 23 said somewhat agree. CP2 refers to the question Social media activities; advertising and info of
Tesco, UK have helped the customers to be attached with the company. Towards this, 2 customers said somewhat disagree, 9 customers remain neutral & 22 customers said agree among the 50 respondents. CP3 refers to the question Social media activities, advertising and info of Tesco, UK have influenced the customers’ perceptions towards the company; towards this question, among 50 customers, 5 said strongly agree, 15 said agree & 23 said somewhat agree.

The result of this section has proved that different social media marketing has a strong effect over the customer perception of Tesco, UK.

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Table: Findings about Consumer perception
4.7 Regression Analysis

In this research, Facebook, google+, linkedIn, twitter and YouTube are the independent variable & customer perception is dependent variable. The result of regression analysis has showed that the rate of adjusted R square is 0.628. This indicate that Facebook, google+, linkedIn, twitter and YouTube as the independent variable has 62.8% effect over the dependent variable customer perception.

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a. Predictors: (Constant), twitter promotion, Facebook promotion, Google+ promotion, LinkedIn promotion, YouTube promotion

Table: Regression outcome
4.8 Correlation result

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<td>.506**</td>
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<td>.000</td>
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<td>YouTube promotion</td>
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<td>CP</td>
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** Correlation is significant at the 0.01 level (2-tailed).

Table 1: Correlation’s output

The correlation rate shows the positive or negative relationship among the dependent variable & independent variables. If the rate is above .5, then it shows the moderate positive relationship among the dependent variable & independent variables. The table of correlation has showed the relationships among the different variables. The correlation rate among facebook & customer perception is .579. The correlation rate among facebook & twitter advertising is .650. The correlation rate among YouTube & customer perception is .611. Among all the variables, the
research result has showed the positive correlation rate among the each dependent variable & independent variables has strong effect on the dependent variable customer perception.

4.9 Cronbach’s alpha/reliability test
Cronbach’s alpha normally used to define the reliability among the independent & dependent variables. The positive result of the Cronbach’s alpha will show the rate in between .5 to 1. The following table has showed that the variables of this research have the Cronbach’s alpha’s positive rates which are more than .5 in every case. These rates have proved that the research data used by the researcher is reliable and those data has met up the standard of the collection process.

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<td>YP</td>
<td>0.59</td>
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<tr>
<td>CP</td>
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Table: Test of data reliability by Cronbach's Alpha
4.2 Discussion

Today social media marketing has become one of the largest platforms for the marketers around the world. Marketers can advertise or promote their brands and products through different social media sites and communicate with the customers more conveniently. As Mandiberg (2012) said, social media marketing is getting popular due to its high level of connectivity with the customers. Clifford (2007) on the other hand said that social media sites emerged and widespread due to the demand of socialism and socialistic ideas of the mass people. As per the research of Smith (2005), there are around 45% of the total world population has their accounts on different international and national social media sites and they visit these sites at least ones every day.

Because of the high connectivity social media marketing has now become one of the most convenient and best sources of advertisement for the marketers around the world & for Tesco, UK too. They use social media marketing for various marketing purposes. Ruyter (2012) said that the social media sites like Facebook allow the marketers to attract more customers than any other old and traditional marketing platforms as there are almost 2.23 monthly active users.

According to Leong (2010) social media marketing increase the effectiveness of the business of Tesco, UK while positively affecting on the customer perception. For Tesco, UK, social media and social media marketing played the most important role to gain popularity for the product as well as for the entire business. This popularity thus increases customer perception positively. In his research Mandiberg (2012) found that the increased number of internet users and social media users allowed Tesco, UK to capture a large portion of the market by using social media marketing. Social media marketing allows Tesco, UK to respond to the customers and their queries quickly.

On the other hand, Smith (2005) said that the significant role of social media marketing is that it supports Tesco, UK to bagging large part of the market which was hard in couple of years back.

Marketing researcher Livingstone (2006) said that the social media marketing influence customer’s perception and helps Tesco, UK to achieve trust of the customers. As a whole social media marketing and customer perception together improves the customers buying decision making process. Leong (2010) again said that the customer perception can increase sales revenue
and social media can increase customer perception of Tesco, UK. So customer perception and social media marketing are two parallel factors that can increase sales revenue of Tesco, UK. According to Jaakkola (2007) there is a solid connection between customer perception and social media marketing as social media marketing increase customer awareness and thus customer perception of the brand or product for Tesco, UK. Because of social media sites there are new marketing strategies and methods used by marketers to attract more customers. The availability of social media sites not only increased effectiveness of the marketing and promotional activities of Tesco, UK but also decreased the cost of marketing and promotional activates. Heinonen (2011) said that the increased number of users of different social media sites also increased the possibility for the marketers to influence customer’s perception as well as their purchase decision making process. He also added that though the impact of customer perception on the buying decision may be indirect but Tesco, UK was required to change their marketing strategies, their business policies etc. to cope up with this technological growth.

Social media marketing of Tesco, UK refers to the method where the company uses social media sites such as Facebook, google+, linkedIn, twitter and YouTube to spread their promotions or information to the target market. Social media marketing also increases brand awareness of Tesco, UK among the existing customers as well as potential customers. By using social media marketing Tesco, UK try to promote their brands and sometimes the whole business.

Mandiberg (2012) on the other hand agreed and said that social media marketing is based on internet and different social media sites and these are used as a marketing tool to let people know about the features of the brand or product of Tesco, UK. The main purpose of social media marketing is to create such content that will attract a large group of customers and influence their purchase decision making process of Tesco, UK. Mandiberg (2012) also added that social media sites when use as a marketing tool increases Tesco, UK’s brand exposure. Meyer (2011) researched about social media and said that to promote a product of Tesco, UK social media marketing is the best tool in this decade. Social media can target a broaden customer level and create brand awareness among them. Basically social media marketing show and ease the way to share more information about a product or brand to a large number of customers of Tesco, UK.

For the mass people as well as organizations and corporate ventures social media has become the next big thing. Tesco, UK use social media site for the marketing purposes and many other ways.
Social media marketing refers to the process where marketers try to attract potential customers by delivering them unique contents in their social media pages. According to Sidjanin (2012), Tesco, UK use social media pages to attract potentially new customers as well as retain old customers and convey them product updates. Clarke (2010) on the other hand said that the use of social media marketing allows Tesco, UK to reach a wide range of customers that was not possible in the past decade. Clarke (2010) also added that by using social media marketing Tesco, UK are now able to respond customers quicker than ever. In his research Zauner (2014) said that the visual contents used by Tesco, UK on social media site for the purpose of marketing have a solid effect on customer’s mind than traditional marketing ways. Tesco, UK can monitor their activities through the social media site. Harmatz (2008) stated that the use social media marketing allows Tesco, UK to specifically express their product or brand features and it is the most effective way to make promotions. Heinonen (2011) added that the while using social media marketing Tesco, UK give high priority to the preferences of the customers and it also increase the affectivity of the promotions. Tesco, UK can get basic customer information through social as Ayas and Gerhardt (2012) found that there is some basic information available of every person in their social media pages and Tesco, UK can use this information for better understanding the customers.

According to Jaakkola (2007) the purpose of social media marketing is to influence customers regarding their perception and purchase decision, with attractive contents about the product or brand within Tesco, UK. There are many organizations that do social media marketing internationally but most of the business organizations do social media marketing to attract and create brand awareness among the local customers & Tesco, UK is not an exception in this case.

Simply put, customer segmentation is to classify customers according to their attributes such as age, income, gender, life habits, etc., and then provide personalized products for different types of customers. Based on the characteristics of customers' physiology, psychology and behaviour, Tesco, UK divides tens of millions of customers into 80 customers, including young students, housewives, health-conscious, sporty, affordable, emotional, loyal, and free (Tse et al., 2016). Through the database to analyse the behaviour patterns of consumers and carry out targeted marketing. Focus on cultivating customer loyalty. This information plays an important role in the management of commodity categories and in optimizing the distribution of goods in
supermarkets. Tesco, UK can accurately count which items a customer has purchased during a certain period of time to understand the potential purchase links between different items and to change the placement of these items in the store (Ramanathan et al., 2017).

Targeted promotion is to create a sales promotion order that customers are most interested in to maximize the customer's interest in shopping and attract customers to come back to shopping again (Kotabe&Helsen, 2014). According to the sales data collection and collation of customer related information, the customers with different characteristics are clustered to find out the consumption characteristics and consumption differences of different customer groups, so as to design different promotional orders to meet the differentiated needs of customers. For example, at the end of each quarter, Tesco, UK members can receive cash discount coupons from Tesco, UK.

First, these data facilitate the company to provide consumers with special, targeted preferential services. Second, through the research on consumer demand, to promote their own brands, at present, the UK supermarkets are far ahead of competitors in the market segmentation of their own branded products (Kotabe&Helsen, 2014). For example, Tesco, UK's “value for money” products include the “best” high-end product line, the “green food” series and the “healthy diet” series. Everything is for better customer service. Analyze member data, provide appropriate product information to customers at the right time, and provide customers with a personalized sales strategy to improve the sales level of the company. The key to analysis is to classify members (Dahl, 2018). According to the characteristics of the members, the corresponding characteristic sales are carried out to meet the individual needs of consumers, such as functions, emotions, prices, conveniences, etc., thereby achieving one-to-one marketing. For customers who have the potential to become important members, keep in communication with them and provide some special offers. For the general members, continue to implement the original marketing plan and provide general discounts (Dahl, 2018).

According to the evaluation and suggestions of the members in the database, propose improvement plans for existing products, and develop new products according to the characteristics, functions and applications of the members. Fourth, the conclusion of a huge database brings two benefits to Tesco, UK (Ramanathan et al., 2017). First, these data facilitate the company to provide consumers with special, targeted preferential services. Second, through
the research on consumer demand, to promote their own brands, at present, the UK supermarkets are far ahead of competitors in the market segmentation of their own branded products. Everything is for better customer service.

The status of TESCO, UK’s own brand in the eyes of customers can be seen. TESCO, UK aims to create value for customers and win customers' lifetime trust. The quality of private brands is naturally put in the first place, and they pursue the service concept of “putting themselves, pushing others and people” (Tse et al., 2016), When TESCO, UK employees personally experience their own brands. After the quality, they will recommend the product to the customer. At present, many of the private brands or self-operated varieties in the pharmaceutical retail industry are classified as “low quality and high price”. The industry is popular and simple and rude. The pharmaceutical service has even been designed as a means of selling its own brands. In view of this, TESCO, UK’s Brand strategy may give us some inspiration. The name is loud, but it is the third largest retailer in the world except Wal-Mart and Carrefour (Tse et al., 2016).

TESCO, UK carefully selects specific series for different families to collect people. The series price is arranged in steps, namely TeseoValue, Teseostalard, Teseo-Finest. TeseoValue products, also known as premium goods, are targeted at low-end customers and are the lowest-priced items in the same category (Kotabe&Helsen, 2014). Standard goods, also known as standard goods, target low-end customers, mainly refer to leading brands, quality equivalent or better than the dominant brands and the price are lower than the leading brands 10% to 20%. The Finest series is a high-quality private brand that targets high-end customers. The sex pharmacy industry is prevailing in the simple and rude manner of selling its own brand. The stepped private label series TESCO, UK may not have a high price ratio of Carrefour or Wal-Mart (Ramanathan et al., 2017). It is the same price or slightly higher than the price of the same brand. Its packaging is a silver box and looks very high-end. In fact, all the well-known international retail companies, including Carrefour and Wal-Mart, have positioned their own brands in three series without exception: Economy, Standard and Premium. On the other hand, in the current pharmaceutical retail industry, the price level of private brands is not obvious, and there is no targeted planning (Ramanathan et al., 2017).
Many people in the industry believe that if the price of their own brands or self-operated varieties is too low, even if the gross profit is high, the profit is limited, but the needs of low-end customers are neglected. Of course, it will take time to develop the high-end series of private brands, which requires us to have our own retail brand. The development direction of the private label, we can refer to the development stage of the retail private label, as shown in the chart on the right (Donnelly et al., 2012). It can be seen from the table that the development of the private label of the retail industry has a gradient, which is manifested in two aspects: First, the development of the self-owned brand is characterized by low quality to high quality, low value to high value, and low price. To the high price direction; the business purpose of the private label is to enhance the price image to the product image, and finally to the retail brand image. The first stage of the private label commodity belongs to the price competition. The role of the person should mainly establish the price image (Nair & Subramaniam, 2012).

Because in the business environment of economic globalization and commodity homogenization, many brands of services and goods can enter any store. What you get, even if you can't buy it in the store, there are e-commerce companies like Alibaba and Amazon Mall. In fact, today's business competition is fierce, including any shopping Centre, including the world (Tse et al., 2016). A form of retail store, its marketing purpose has long been in the stage of “promoting the target customer group to try to enter the store” or “repeating the store.” Our country also has industry scholars to follow, “commercial retail must cross one step, upgrade to turn the in-store customers into your lifetime customers, and let them continually send their money to your shopping centre all the time. The development of this loyalty comes from the customer experience. But for consumers, there is a strong logic in the occurrence of anything. In an extensive supermarket, a customer who bought a pastry asks the salesperson for a transparent box to prevent the pastry in the plastic bag from being squeezed, and the salesperson directly rejects it (Tse et al., 2016).

The rapid development of the Internet has not only changed the way people access information, but also greatly influenced the way people consume. People create, disseminate, read, and consume content through blogs, wikis, forums, social networks, content communities, podcasts, and microblogs. The generation and popularization of these social media not only bring people's work, life, and entertainment (Stohl et al., 2017). The great convenience and richness of
the company is a way of marketing the enterprise and bringing about a huge change that has affected almost every corner of the consumer behaviour. The formation and growth of social media has become an important strategic marketing model, especially changing the traditional communication mode, bringing changes to marketing concepts and marketing practices. Perceived value significantly positively affects consumers' willingness to purchase, so the usefulness, dependence, involvement, and sociality of social media have a positive impact on consumers' willingness to purchase. Finally, according to the research conclusions, the company proposes possible countermeasures for marketing using social media and proposes possible prospects for future research (Ryan, 2016).
CHAPTER FIVE: CONCLUSION & RECOMMENDATION

5.1 Conclusion

The research is aims to find out how social media marketing creates impact on Consumer perception of Tesco, UK. The researcher has used quantitative research methodology. The researcher has collected primary data from the consumers of Tesco, UK. The researcher used survey method with a structured questionnaire. The sample size was 50 and the researcher has used simple random sampling method. In this research paper, Facebook, google+, linkedIn, twitter and YouTube are the independent variable & customer perception is dependent variable. The research result has showed that, these social media marketing practices have strong effect over the customer’ buying pattern, customers’ thinking pattern and perception on different products.

In the context of social media marketing, this paper analyses the characteristics of online consumers’ willingness to purchase, and clarifies that external influence factors and internal perception factors are the main factors affecting consumers' willingness to purchase in social media marketing scenarios. At the same time, a model of the influence factors of consumers' purchase intention based on social media marketing was established, and verified according to the actual survey. Finally, it provides the necessary decision-making basis and support for the development of e-commerce based on social media marketing for enterprise reference. In view of this, this paper takes social media as the research platform, takes its users as the research object, takes the technology acceptance model as the theoretical basis, takes the social media's network trust and consumer experience value as the intermediate variables, and combines the usefulness of social media. Dependency, consumer involvement, and social final construction hypothesis model, through the two scenarios of scenario simulation experiment and empirical research to explore the impact mode of social media on consumer shopping willingness.
5.2 Recommendation

Consumer perception is the link between what interests the customers and what actually they are buying. In this research paper the researcher tried to show the impact of social media marketing on consumer perception. Consumer perception has a great impact the buying pattern of the customers. So there is a significant value of consumer perception for the organizations. This study focus on what social media marketing can impact on consumer perception. There is a positive result that showed social media marketing has a great impact on the consumer perception. So it is the duty of Tesco to think carefully about engaging, investing on social media marketing and developing marketing strategies focusing on social media marketing to influence the perception of the consumers. The positive and significant result showed that in the next couple of years’ social media marketing will be the top priority for organizations and marketers as well as for the consumers. It will be the main tool for the marketers to promote a brand or product and create brand awareness among the consumers. That is why it is important for Tesco to effectively adopt social media marketing to influence consumer perception. That is why the researcher has some suggestions for Tesco to improve their social media marketing strategies.

Regular Activity on Social Media Sites: there are many customers who only look social media sites for promotional activities. Many customers make complains over social media sites. Many customers use social media sites to know about products. Again many people follow social media sites of the business to get updated information. So it is a great need for businesses like Tesco to be very active on social media sites. Fast responding to the customer in any of their query on the social media pages will give Tesco added benefit on achieving positive consumer perception. Posting update news and product information are also required so that the customers are aware of the promotions and products.

Use Attractive Contents: Contents are the main attraction for any social media marketing activity. There are millions of businesses operating social media marketing. To outrun the competitors in social media marketing organizations like Tesco should focus on delivering attractive eye catching contents on their social media pages so that it could instantly hit consumer’s mind. Attractive and eye catching contents take their place in consumer’s mind for a long time. It then places impact on the perception of the consumers. It is the responsibility of the marketers of Tesco to develop some creative ideas when they post on their social media accounts.
for marketing purposes. Marketers of Tesco should get proper training and development programs to flexibly create such contents.

Learn from Mistakes: There could be some mistakes by any party who is operating social media marketing for Tesco. But when mistakes are done Tesco needs to identify the mistakes and learn from the mistakes. If something went wrong Tesco should be careful next time this fault should not repeat. Besides that, if there are any mistakes done on social media site then Tesco needs to post in an apologetic way and explain how the error happened and how the error is taken care of, so that the consumers can feel that Tesco is taking good care of the whole matter. It will create positive vibe among the consumers developing their perception about Tesco.

Use Infographics to Attract More Consumers: Infographics are a good tool on social media sites to attract consumers. Infographics are catchy, easy to understand and have a great impact on consumer’s mind. But to make the Infographics unique Tesco should use watermark on the Infographics. Tesco can also use Infographics to hyperlink and direct the customers on particular social media site or their own homepage or website.

Announce Loyalty and Promotional Tasks Based on Social Media Sites: To increase the number of consumers and their activity on Tesco’s own social media pages, Tesco can offer special events like promotional code when shared 1000 times, invite friends to the page for loyalty cards, 10% discount on certain products if 100 friends join etc. on their social media pages. Is will increase the traffic of the social media page of Tesco as a result large number of people will get notification about Tesco’s social media pages. Involving Consumers on promotional events on social media sites will also positively impact on the consumer perception.

Make a Research about the Target Market and Recognize Consumer Demographics: Using social media marketing has its own benefits. Previously it was hard to find information about consumers but now business organizations can get some basic information about the consumers and use it for developing promotional strategies. So organizations like Tesco can do market research more easily and recognize different demographics of the customers so develop strategies that best suits to encourage the consumer perception. Specifying target market will also help Tesco to concentrate on a precise point.
Make Relationships on Social Media, Not Only Followers: Social media marketing helps organization to build up a relationship with the consumers. Business organizations that only posts marketing and promotional things and not consider consumer reactions and responds have negative consumer perception. So Tesco should engage on social media in such a way that they could response the consumers as early as possible and make a good relationship with them. Positive consumer perception can be made if Tesco could give enough time to listen the consumers on social media sites.

Amplify the Reach through Paid up Service: There are many social media sites that allow the business organization to get some paid up services. These services allow the business organizations to reach further. Paid up services like page boost, post boost, etc. are used by many business organizations. Tesco should also take the benefit of these paid up services. Usually social media marketing does not cost as like as the traditional marketing, so using paid up service will not effect on the marketing budget of the business. These paid up services will help Tesco to target a larger number of customers.
References


Roberts, L.W., Geppert, C.M., Coverdale, J., Louie, A. and Edenharder, K., 2005. Ethical and regulatory considerations in educational research.


Appendix

Survey form


Demographic DATA

1. What is your Gender?
   - Female
   - Male

2. What is your nationality?
   - European
   - German
   - Indian
   - Chinese
   - USA
   - British (UK)
   - Italian
   - Others

3. What is your age group?
   - 20-30
   - 30-40
   - 40-50
   - Other
5. What is your occupation?

☐ Self-employed
☐ Student
☐ Professional
☐ Unemployed
☐ Executive
☐ Others

6. How long you are using Tesco, UK’s product?

☐ Less than one year
☐ 1-2 years
☐ 2-3 years
☐ More than that
Questionnaire of the research

Rate the following questions/statements according to the range below:

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<tr>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Somewhat disagree</th>
<th>Neutral</th>
<th>Somewhat agree</th>
<th>Agree</th>
<th>Strongly agree</th>
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<tr>
<td>1</td>
<td>2</td>
<td>3</td>
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<td>Q.01 Tesco, UK’s twitter account is helpful to pass messages to the consumers from the company</td>
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<td>4</td>
<td>5</td>
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<td>7</td>
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<td>TP2</td>
<td>Q.02 Tesco, UK is highly concerned about their delivered tweets and responses</td>
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<td>2</td>
<td>3</td>
<td>4</td>
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<td>Q.03 Customers show their reactions without hesitation in Tesco, UK’s official twitter accounts</td>
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<td>3</td>
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### Section 2: Facebook Promotion

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<tbody>
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<td>Q.10 Google+ account of Tesco, UK is very useful &amp; rich with info</td>
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<td>2</td>
<td>3</td>
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<tr>
<td>GP3</td>
<td>Q.11 Following Tesco, UK in Google+ is useful enough to get an overview of past and upcoming products &amp; services</td>
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<td>Section 4: Promotion through LinkedIn</td>
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<tr>
<td>Q.12 Google+ id of Tesco, UK has helped the company to get found without difficulty by the information seekers via search engines over the internet.</td>
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| Q.13 Professional Profile of Tesco, UK in LinkedIn is useful & attractive to the consumers. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

| Q.14 Customers can easily get any information of new branch opening, New launching, location by connecting with Tesco, UK's LinkedIn account | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

| Q.15 It is very convenient to have an account in LinkedIn for Tesco, UK's customers base to know about the recent launching of products & services | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

| Q.16 Tesco, UK can promote their company and products easily by their LinkedIn Profile | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

<table>
<thead>
<tr>
<th>Section 5: YouTube Promotion</th>
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</thead>
<tbody>
<tr>
<td>Q.17 Tesco, UK promote their product via YouTube advertisements regularly</td>
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| Q.18 Short Advertisements posted by Tesco, UK in YouTube are attractive | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
### Q.19 Tesco, UK's YouTube promotion can bring more customers to the company

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### Q.20 There are many viewers of Tesco, UK in YouTube who get known to about Tesco, UK's products & services

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### Section 6: Consumers’ Perception

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<tr>
<td>CP1</td>
<td>Customers get positive info about the products &amp; services from the different social media activities of Tesco, UK</td>
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<td>CP2</td>
<td>Social media activities, advertising and info of Tesco, UK have helped the customers to be attached with the company</td>
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<tr>
<td>CP3</td>
<td>Social media activities, advertising and info of Tesco, UK has influenced the customers’ perceptions towards the company.</td>
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