An Analytical Study on Social Media Marketing for H&M Brand

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Abstract

Social media has increased importance and acceptance at a very fast pace. It has become an avenue to share one's personal and professional life. The usage of social media as a marketing tool is already implemented by many businesses. It is dominant way for businesses of all sizes to reach customers and prospects. Customers are already interacting with brands through social media platforms like Facebook, Twitter, Instagram, and Pinterest. This study is aimed to study the trends and shifts in the marketing practices from traditional to online marketing, the study further attempts to identify the customer attitude towards social media advertisements. Descriptive research was carried out and structured questionnaire was administered to hundred people. The study reveals that majority of people spent 4-5 hours in a day on social media. However all the age groups are not equally engaged. The respondents agree that social media plays an important role in their life and they also find the advertisements relevant seen on social media. Respondents acknowledge the presence of H&M brand on social media, however they feel that website requires more update and H & M should bring aggressive promotion campaigns on social media.

Keywords*: Social media marketing, social media branding, social media customer engagement, social media preference.*

Introduction

Social media has evolved over time and its user's base has increased even more than the population of some of the countries. During 1930's newspaper and magazines was the media choice. P&G was the first company to use print media advertisement. 1950's is known as TV commercial age which leads to marketer's inclination towards electronic media advertisements. In 1960's corporate social responsibility concept came into existence. During1970's computer was born and logo, credit card and direct marketing, media research, payroll, visa card and master cards etc. find the application.

The most basic feature and service provided by social media is connecting with people online who share similar interests, background, ideas, career aspects or real life connection. Traditionally networking was possible through telephone, postal services or face to face which either took a lot of time and effort or was a costly affair but with the introduction of social media, networking has now become easy, fast and cost efficient. It only requires an internet connection through smartphone or computer. As the technology advances, social networking becomes more fast and secure

than before. The way in a person uses social networking can affect its mood, feelings in positive or negative manner. A few companies who have employees that travel on regular basis are asked them to use social media and stay connected to feel closer and get updated on things instantly. There are many ways in which a person can get benefitted by the right use of social networking and making connections with the good quality of people.

Social Media Advertising has gained popularity in last decade; it allows users, marketers to advertise their products or services online on the social media platforms like Facebook, Instagram and E-mail marketing. The wider reach of social media advertising is what makes it different from all other ways of advertising, as we know there are over 2.8 billion people using social media actively. It has the power to immediately begin the sales for a firm from the day one and can have consistent gains. For ecommerce websites social media marketing has proved to be the best way to get the customers and start generating sales as the advertisements directly take the viewers to the ecommerce website and the information is quickly passed on to the interested viewers along with all the required details. To help and guide the users to properly utilize the advertising function, popular social media sites provide tips, tactics and right plan layouts to successfully carry out the desired campaigns as well as manage different channels to get the best reach and results. Social media advertising and marketing is ideal in terms of target marketing as the sites have some basic information of the users like age, location, educational qualification etc. this makes social media a great place for advertising and generating income.

Facebook is better for distributing information

Instagram has limitations with using links, it means that users can add one link to their profile, but they cannot share links to their blogs through photo captions. One of the biggest disadvantages of Instagram is the lack of links in individual posts. Users have only one link in the profile linking to their site. The other option involves creating a sponsored post and this post will lead users to a specific landing page. Meanwhile, Facebook gives users the freedom to share unlimited links to blogs and product pages. Therefore, if the goal is to distribute informational posts and promote blog posts, Facebook should be a better option than Instagram.

Literature Review

R.A. Gbadeyan (2010) study examined that there are opportunities for businesses in the market; businesses can grow with the help of social media marketing. This study reveals that social networking working sites have become increasingly popular medium of communication among teenagers and young adults. This medium is also used to find about company's brand image and its products. The companies have to integrate the social media within their marketing and media plans the companies must increase their presence on social networking sites. Study also finds the reasons for people were using social networking sites due to safety concerned reason, technically inexperience due to lack of confidence in using internet.

Biswajith Das (2011) study found that growth of social networking sites shows a significant change in the social and personal behaviour of Internet users. SNS has become an essential medium of communication and entertainment among the young adults. Though it has started to affect the daily activities of normal human beings, the popularity of SNS is not going to reduce in near future. The study also finds that there is an addiction for Facebook, youngsters are losing sleep, it is also hampering personal life and giving spur in divorces and criminal activities.

Rajiv Kaushik (2012) study found that among the social media the highest number of people are using Facebook. People have adopted new technology smartphones this gives marketers the opportunity to reach consumers in a large capacity and through a variety of mediums. Smartphones users are continuously engaged and this will enhance the chance of seeing the message; traditional campaigning approaches are rising in social media. The social media selective culture of active engagement quick access for everyone and constant communication is a boon for advertisers, this cannot be achieved by any traditional advertising methods.

Rodney G D (2017) the study aims to identify the influence of interactive social media marketing Communications on team cognitive affective and behavioural components. The study found that the social media marketing communications and a positive attitude component among the adolescence. The study also revealed that teenagers who use social media for longer period times updated their profiles frequently and displayed the most favourable attitudinal response to social media marketing Communications

Sunil Kundu (2018**)** The advance on the web media are supporting an excellent interconnectivity and have constant social interactions online gatherings and social networking services The study found that trust and perceived security assume the significant role in building trust and positive attitude in shopping. Trust in the online transaction impacts the online behaviour to a larger extent and also strengthen the purchase intentions.

Objectives, Scope and Research Methodology

Social media is the current big buzzword in the world of internet marketing, and with good reason. It is important to understand why people use the websites, as there is a broad demographic on the sites. The purpose of the study was to understand the trends and shifts in the marketing practices from traditional to Online Marketing additionally the study aims to identify the customer attitude towards social media advertisement and to find out the opportunities available to H&M through social media. It is important to understand why people use websites, as there is a broad demographic on these sites. The study is conducted to analyze the study on social media as marketing tool. This study is exclusively conducted on H&M clothing company. This mainly covers trends and shifts in the marketing practices from traditional to online marketing and as to know the effectiveness for the brand. Data was elicited from over a 100 customers using nonprobability convenient sampling

Gender

Gender

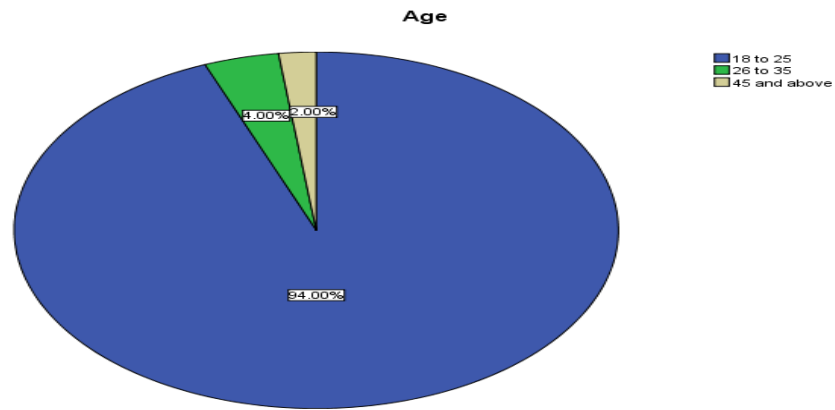|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	43	43.0	43.0	43.0
	Male	57	57.0	57.0	100.0
	Total	100	100.0	100.0	

Gender
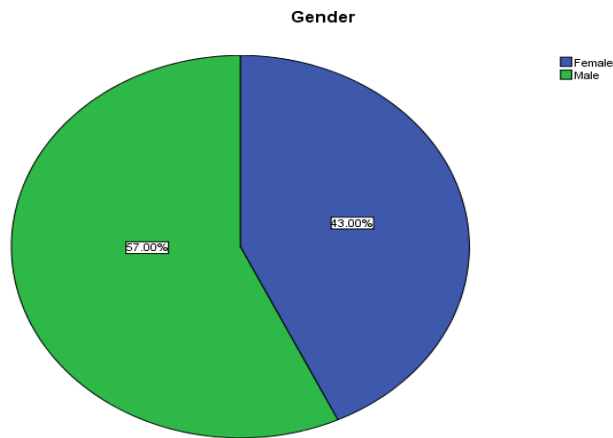
INTERPRETATION: In the above table and graph, out of 100 respondents it is found that 57% of the respondents are male and 43% of the respondents are female.

2. Age

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 25	94	94.0	94.0	94.0
	26 to 35	4	4.0	4.0	98.0
	45 and above	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

Age

18 to 25
26 to 35
45 and above

94.00%
4.00%
2.00%

INTERPRETATION: In the above table and graph, out of 100 respondents it is found that 94% of respondents age is between 18-24, 4% of the respondents age is between 26-25 and 2% of the respondents age is between 45 plus. This states that majority of the respondents are youngsters.

3. Occupation

Occupation

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	71	71.0	71.0	71.0
	Employee	25	25.0	25.0	96.0
	Homemaker	1	1.0	1.0	97.0
	Business	2	2.0	2.0	99.0
	Others	1	1.0	1.0	100.0
	Total	100	100.0	100.0	
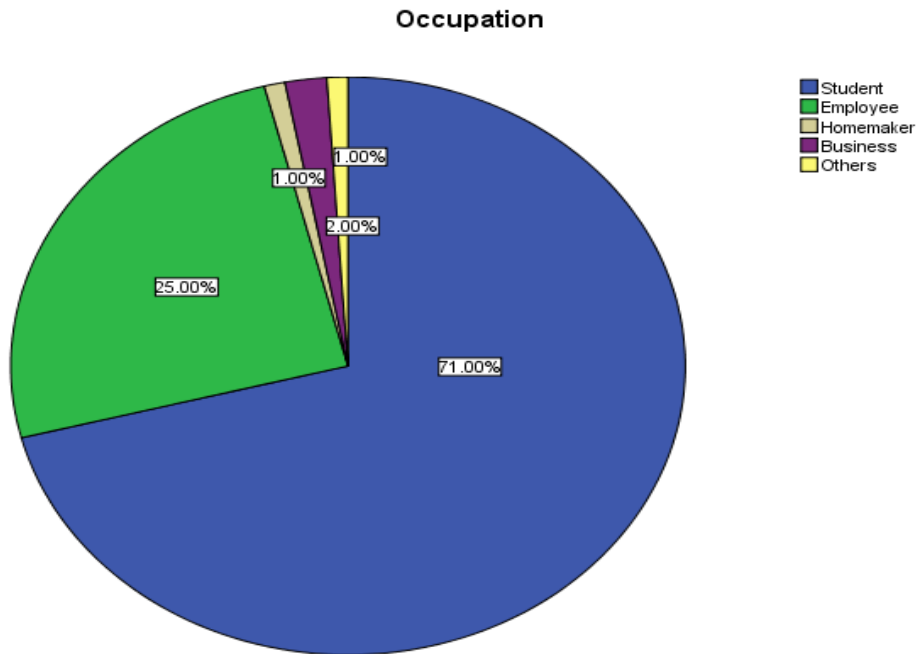
Occupation

INTERPRETATION: In the above table and graph, out of 100 respondents it is found that 71% of the respondents are students, 25% are employees, 2% are businessmen, 1% are homemaker and 1% of the respondents have other occupation.

. Why do you use an online social network?

why do you use online social network

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Online shopping	22	22.0	22.0	22.0
	News update	19	19.0	19.0	41.0
	Business	2	2.0	2.0	43.0
	Easy and instant communication	45	45.0	45.0	88.0
	Others	12	12.0	12.0	100.0
	Total				
		100	100.0	100.0	
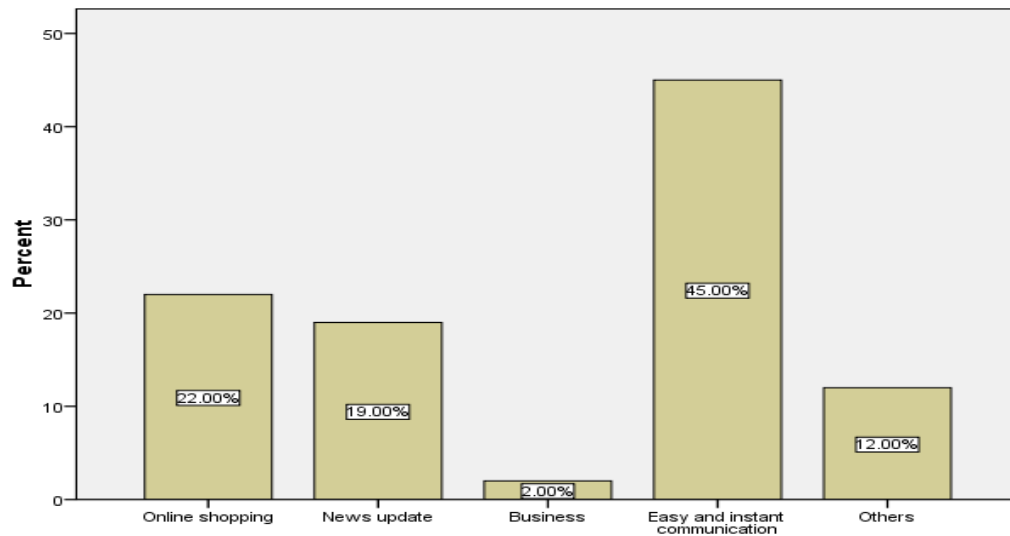
INTERPRETATION: In the above table and graph, out of 100 respondents 22% of the respondents use social network for online shopping, 19% of the respondents use to check up the news updates, 2% of the respondents use to check about the business news and market shares, 45% of the people use social network for easy and instant communication which is very essential in human's lives and 12% of the respondents use social network for other purposes like gaming, editing et

5. Have you ever purchased a product online based on pop up ads?

Ever purchased a product based on pop up ads

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	31	31.0	31.0	31.0
	No	51	51.0	51.0	82.0
	Maybe	18	18.0	18.0	100.0
	Total	100	100.0	100.0	
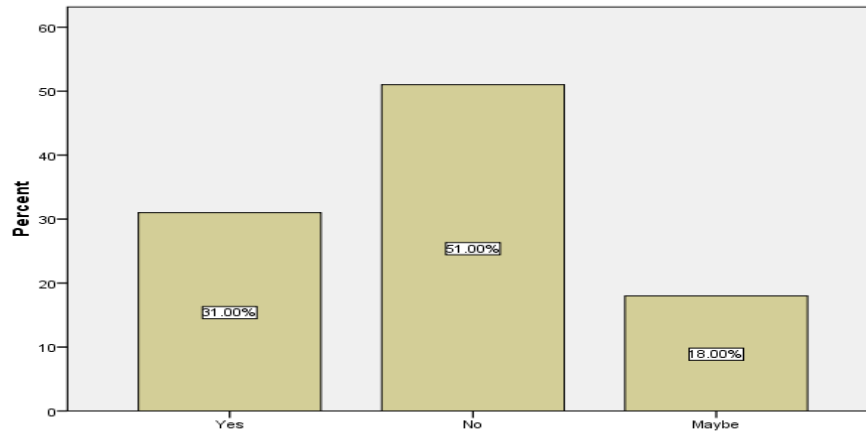
Interpretation: In the above table and graph, 31% of the respondents purchase a product online this states that people are influenced by online shopping app which consumes less energy and they can order any product by being in one place,51% of the respondents do not purchase a product online pop up ads this states that they don't trust the products which are advertised in pop up ads and 18% of the respondents may or may not purchase a product online based on pop up ads.

6. *Is information communicated on social media regarding products credible?*

Is information communicated on social media regarding products Credible?

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	1	1.0	1.0	1.0
	Agree	37	37.0	37.0	38.0
	Neutral	56	56.0	56.0	94.0
	Disgree	2	2.0	2.0	96.0
	Strongly disgree	4	4.0	4.0	100.0
	Total	100	100.0	100.0	
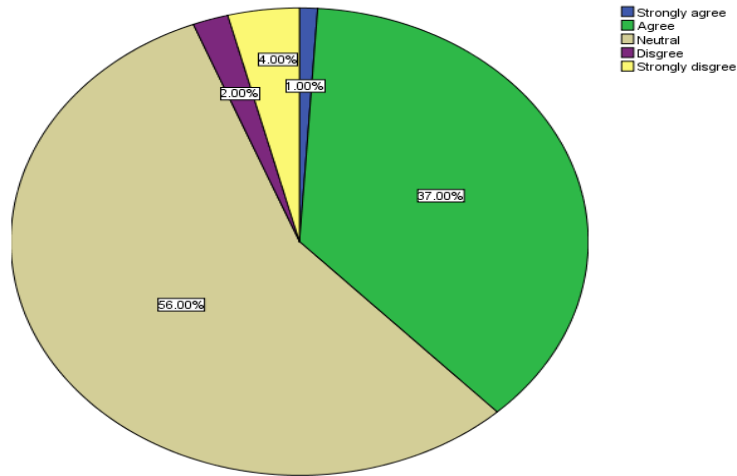
INTERPRETATION: In the above table and graph, out of 100 respondents 1% of the respondents strongly agree, 37% of the respondents agree, 56% of the respondents are neutral, 2% of the respondents disagree and 4% of the respondents strongly disagree. This states that only minimum number of respondents agree for the information communicated on social media regarding product credibility because they think that the information available on social media is relevant and most of respondents think it's irrelevant.

7. How likely are you to buy a product advertised by a company on social media?

How likely are you to buy a product advertised by a company on social media?

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all likely	4	4.0	4.0	4.0
	neutral	18	18.0	18.0	22.0
	very likely	56	56.0	56.0	78.0
	extremely likely	22	22.0	22.0	100.0
	Total	100	100.0	100.0	
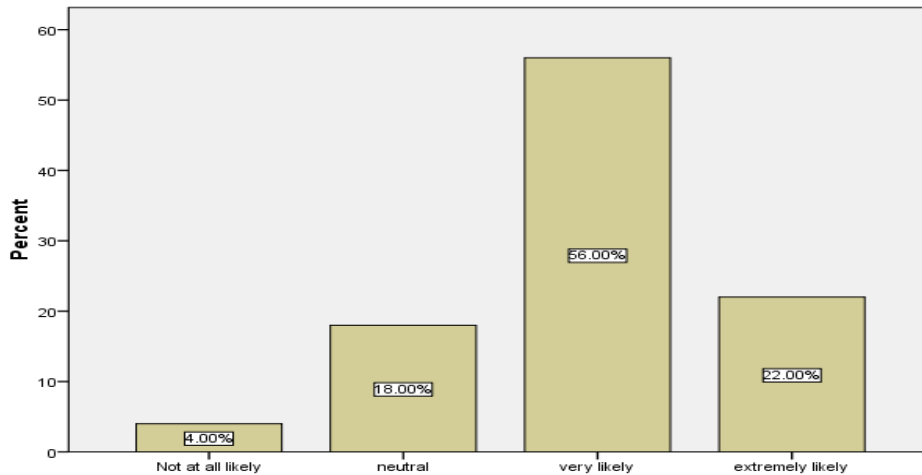
INTERPRETATION: In the above table and graph, out of 100 respondents 22% of the respondents are extremely likely to by a product, 56% of the respondents likely to buy, 18% of the respondents are neutral that means they may or may not buy a product advertised on social media and 4% of the respondents are not at all likely to buy because they might prefer traditional buying. This states that majority of the respondents are likely to buy a product advertised on social media and only minimum number of respondents are not willing to buy.

8. Visibility of H&M on social media?

Visibility of H&M on social media?

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	8	8.0	8.0	8.0
	Instagram	65	65.0	65.0	73.0
	Google	23	23.0	23.0	96.0
	Youtube	4	4.0	4.0	100.0
	Total	100	100.0	100.0	
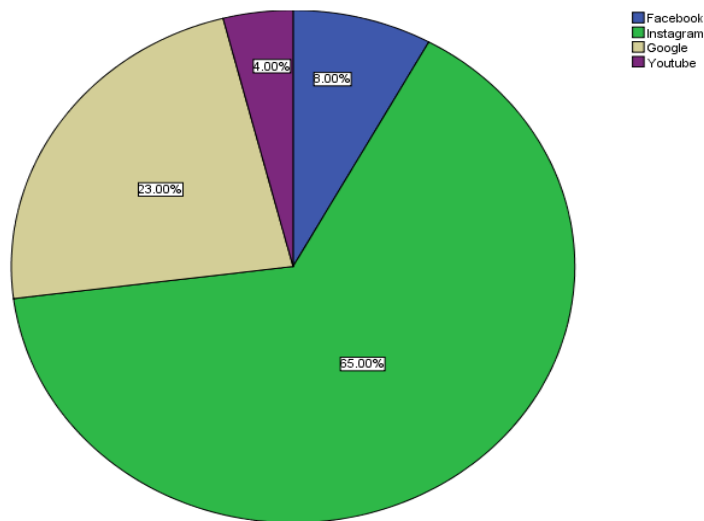
INTERPRETATION: In the above table and, out of 100 respondents 8% of the respondents can find the H&M brand on Facebook, 65% of the respondents can find it on Instagram,23% on google, 4% on YouTube. This states that social media is helpful for the mass marketing and the brand H&M have most popularity in Instagram as people are more active.

9. Have you visited H&M website?

Have you visited H&M website?

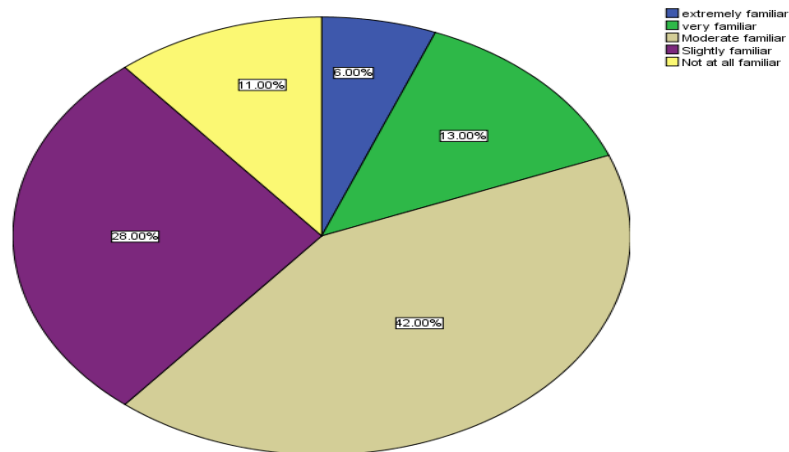|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	49	49.0	49.0	49.0
	no	51	51.0	51.0	100.0
	Total	100	100.0	100.0	
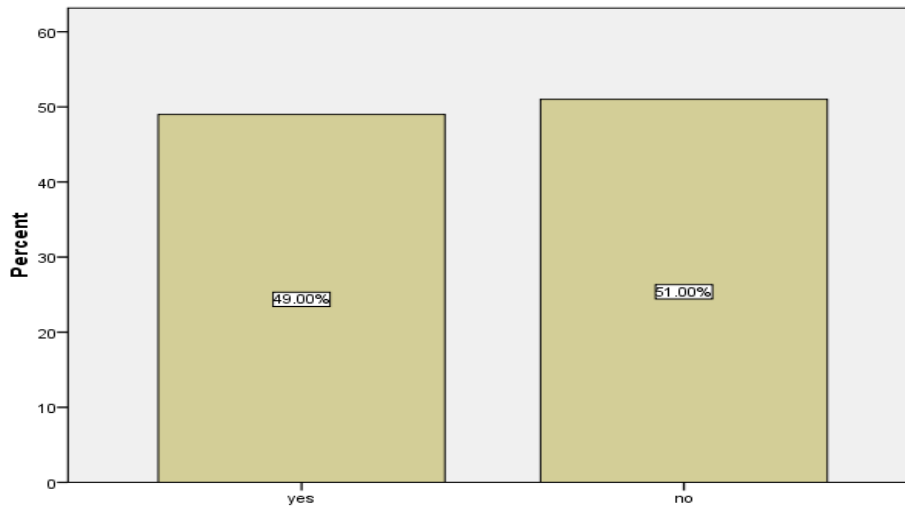
INTERPRETATION: In the above table and graph, it is found that out of 100 respondents 49% of the respondents admitted that they have visited H&M website. It states that people are aware of the H&M website and useful for shopping on the other hand 51% of the respondents are unaware of the website, which survey and campaigns should be carried out for making people aware of it.

10. *How familiar are you with H&M products?*

How familiar are you with H&M products?

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	extremely familiar	6	6.0	6.0	6.0
	very familiar	13	13.0	13.0	19.0
	Moderate familiar	42	42.0	42.0	61.0
	Slightly familiar	28	28.0	28.0	89.0
	Not at all familiar	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

INTERPRETATION: In the above table and graph it is found that out of 100 respondents 6% of the respondents are extremely familiar, 13% are very familiar, 28% are slightly familiar, 42% are moderately familiar, 11% are not at all familiar. This states that average number of people is familiar with the brand and its products and maximum numbers of people are not familiar with the brand or they might have other brand as a priority.

11. *How many times do you go online shopping in H&M??*

How many times do you go online shopping in H&M

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Once a month	12	12.0	12.0	12.0
	2-3 times per month	4	4.0	4.0	16.0
	A half a year	40	40.0	40.0	56.0
	never shopped at H&M	44	44.0	44.0	100.0
	Total	100	100.0	100.0	
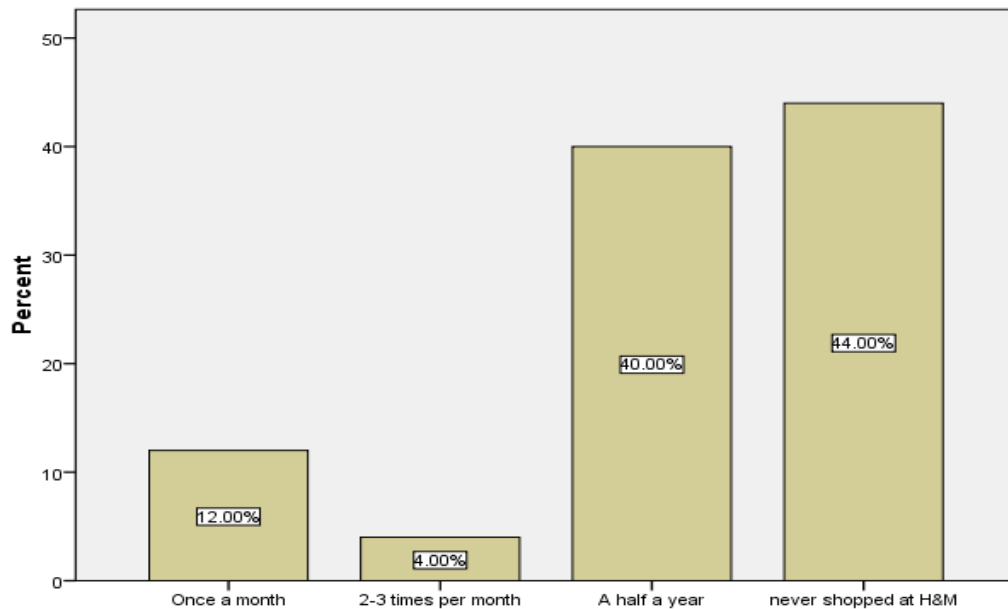
INTERPRETATION: From the above table and graph it is understood that 44% of the respondents have never shopped in H&M and majority of the respondents have shopped in H&M. This means that customers prefer traditional shopping over online shopping in H&M and not so comfortable in buying online.

12. Why do you want to buy H&M product?

Why do you want to buy H&M product?

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Brand	15	15.0	15.0	15.0
	Style	24	24.0	24.0	39.0
	Quality	39	39.0	39.0	78.0
	Price	4	4.0	4.0	82.0
	Clothes style updates	18	18.0	18.0	100.0
	Total	100	100.0	100.0	
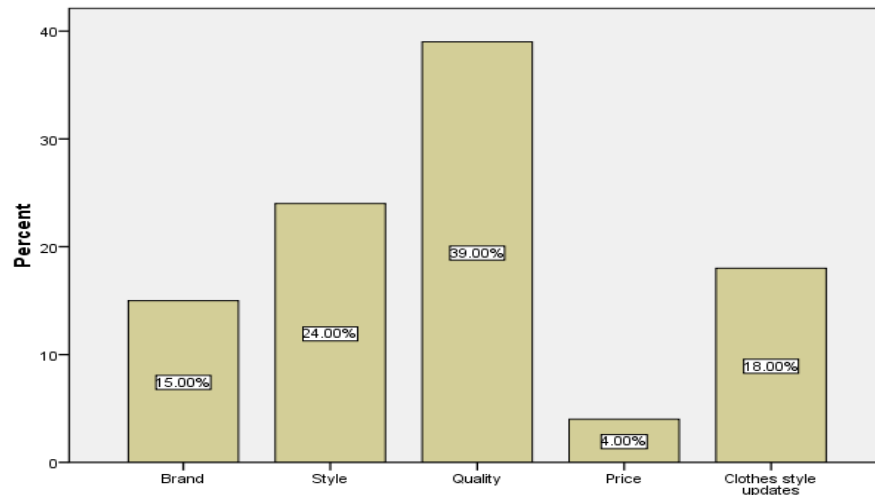
INTERPRETATION: In the above table and graph it is found that out of 100 respondents 40% of the respondents are willing to buy depending upon the price which is understood that price value measures the durability, 39% of the respondents buy depending upon the quality which means quality gives comfort, 15% buy it out of popularity of the brand, 24% of the respondents buy it because they will be influenced by variety of style available in H&M and 18% of the respondents buy it to flow the latest clothing style.

13. How do you think about the H&M product design?

How do you think about the H&M product design?

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Superior	10	10.0	10.0	10.0
	Delicate	4	4.0	4.0	14.0
	Fashionable	63	63.0	63.0	77.0
	Simple	15	15.0	15.0	92.0
	Tend to local style	8	8.0	8.0	100.0
	Total	100	100.0	100.0	
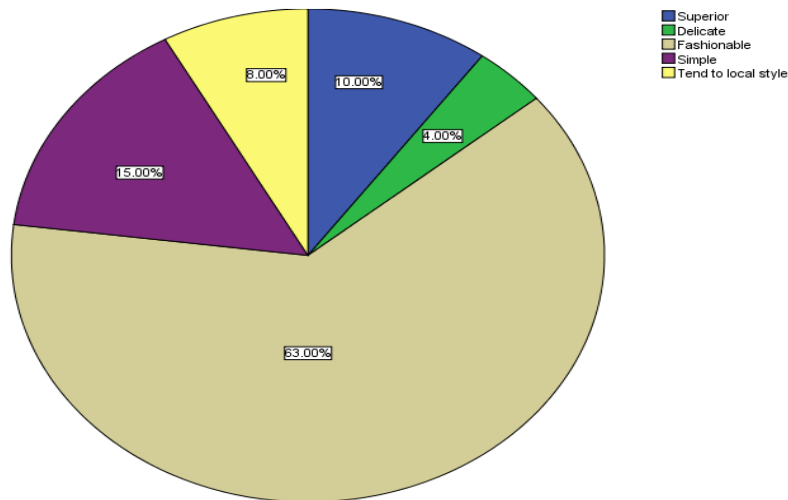
INTERPRETATION: In the above table and graph it is found that out of 100 respondents 63% of the respondents admitted fashionable, 15% admitted simple, 10% admitted superior, 4% admitted delicate and 8% admitted to tend to local style. This states that majority of the customers like to follow the trends of fashion and H&M provides more fashionable products in variety of designs.

14. How do you think about H&M company product quality?

How do you think about H&M company product quality?

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly satisfied	43	43.0	43.0	43.0
	Satisfied	27	27.0	27.0	70.0
	Neutral	19	19.0	19.0	89.0
	Dissatisfied	7	7.0	7.0	96.0
	strongly dissatisfied	4	4.0	4.0	100.0
	Total	100	100.0	100.0	
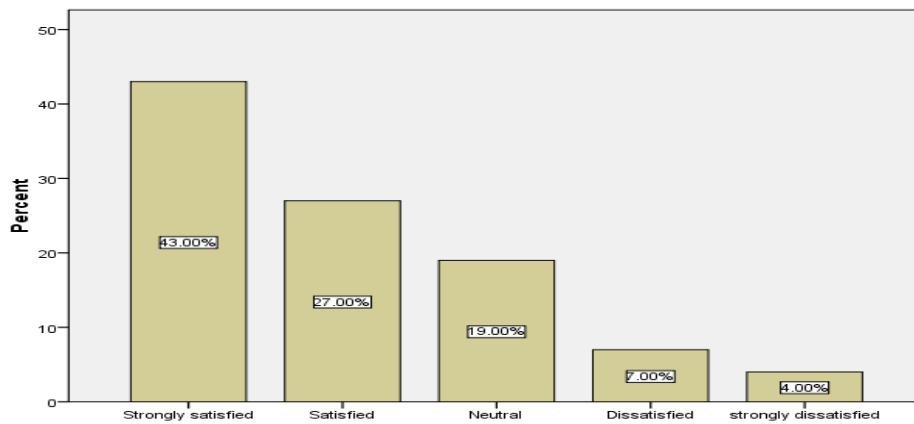
INTERPRETATION: From the above table and graph it is found that, out of 100 respondents 43% are strongly satisfied, 27% are satisfied, 19% are neutral, 4% are strongly dissatisfied and 7% are dissatisfied. It is understood that majority of the respondents are satisfied with the product quality because branded products always gives the best comfort and durability and it is worth for the given price.

15. *Which promotion style do you prefer for H&M products?*

Which promotion style do you prefer for H&M Products?

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Discount	43	43.0	43.0	43.0
	Coupon	7	7.0	7.0	50.0
	Special products	28	28.0	28.0	78.0
	Designer related products	18	18.0	18.0	96.0
	5	4	4.0	4.0	100.0
	Total	100	100.0	100.0	
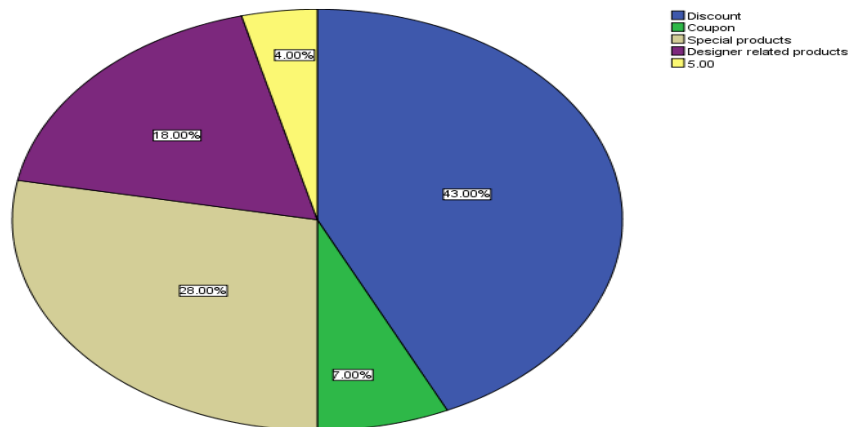
INTERPRETATION: From the above table and graph it is found that out of 100 respondents 43% of the respondents admitted to discount, 7% on coupons, 28% on special products, 18% of the respondents admitted to designer. This states that customer prefer to buy depending upon discounts available on the products and special products will have limited edition which customers would like to buy and set the fashion trend.

16. *What's your opinion about H&M product price?*

What your opinion about H&M product price?

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly expensive	9	9.0	9.0	9.0
	Expensive	29	29.0	29.0	38.0
	Moderate	46	46.0	46.0	84.0
	Cheap	1	1.0	1.0	85.0
	5	15	15.0	15.0	100.0
	Total	100	100.0	100.0	
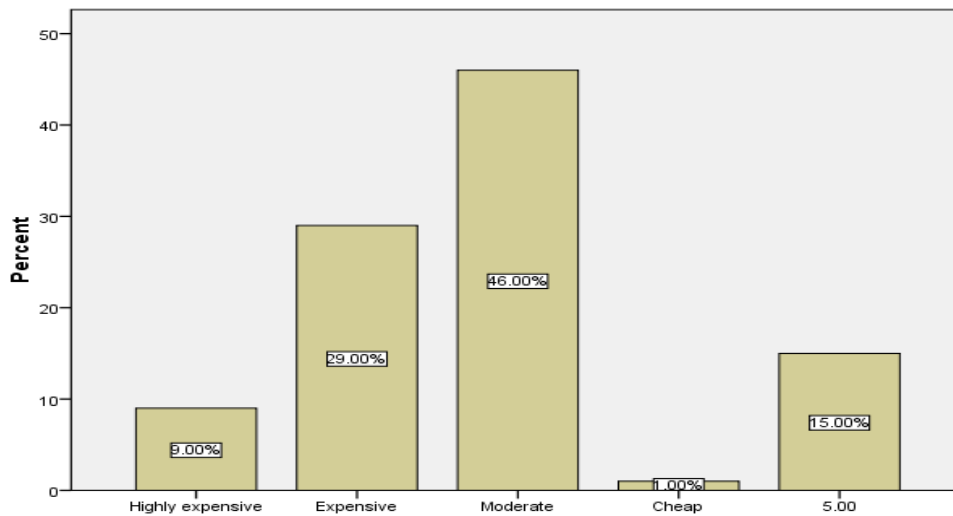
INTERPRETATION: In the above table and graph it is found that out of 100 respondents 29% of respondents feel H&M product price is expensive, 9% of the respondents feel its highly expensive, 46% of the respondents feel it is moderately fine with price and 1% of the respondents feel it is cheap.

17. *How would you think about H&M service?*

How would you think about H&M service?

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly satisfied	19	19.0	19.0	19.0
	Satisfied	55	55.0	55.0	74.0
	Neutral	10	10.0	10.0	84.0
	Dis-satisfied	10	10.0	10.0	94.0
	Highly dis-satisfied	6	6.0	6.0	100.0
	Total	100	100.0	100.0	
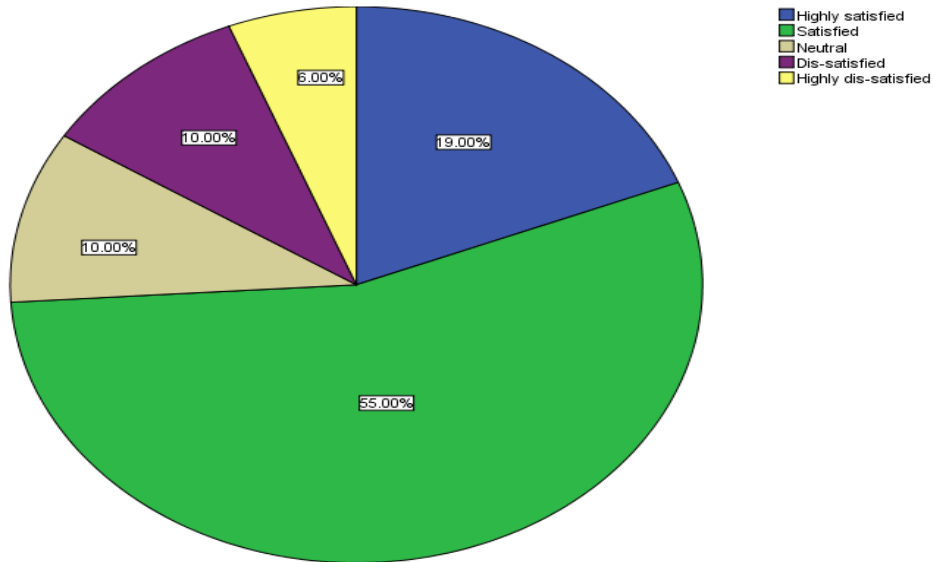
INTERPRETATION: From the above table and graph it is understood that majority of the people are satisfied with the service provided by H&M and average number of people are not satisfied with the service.

18. *Which aspects that H&M can for improve?*

Which aspects that H&M can improve?

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Promotion	19	19.0	19.0	19.0
	Quality	8	8.0	8.0	27.0
	Service	26	26.0	26.0	53.0
	Design	15	15.0	15.0	68.0
	Price	32	32.0	32.0	100.0
	Total	100	100.0	100.0	
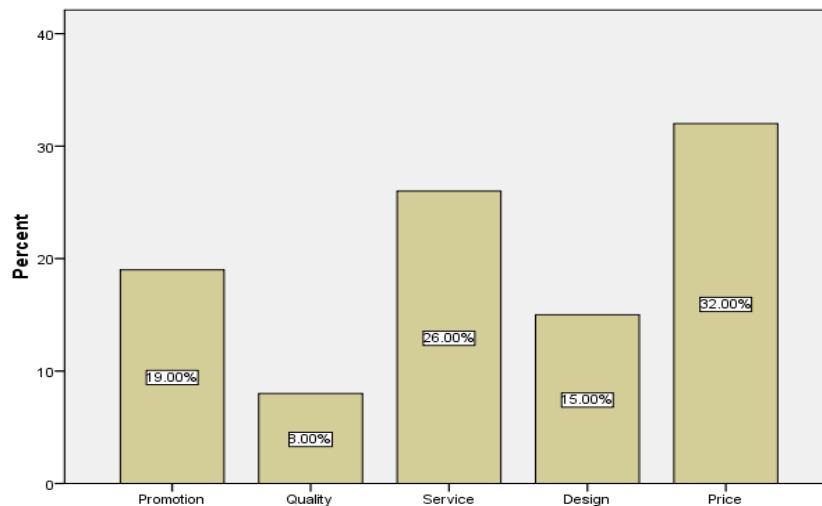
INTERPRETATION: In the above table and graph it is found that 19% of the respondents selected on promotions, 8% of the respondents on quality, 26% on service, 15% of the respondents on design and 32% of respondents on price. Here majority of the respondents selected on price which means that H&M brand should look after pricing on the products as the product should not be highly expensive for the customers. And H&M should improve better in providing services to the customers.

19. *How likely are you to order H&M clothing again in the future?*

How likely are you to order H&M clothing again in the future?

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all likely	4	4.0	4.0	4.0
	Slightly likely	3	3.0	3.0	7.0
	Neutral	41	41.0	41.0	48.0
	very likely	44	44.0	44.0	92.0
	Extremely likely	8	8.0	8.0	100.0
	Total	100	100.0	100.0	
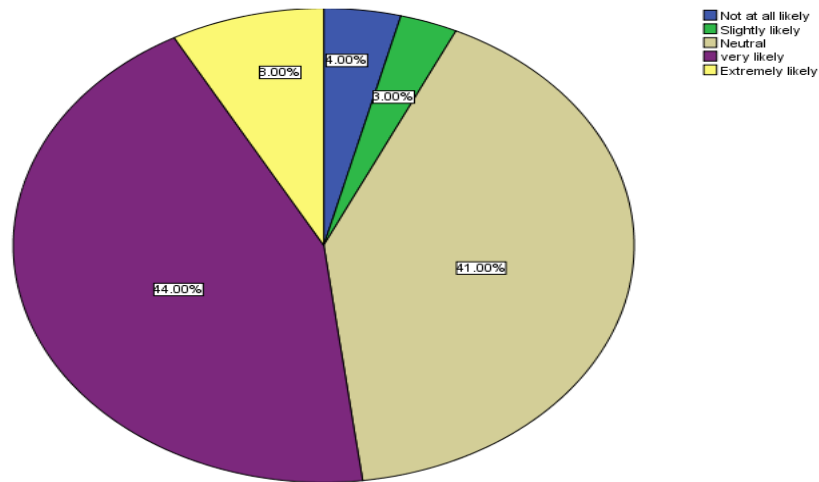
INTERPRETATION: In the above table and graph it is found that 8% of the respondents are extremely likely to order, 44% are very likely to order, 41% are neutral because the respondents may feel it is not necessary to order or the respondents may order to follow up the latest fashion trend, 3% respondents are slightly likely to order and 4% of the respondents are not at all likely to order, this states that the respondents may not like to order in the same brand.

20. Will you recommend about H&M clothing to your Friends and others?

Will you about H&M clothing to your friends and others?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	51	51.0	51.0	51.0
	No	4	4.0	4.0	55.0
	May be	45	45.0	45.0	100.0
	Total	100	100.0	100.0	
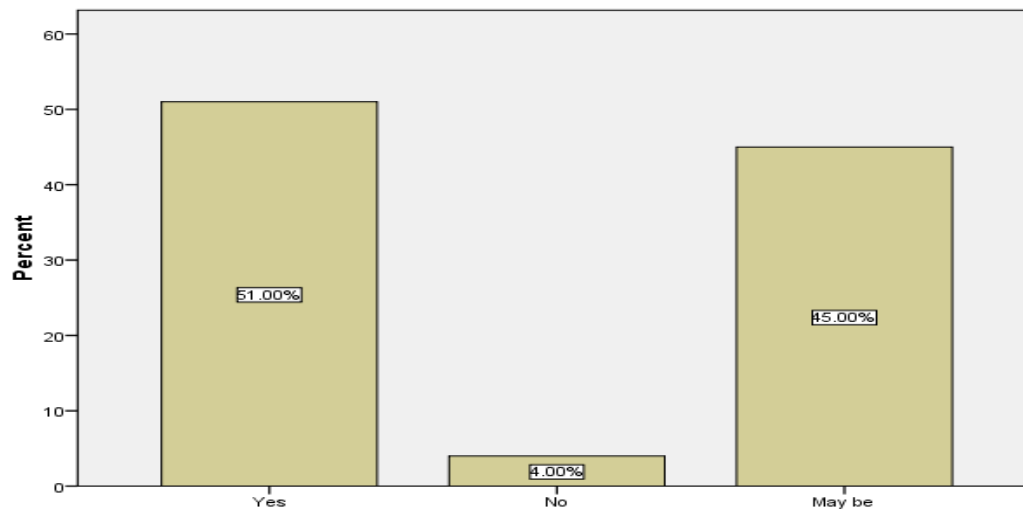
INTERPRETATION: In the above table and graph, out of 100 respondents 51% of the respondents will recommend about the H&M clothing, 4% of the respondents doesn't want to recommend, 45% of the respondents may or may not recommend as they might be unaware of the brand products or they might have never purchased any product from H&M. This states that majority of the respondents will recommend to others as they feel H&M clothing have the best products.

H&M uses location to specify where the photo is taken and the user name of the owner of the photo is mentioned by a @ sign. Additionally, this post mentioned the event and also the source of the photo by using hashtags symbols. #PFW means Paris Fashion Week when the event was related to the caption and #regram means that the photo has been taken from another account which is not officially created by H&M. The location matters when it means to represent the product in a specifically well-known place.

On most of H&M posts either on Facebook or Instagram, it happens rarely that a post created by user is used to promote and generate the content from H&M's social media channels. The example above

showed that H&M included one of the user's generated content by reposting the photo from the user's account. It also includes the source of content that it has been taken from with clear reference.

Findings of the study:

Social media in today's times, is the number one activity on the web, as majority of the respondents of the study have been found to be using social media more and spend on an average 4-5 hours on it a day. People of all ages are not actively using social media. Respondents of the age group from 18-35 are the most active while respondents above age group 45 plus are generally not engaged in social media for buying decisions as they prefer traditional method of shopping. Demographic details can be surmised as the respondents of the age group 18-25 lead the survey, indicating that the younger generation is spending more time on social media as they are logged in quite frequently.

Majority of the respondents found that social media is important for their social life and they engage in it mostly for easy and instant communication with family, friends. Respondents do find the relevance in the advertisement they see on social media and also click on them sometimes indicating they got attracted towards brand and want to collect information about the same though it may not convert into a purchase. The customers were also contended with the brand image and over 51% of customers were eager to recommend the brand. Majority of customers were also happy with the price and quality of H&M brand. As far as the shopping experience is concerned, majority of the respondents who have shopped online responded positively and were satisfied with the overall experience and over 44% of customers also intend to shop again or visit the website once again.

Conclusion

Many companies are using social media as well as traditional form of media to market their products and to have better connect with their customers via social media, one is able to reach out more customers and cater to their specific needs better. Social media is an effective tool in doing business today and bring out innovative strategies out of companies that used to be very monotonous. The above study also determines that social media has positive impact on business and its growth and performance. Companies that are at maturity stage in the product lifecycle can adopt social media to extend their business survival, if they fail to do so; they are undoubtedly going downhill in their coming years. H&M is one of the largest fashion companies in the world. They are constantly evolving with time and spreading their business all over the world. They are committed to provide sustainable design and fashion to common people with low cost. Although over time they have created a large customer base and achieved to build a brand loyalty among customers still they need to work on their marketing strategy to reach more customers, to take full control in product development instead of outsourcing for minimizing production cost and advertise & expand their market inside India. Since the process of social media marketing it saves money, time and is highly engaging and interesting social media marketing seems to be the next big thing to hit the world as whole.

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