

**AJMR**

**ISSN (Online) : 2278 - 4853**

# **Asian Journal of Multidimensional Research**



*Published by :*  
**www.tarj.in**

**AJMR**

ISSN (online) : 2278-4853

Editor-in-Chief : Dr. Esha Jain

Impact Factor : SJIF 2013 = 4.708

Frequency : Monthly

Country : India

Language : English

Start Year : 2012

Published by : [www.tarj.in](http://www.tarj.in)

Indexed/ Listed at : Ulrich's Periodicals  
Directory, ProQuest, U.S.A.

E-mail id: [ajmr@tarj.in](mailto:ajmr@tarj.in)

## **VISION**

The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international business, finance, banking, service marketing, human resource management, corporate governance, social responsibility and emerging paradigms in allied areas of management. It intends to reach the researcher's with plethora of knowledge to generate a pool of research content and propose problem solving models to address the current and emerging issues at the national and international level. Further, it aims to share and disseminate the empirical research findings with academia, industry, policy makers, and consultants with an approach to incorporate the research recommendations for the benefit of one and all.

**SEMINAR PROCEEDINGS AND PAPERS PRESENTED/ CONTRIBUTED**

**AT**

**ONE DAY CDC (PANJAB UNIVERSITY, CHANDIGARH)**

**SPONSORED NATIONAL SEMINAR ON**

**RELATIONSHIP MARKETING THROUGH SOCIAL NETWORKING SITES**

**ON**

**SATURDAY, 5<sup>th</sup> March, 2016**



**ESTD. 1992**

**ORGANISED BY:**

**KAMLA LOHTIA SANATAN DHARAM COLLEGE**

**(Run and Managed by Shri Sanatan Dharam Sabha Regd., Purana Bazar, Ludhiana.)**

**Subhash Nagar, Near Daresi, Ludhiana 141008.**

**Contacts: 09876948001, [www.klsdcollege.org](http://www.klsdcollege.org), [contact@klsdcollege.org](mailto:contact@klsdcollege.org)**





ESTD. 1992

# KAMLA LOHTIA

SANATAN DHARAM COLLEGE

A MULTI-FACULTY POST-GRADUATE CO-EDUCATIONAL INSTITUTE

DARESI ROAD, SUBHASH NAGAR, LUDHIANA

One Day CDC, Panjab University, Chandigarh

Sponsored

National Seminar

on

Relationship Marketing through  
Social Networking Sites

on

Saturday, 5th March, 2016 at 9.00 AM

Venue : Seminar Hall

Chief Guest

Prof. Naval Kishore

Dean, College Development Council,  
Panjab University, Chandigarh

Guest of Honour

Sh. Jagmohan Krishan Jain

Chairman  
Ludhiana Stock Exchange Ltd.

C.A. Pankaj Garg

Mg. Partner  
Pankaj K Garg & Co.  
Chartered Accountants

Sunil Kumar Aggarwal

President  
98760-68987

Dr. Shiv Mohan Sharma

Principal  
98769-48001

*Invitation*

## PROGRAMME

Registration	-	9:00 AM
Inaugural Session	-	9:30 AM
Tea Break	-	11:30 AM
Technical Sessions	-	11:45 AM
Valedictory Session	-	2:00 PM
Lunch		2:30 PM

## MANAGEMENT

Senior Vice President Sh. Dharam Pal Jain	Vice President Sh. Brij Mohan Ralhan	Vice President Sh. Sandeep Aggarwal
General Secretary Sh. R.D. Singhal	Secretary Sh. Rajesh Mittal	Cashier Sh. Shaman Jindal
Manager Sh. Sandeep Jain	Executive Member Sh. Keshav Garg	Executive Member Sh. Rakesh Jain
Executive Member Sh. Sukhdev Aggarwal	Executive Member Sh. Bhushan Verma	



ESTD. 1992

**Kamla Lohtia Sanatan Dharam College**

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Ph. : 98769-48001, 0161-2741746, 2745688, Fax 0161-2745688

**KAMLA LOHTIA SANATAN DHARAM COLLEGE MANAGING COMMITTEE**



**Sh. Sunil Aggarwal**

President, College Managing Committee



**Sh. Dharam Pal Jain**  
Sr. Vice-President



**Sh. Brij Mohan Ralhan**  
Vice-President



**Sh. Sandeep Aggarwal**  
Vice-President



**Sh. R.D. Singhal**  
General Secretary



**Sh. Rajesh Mittal**  
Secretary



**Sh. Shoman Jindal**  
Cashier



**Sh. Sandeep Jain**  
Manager



**Sh. Keshav Garg**  
Executive Member



**Sh. Rakesh Jain**  
Executive Member



**Sh. Sukhdev Aggarwal**  
Executive Member



**Sh. Bhushan Verma**  
Executive Member



### President's Message

When I took the responsibility of this college, I had only one sole aim of my working. It was to realize the "College of Dreams" of my revered father Late Sh. Sudarshan Ji Aggarwal, the Founder President. The task had never been easy but my management members made it achievable. Saying confidently, the day has come when Kamla Lohtia S.D. College has spread its wings of the prosperity & sheer aim of imparting quality education to the aspirants has become a realistic intellectual process. Not bragging on the achievements, now the real time has come to channelize the energies.

Holding this seminar on Relationship Marketing through Social Networking Sites seems to be a very relevant and contemporary issue and I congratulate every resource person, participants & the staff of the college for making it a grand success.

It is said that dialogue leads to conference of various thoughts and openings, thus leading to critical reviews. Research is the hunger for those, I acknowledge. Till it is satisfied, the researchers moves on & on. I am glad to see such galaxy of intellectual in the premises of KLSDC. Throughout our history, KLSDC has been the forefront of educational innovation & shall strive to continue.

Our task- even while we grow in size , even while we commit to being a more diverse faculty, staff and student body; more cross disciplinary; and more global- is to retain KLSDC's focus on the ties that bind us together, the sense of being a small, interdependent community, but one with an impressively broad scope. This intimacy and shared sense of propose is what generates KLSDC's distinctive spirit. It also allows us to aspire to make the college even more unified. I feel grateful and privileged to have such a partners charting the future with us.

I wish through this podium, this seminar could contribute positively to the issue undertaken through the topic undertaken. I congratulate the Principal & the organizers to undertake this opportunity to serve & contribute to the society at large.

Sunil Aggarwal  
President



### **Vice President's Message**

Perhaps few colleges get opportunity to hold the seminars, this is why let me first congratulate the organizing team to hold and successfully accomplish the project undertaken. Visit of various researchers under the roof of Kamla Lohtia S.D. College is a matter of pride and immense pleasure for arrangement of collaboration of alike minds. When there is no criticism, the things do not normally happen to be true. The theme of the seminar is self-explanatory where there is a scope for the further development counting on the strengths already occupied. I also congratulate and thank the publishers for being a part of this seminar by presenting the papers worldwide.

Brij Mohan Ralhan  
Vice President



### **Vice President's Message**

Creativity and innovation are the catalyst of advancement. For the time immemorial, education emancipates. No study is complete when the scope of further research is available. Research is the fuel for advancement and development. Relationship Marketing through Social Networking Sites provided a platform where researchers contributed and presented their views and expressed them through their articles. I am happy with all what the seminar came out with. I congratulate Principal, Dr. Shiv Mohan Sharma and the organizing team for the seminar and I am happy with the revered publication of the articles.

Since inception Kamla Lohtia S.D. College is moving towards the heights of education and serving the society with quality education. Management is promised with such endeavors to happen in future too.

Sandeep Aggarwal  
Vice President



### **General Secretary's Message**

The prime motive of Kamla Lohtia S.D. College has been dispersal of quality education since inception. We have taken a legitimate proud sweep in the past 22 years since 1992, the year of foundation, for being transformed into a multi faculty Post Graduate premier institution.

Relationship Marketing through Social Networking Sites is a mile stone in the path of progress of the college as a whole. I congratulate the Principal, Organizers and the staff members related to the seminar for its successful float and well knitted reputed publication with the revered journal.

R.D. Singhal  
General Secretary.



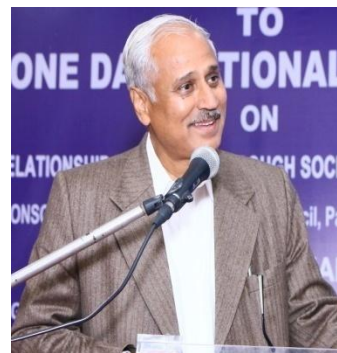
### **Manager's Message**

College Development Council, Panjab University, Chandigarh deserves a heartiest thanks from the side of management and staff of Kamla Lohtia S.D. College for providing an opportunity of holding this seminar in the premises of college. Undoubtedly. The Theme and the Sub Themes, I am sure, can produce the marvelous results. I am sure the college will proceed towards such intellectual process in the times to come too.

Sandeep Jain  
Manager



*From the desk of the Dean,  
College Development Council, PU Chandigarh*



**Dean's Message**

It gives me immense pleasure that Kamla Lohtia Sanatan Dharam College, Ludhiana has taken up a great challenge of addressing one of the contemporary aspects of e-commerce through the National Seminar on "Relationship Marketing through Social Networking Sites".

The theme and the subthemes are not only challenging but also relevant for discussion in the present scenario in many disciplines especially commerce, management, IT, ICT or so, as evident from the range of papers which have been contributed by the students, research scholars, Professors and academicians.

I hope that this volume which has been brought out by the College will be of great academic value for scholars and common readers. I take this opportunity to congratulate the Editor for the efforts made for the compilation of this volume.

Prof. Naval Kishore  
Dean

## *From the Desk of Principal*



### **Principal's Message**

*It has been said by Rabinder Nath Tagore that a teacher is like a lighted candle which lights another candle only if it keeps burning. A teacher can ignite the minds of the students only if he does not let his fire for new knowledge die down. He must keep himself abreast of changes which take place in various fields in general, and especially the ones which are related to his subject or field of work. In recognition of the importance of unabated pursuit of knowledge by the teachers, College Development Council, PU Chandigarh provides for liberal grants to hold seminars, conferences and workshops. It is a different matter if only a few institutions and departments, where teachers and administrators have drive and spirit, make use of the funds provided for updating knowledge regarding latest thought- content and techniques.*

*It is a matter of great pleasure for me that organizing team has put its every sincere efforts to realize the cherished dreams of a college. Holding a National seminar is always a matter of pride for a college.*

*I hope these proceedings containing the report of the seminar and the papers would prove a challenging contribution for the better promotion of the modern e-commerce as well.*

*Dr. Shiv Mohan Sharma*  
*Principal*

## From the Pen of the Editor



“He alone teaches who has something to give, for teaching is not talking, teaching is not imparting doctrines, it is communicating”. - Swami Vivekanadji

Oh Lord Shiva!!! I am thankful for embedding me for organizing the seminar. It is a usual saying that when the things are either sensitive or get complicated, it is the best way to solve them by discussion. The word seminar, derived from the Latin word seminarium, which means "seed plot". Seminars give such elaborated platforms where the thoughts from different angles are confronted with and a concrete solution to the problem is tended to identify.

Relationship marketing is a contemporary phenomenon to affix the relationships even in the business scenario too. We are daily confronted to a number of websites and applications in the smart phones to stay connected these days. Power of e commerce has overwhelmed the business dealings too. Perhaps, India is emerging as a dominant country in the contemporary era in the same field and indeed, the growth is much faster.

I am thankful to College Development Council, Panjab University, Chandigarh for being the sponsors of such a wonderful intellectual process. I may not find the true words to thank the Resource Persons & Researchers and Teachers who contributed to the seminar with their farsighted ideas.

Again, I acknowledge my sincere thanks to the Worthy Management, Principal, Teaching and Non-Teaching staff for the successful accomplishment of the task undertaken by the college.

Words should not fall short to thank my worthy parents, my wife Dr. Sonia and the little Aarav, my son, whose time was literally snatched during my business with seminar.

This message would be incomplete if I forget the force working in and with me. I am sincerely thankful to Ms. Karmjit Kaur, Mr. Anil Kakkar, Mr. Yogesh Batish and Mr. Ranjeev for the helping hand they all extended for the organization to publications of the seminar. Of course, the publishers, TARJ are thanked for being continuously attached with KLS D College's endeavor to move ahead academically.

Dr. Karun Kant Uppal  
Seminar Organising Secretary  
Editor- Seminar Proceedings &  
Papers Presented and Contributed

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MCSE,MCSA



**ONE DAY CDC NATIONAL SEMINAR****ON****RELATIONSHIP MARKETING THROUGH  
SOCIAL NETWORKING SITES****SUB THEMES**

1. Competitive advantages through Facebook.
2. Startup Social Media: Why relationship marketing is essential for growing one's user base.
3. Marketing with Social Networking sites has surpassed traditional relationship marketing with wine and dine.
4. Social Media Marketing & Relationship Marketing: A Revolution or Evolution.
5. e-Relationship Marketing: How to build Connections that leads to business
6. Relationships are the new currency.
7. Looking people in the eye digitally: Social Networking Sites ensure full attention.

**PROGRAMME****SATURDAY, MARCH 5<sup>TH</sup>, 2016****Venue - Seminar Hall (1<sup>st</sup> Floor)**

09.00 A.M	Registration
09.30 A.M	Lamp Lighting and Welcome to the Guests
09.45 A.M	Inaugural Address
10.30 A.M	Keynote Address
11.30 A.M	Tea Break
11.45 A.M	Technical Session 1&2 (Simultaneously)
	Technical Session 1 Venue: PGDIB LAB
	Technical Session 2 Venue: Room No-1
02.00 P.M	Valedictory Session
2.30 P.M	Lunch

**LIST OF RESOURCE PERSONS**

**Dr. Naval Kishore** - Dean, College Development Council, Panjab University, Chandigarh-  
Chief Guest, Presidential Address

**Dr. S.K. Chadha** - Professor and Chairman- University Business School, Panjab University,  
Chandigarh.- Key Note Address

**Dr. Sanjeev Kumar Sharma** - Professor & Director, University Institute of Applied Management Studies (UIAMS), Panjab University, Chandigarh

**Dr. Sukhdev Singh** - Professor & Head, Dept. of Management, GNE College, Ludhiana- Expert Opinion , Inaugural Session & Chairperson, Technical Session 1

**Dr. Ravi Inder Singh** - Co-ordinator Management Department, Panjab University Regional Centre , Ludhiana- Resource person & Expert, Chairman, Technical Session 2

**Er. Nishant**, Software Developer and representative from Industry

### **SEMINAR PROCEEDINGS**

#### **INAUGURAL SESSION**

A one-day National Seminar on “Relationship Marketing through social networking sites” was held at K.L.S.D. College’ Ludhiana on MARCH 5,2016. The seminar provided an ideal forum for the interaction of ideas and information between academicians, professionals and industrialists in order to understand the emerging issues of social networking sites. The one-day seminar was attended by prominent scholars and practitioners across the country with over two hundred delegates. The seminar was inaugurated by the Chief Guest, Prof. Naval Kishore, Dean, CDC, P.U. Chandigarh. In his inaugural speech, he highlighted the need of Relationship Marketing for today’s business world in general. He discussed the role of social networking sites like twitter, whatsapp , flipkart, snapdeal, amazon etc. in changing the lifestyle of people. He said that through social media, one is not bound by accident of geography, rather, one goes globally.

The keynote address was delivered by Prof. (Dr.) S.K. Chaddha, Chairman- University Business School, Panjab University, Chandigarh. In his keynote speech, he gave his views on the subject in the backdrop of the changing economic situation of the country and explained the necessity of various seminars to share new ideas and opinions which helps the upcoming generation to learn a lot. He stressed that the prime reason for the success of social networking sites is that they appeal to innate human desires for self- expression, human connectivity and a sense of belongingness. He explained a model of social CRM-IDIC Model i.e. Identify, Differentiate, Interact and Customize. Although various challenges for social networking sites were discussed by him but at last, he motivated everyone to bring new ideas by quoting names of sites like Localmystery.com, Localdriver.com, Babli.com created by the students of P.U. Chandigarh with the words that a huge space is waiting for you.

The inaugural session was also addressed by Dr. Sukhdev Singh, Head, Dept. of Management, GNE College, Ludhiana who talked about the relevance of social media sites for business. He shared that according to a survey of 3700 marketers, around 70% of them found that SM activities increased traffic to their websites. Another aspect covered by him was the involvement of women entrepreneurs as he discussed a report by flipkart, which says that 50% of seller base is constituted by women e.g. Archita Gupta, 32, software engineer with Motorola, Bangluru. She decided to set up an online health store selling and recommending medicines with similar salts

but with lower prices. Overtime, her daily product sale has grown to 400-500 products a day. Then, he suggested women to contribute more in e-commerce wave.

At the end of the session, college Vice President, Sh. Brij Mohan Ralhan emphasized the importance of social networking sites for relationship marketing and cautioned the younger generation with the related recent emerging problems. CA Pankaj Garg, a renowned practicing Chartered Accountant of Ludhiana city also shared his experiences in industries from the dias with the delegates presented in the seminar.

### **TECHNICAL SESSION I**

Dr. Sukhdev Singh, Professor, Guru Nanak Engineering College, Ludhiana was the Chairperson of the session.

In this session, as many as 23 papers were presented. Glimpse of a few are mentioned here. The first presentation entitled “Cultivate Brand Value through Social Media: Empirical Study of Magazine Brands” was by Simranjeet Singh, Mata Gujri College, Fatehgarh Sahib. In this paper the objectives taken were to study the status of social media communication tools used on Facebook by sample units that are: TIME and THE ECONOMIST and to analyze the engagement level across the sample unit brands through extensively used social media site i.e. Facebook.

Thereafter, Ms. Noor Kanwal presented paper entitled “Relationship Marketing through Social Networking Sites”. The paper enumerated various uses of social networking sites for relationship marketing via Facebook, Youtube and twitter etc. The paper emphasized that modern ways of marketing has surpassed the traditional ways of marketing. Continuing on the same subject, the next presentation of this session was by Ms. Shriya Goyal on “Competitive Advantage through Facebook”. This paper highlighted that how large market area is captured by Facebook in short span of time and how it increase its market share.

Thereafter, Ms. Samiksha Chawla, Harf College, Malerkotla elaborated her paper on “Facebook Marketing – A subset of E-Marketing”. The paper emphasized on advantages of Facebook marketing. It was also explained that Facebook Marketing generates awareness and build loyalty and deepen relationships. It concluded that it is high time that every business should adopt social media to enhance their competitiveness. Followed by this was the presentation by Mr. Harjinder Singh on his paper “Relationship are the new currency”. It highlighted that relationships are required for long term survival of the company in the Industry. The next paper of the session was by Mr. Manpreet Singh on “Relationship Marketing: How to have a competitive advantage using the Social Media”. It has been mentioned in the paper that earlier relationships relies on B2B or C2C but the new concept is P2P. It was pointed out that through social media regular posts and quick reply is possible which nurtures the relationships with customers. It was also mentioned in this paper that Royal Enfield, Asian Paints, Micromax etc. have a competitive advantage using social media.

Another presentation of this session was by Ms. Sirjana on “E-Relationship Marketing: How to build connections that lead to business”. This paper was an attempt to highlight the uses of e-

relationship marketing to build relationships with customers. Continuing with something new, Ms. Priya Malik presented on “E-Customer Relationship Marketing”. The paper enumerated various challenges and opportunities of ECRM. It concluded that ECRM is required to foster relationships with customers for their convenience and to provide quality services. This was followed by the presentation by Ms. Gurmeet Kaur on the paper “Impact of Social Media Marketing on Business”. The paper highlighted that customer problems can be responded immediately with social media, a close watch can be kept on the target market and new customers can be added with the help of social media. It was also pointed out in this paper that blogs can be helpful in attracting more customers. The paper also explained the problems of social media marketing.

The last presentation of this session was by Ms. Shivani on “Competitive Advantages of Facebook in Brand Awareness”. The paper highlighted that Facebook helps in attaining sustainable competitive advantages. The paper also enumerated the various strategies for competitive advantage.

At last, Chairperson S. Sukhdev Singh concluded the session by summarizing the proceedings and the issues raised during the seminar. He suggested that participants can also present the case studies and while doing research, the methodologies should be transparent.

## **PROCEEDINGS OF TECHNICAL SESSION II**

The Chairperson, Dr. Ravi Inder Singh, Co-ordinator Management Department, PURC, Ludhiana initiated with his vast experience and explained the relevance of the topic “RELATIONSHIP MARKETING THROUGH SOCIAL NETWORKING SITES” selected for seminar. He marked that the topic has been selected for this conference is highly relevant topic in the present scenario. With the emergence of technology, with the development of the technology things are getting changed very fast. And the traditional way of doing business has gone and will not remain long. With the reference of inaugural session, chairperson further narrated that a number of studies have been conducted in this field and all those ventures where people are making use of technology they are actually very less. Few year back this concept of e-commerce emerged, people used to say that in India it is a failure. But now a days, we are witnessing more and more people, they are doing shopping online and so far as marketing of products and services are concerned more and more companies, they are trying to promote their business, trying to promote their products and they are trying to promote their services, through the online system. And these social networking sites, these are playing major role in it.

Being the Co-ordinator of a B-School, the Chairperson elaborated his few real life experiences. First experience which he shared was as:- We know all the colleges whenever the admission process it starts making the advertisement in newspaper and they involve lots of cost and in our organisation we are spending almost 17-18 lakhs per year on the advertisement meant for admissions only, and for the last two years we are actually evaluating how much money was spent and how much we are getting out of it..... “we conducted a survey of the students who took admission with us in the last two session and we found, we have got actually sanctioned strength of 50 seats, out of those 50 students we found that no one actually, Even a single out of them was fail to know about the admission process of our department, as published in the



newspaper and we are spending 17-18 lakhs rupees. And we cut down the expenditure on newspaper we have reduced budget around 8-9 lakhs. So there is saving of funds also by using the social networking sites”.

One more experience of what the social networking sites can do for you, even without spending money you can popularise yourself. “We had arranged an event on 9 & 10<sup>th</sup> February, 2016 in campus-Parwaz-a Cultural Fest and to popularize this event what we actually did we quoted an idea of having a contest between the students of our campus only..... What was the contest???? If someone would be announced will be designated as Mr.& Ms Parwaz-2016 and we say Mr.& Ms. Parwaz, people always take it as something related to fashion show, but it is actually not like that. The person will be getting maximum likes on the Facebook for all the events will be designated as Mr. & Ms. Parwaz-2016 and we also announced a prize. To a surprise, 46 students participated in it. And number of likes fixed for this festival was more than 1 lakh. The students circulated all the information through what app, and number of likes fixed for this festival was more than 1 lakh. The students circulated all the information through Whatsapp, who so ever wants to like could go Facebook page. We don't spend on posters, broushers etc. We spent just Rs. 2100/-.....We are aware about the impact of social networking sites. So this age is actually the age of information technology.”

He further deliberated with his real life experience in a function organized by confrontation of Indian industries we had Mr. Chetan Bhagat, a renowned novelist; he was talking about blue ocean strategies.

Here are actually two types of strategies, 1.Red ocean strategies, 2.Blue ocean strategies , Red ocean strategy in which in the given market you fight with your given competitors to increase your market share and blue ocean strategy is where you do something new, something innovative and you create your market yourself. This technology- social networking sites are helping us in those innovative advantages.

He further elaborated that the President of US, Mr. Barack Obama became President for first time in 2008. He is first African who became President of US. “What was the major factor because of which he became President of USA??? It was promotion he did through social networking sites. And again in 2012 he was the leading user of social networking sites, because of which he again became President. He spent \$ 47 billion for using these social networking sites and his immediate competitor spent \$ 4.7 billion, means ten times less, as per the findings, it is stated in the studies, that it was the social networking sites which has the major impact than other sites. Mr. Arvind Kajariwal, what did he do to know people about his manifesto, it is social networking, which is used by major business offices. This can help us in doing our business in different ways.” We normally used to buy books but today most of the students getting books available online. With this, he said that the traditional way of doing business actually has gone. In case a business house is still publishing books by traditional hard format, then of course these days the number of hard copies sold have come down. In future the number of hard copies sold will be very less. These houses have to go for change themselves, if they don't follow this online system perhaps their future is in dark. Finally he concluded.... so very nice topic selected for seminar and he congratulate to the organizing committee.

There were 22 presentations in this session, glimpse of a few are mentioned.

Mr. Vinay Dawar from Baba Kundan Singh College, Muhar's topic for presentation was 'Influence of advertisements on social networking sites: A study of consumers of Ludhiana'. He used primary and secondary data for study and he applied weighted average score as research tool. Thereafter, Mrs. Prabhsimran Kaur from DPS presented on 'Free basics publicity buzz-An impact on relationship market'. She started with video presentation- Aaj internet nhi too adhuri hai zindagi .She concluded that 1. There is negative correlation between free basics and internet users 2.Negative correlation between free basics and relationship market.3.Free basics are far from reality. Thereafter, Ms. Krishma from Government College for Girls presented on 'Relationship Marketing through social networking sites. She discussed Facebook as: F-Fan page, A-Attention value ,C-Customer value, E-Expert advice. She concluded if we change price as the customer would afford. So companies should change.

Ms. Aashima from Government College for Girls, Ludhiana selected 'SAP-An art of business relationships'. She concluded the best run business run SAP. Ms. Isha Mehra and Konica from Guru Nanak Girls College, Ludhiana presented on Social media marketing and relationship marketing-An evolution or revolution'. She concluded that social media marketing considered as evolution as after 20<sup>th</sup> century internet being used .Ms. Simran Marwaha, Guru Nanak Girls College Ludhiana presented on 'relationship marketing using E-commerce platform'. Her objective of study is how different customers are targeted through different networking sites and relationship marketing.

Ms. Silky from A.S. College Khanna presented on 'Competitive advantage through facebook'. This paper has explored the scenario of Facebook in competitive media. It is one of the popular site among all the other social media sites.

Next topic of presentation was 'Future prospect of integration of e-com & social networking sites' by Amandeep Kaur, GCG, Ludhiana. Purpose of study is 1. To analyse the benefits provided by social commerce to consumers. 2. To find out problems faced by consumers in social commerce.3. To suggest the ways by which the problems can be solved.

The last topic of the conference entitled 'technology advancement and marketing: The role of social media' presented by Ms. Diksha from A.S College, Khanna. The objective of study is to verify the importance of social media for marketing in general and for relationship marketing in particular.

Chairperson made a lot of queries side by side presentations. At the end of technical session 2 the chairperson shared his observations made during the session. The chairperson concluded the session by congratulating the Presenters, Members of Managing Committee, Principal and all the members of staff.

### **VALEDICTORY SESSION**

In the beginning of the valedictory session, Dr. Karun Kant Uppal, Organising Secretary, welcomed Dr. Sanjeev Kumar Sharma, Professor & Director, University Institute of Applied

Management Studies (UIAMS), Panjab University, Chandigarh and invited him to present the valedictory address of the session. Dr. Sharma confined his observations related to the topic of seminar i.e Relationship Marketing through Social Networking sites; into a few limited points. He realized that most of researchers are working on the social networking because of the growing importance of Social media. One eighth productive time of blue collar workers in USA is spent on Social media. More alarming thing about mass media is that people are well connected with the world through media but there is lack of close association with their neighbors'. He highlighted some facts related to relationship marketing that social media is the media of mass distractions; we are destroying our interpersonal relations with our relatives. He illustrated his thoughts with the help of different suitable examples. He further emphasized that as a teacher we all should transform ourselves in order to build up more innovative and creative ideas in the minds of our students. The valedictory session was concluded with certificate distribution ceremony to various delegates from different colleges. At last, he appreciated the efforts made by College Managing Committee, Principal and Teaching staff for organizing such type of interactive programs for upgrading the knowledge of students and teachers. Dr. Karun Kant Uppal presented his Vote of Thanks to the speakers and all contributors for sharing their invaluable thoughts and such a long benign presence throughout the seminar.



Published by: *TRANS* Asian Research Journals

**AJMR:**

**Asian Journal of  
Multidimensional  
Research**

(A Double Blind Refereed & Reviewed International Journal)



ESTD. 1992

**SPECIAL ISSUE ON  
CDC – PANJAB UNIVERSITY, CHANDIGARH  
SPONSORED NATIONAL SEMINAR**

**ON**

**RELATIONSHIP MARKETING THROUGH  
SOCIAL NETWORKING SITES**

**ORGANISED BY:**

**KAMLA LOHTIA SANATAN DHARAM COLLEGE**

**LUDHIANA, PUNJAB, INDIA.**

**[PDF]**

SR. NO.	PARTICULARS	
1.	<b>IMPORTANCE OF SOCIAL NETWORKING SITES IN MARKETING</b> Amandeep Kaur	[PDF]
2.	<b>SOCIAL MEDIA MARKETING</b> Simerpreet Kaur	[PDF]
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## IMPORTANCE OF SOCIAL NETWORKING SITES IN MARKETING

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### ABSTRACT

*These days, it isn't enough to have a website for your business – your digital storefront extends to social media marketing sites like Facebook and Twitter, and it's time to start capitalizing on it. If your company still doesn't have a Twitter account or a Facebook fan page, it's time to get with the program and bring yourself up to speed. Social networking sites such as Facebook, Twitter, and MySpace have become powerful marketing and communication tools. We believe that using these channels to easily communicate with your customers is an excellent habit. These websites offer small and medium-sized businesses, access to their clients never before available or affordable. it is important to manage these Social Networking Tools wisely, do not spam, post thoughtful, relevant communications, and respond to comments in a timely manor. Add content to your page as often as possible, and keep your customers up-do-date on all that is new and exciting risk falling behind your competition. In this paper, there is a importance and benefits of social networking sites have explained.*

**KEYWORDS:** Social Networking, Marketing, Social Media Marketing.

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## SOCIAL MEDIA MARKETING

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### ABSTRACT

*The advent of new technology such as the social media has penetrated many households and altered the way customers seek information as the basis for their purchase decisions. As the number of social media users escalates, companies are advised to take advantage of the emerging marketing channel and effectively communicate with customers. "Social Media Marketing" is the process of gaining website traffic or attention through social media sites. Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it across their social networks. When the underlying message spreads from user to user and presumably resonates because it appears to come from a trusted third-party source, as opposed to the brand or company itself, this form of marketing results in earned media rather than paid media. Social networking websites allow individuals and businesses to interact with one another and build relationships and communities online. Social networking sites act as word of mouth or more accurately, e-word of mouth. With the use of new semantic analysis technologies, marketers can detect buying signals, such as content shared by people and questions posted online. Mobile phone usage is also beneficial for social media marketing because mobile phones have social networking capabilities, allowing individuals immediate web browsing and access to social networking sites. This paper covers the study of new and emerging concept of social media marketing, its importance, opportunities it has provided to various businesses and the challenges ahead in the competitive global market.*

**KEYWORDS:** social media, social networking, marketing.

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## **SOCIAL MEDIA MARKETING - CONCEPT AND ITS MANAGERIAL IMPLICATIONS**

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### **ABSTRACT**

*In modern era, people do not find time to come & interact with each other. Social media helps in connecting themselves with social networking sites through which now people can stay far and yet remain connected. Apart from this social media like Facebook create a loyal relationship between product and individual which leads to large advertising opportunities. Similarly, other social media like Blogs create a platform to post comment on any event which needs to be publicized also can be utilized as a promotional technique for customer's adoption as well as for promotions. This research paper emphasizes on understanding social media advertising and also throws light on the managerial implications of social media advertising. Now users are acquiring followers & subscribers and directing them to your social networking page. These media has a competitive edge over other popular public media like Television because there is a time gap between social event occurrence and the time it is being broadcasted. As a result it can also help in building your community strong enough to make your marketing effective & initiative buying.*

**KEYWORDS:** Social Media, Blog, Twitter, Facebook, Social Advertising,

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## RELATIONSHIP MARKETING THROUGH SOCIAL MEDIA

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### ABSTRACT

*Social media has become the most important media for business to business transactions. It provides immense opportunities for communication between consumers and marketers. It provides a significant platform to the business organizations to build effective relationships with their present and potential customers. Relationship marketing through social media goes far ahead than traditional marketing strategies in connecting with the customers and public at large. It undoubtedly has proven its superiority over traditional marketing tools such as print media, television and radio. Internet as a form of emerging internet technology provides the advantages of reach as well as speed. The use of social media connects people not only with the marketers but also with each other providing a platform to share their views. This landscape has instigated a power shift from business towards the consumers. However this provides a lot many challenges and opportunities in light of evolving nature of business relationships. The present article conceptualize upon the social media and its relevance in light of relationship marketing. It throws light on how social media actually contributes to building and maintain relationships with consumers.*

**KEYWORDS:** Social media, Social networking sites, Relationship marketing Business.



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## MANAGING RELATIONS THROUGH ELECTRONIC – CUSTOMER RELATIONSHIP MARKETING [E-CRM]

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### ABSTRACT

*Relationship marketing prevalent in the pre-industrial era had give way to transactional marketing in the post-industrial era. This article is an attempt to trace the emergence of Relationship Marketing and also explain the CRM and E-CRM models of relationship management. E-CRM focused on activities to manage customer relationships by using the internet, web browser or other electronic touch points. The challenge hereby is to offer communication and information on the right topic, in the right amount and at the right time that fits the customer's specific needs. This paper "MANAGING RELATIONS THROUGH ELECTRONIC – CUSTOMER RELATIONSHIP MARKETING [E-CRM]" includes different concepts relating to Relationship Marketing, CRM- what it is all about and various concepts relating to E-CRM, its elements, areas, benefits and various challenges in E-CRM. It is hoped that this paper, would be a useful reference document for both researchers and practitioners of marketing.*

**KEYWORDS:** Marketing, Customer Relationship.



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## RELATIONSHIP MARKETING: HOW TO HAVE A COMPETITIVE ADVANTAGE USING THE SOCIAL MEDIA

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### ABSTRACT

*People have always done business with people they know, like, and trust. That's the essence of "relationship marketing." But now, the popularity of online social networking has shifted our methods of connecting with consumers, stakeholders, and potential partners. And businesses that master both new and traditional ways of nurturing customer relationships are winning the largest slice of market share. Business is not only constrained to B2B or C2C aspect. The future of the business lies in people and the connection one can build up with them. People are connected by real things. Networking is always important when it is real and it is a useless distraction when it is false. The purpose of the paper is to find out the ways through which a loyal crowd of happy customers can be created by their engagement.*

**KEYWORDS:** Social Media, Relationship Marketing, Customer Relationship Management.



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## **SOCIAL NETWORKING SITES AND THE CHALLENGE FOR PUBLIC RELATIONS**

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### **ABSTRACT**

*The Web is an increasingly important component of public relations. Organizations use Web sites to build relationships with key publics, and they can provide a variety of organizational information and services to a diverse group of stakeholders. The Web enables publics to be active and selective in their exposure to marketing, advertising and public relations messages. For public relations practitioners to act effectively on behalf of organizations, they must monitor and track both traditional and new media sources for potential issues, and respond to accordingly. This digital revolution has provided public relations practitioners with a new communication challenge: social networking sites. This paper explores this challenge for public relations practice.*

**KEYWORDS:** *social media, social networking sites; public relations practice.*

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## ROLE OF SOCIAL MEDIA IN BUSINESS

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### ABSTRACT

*Social media are computer based tools that allow people or companies to create, share, or exchange information, career interest, ideas, and pictures/videos in virtual communities and network. In today's era Social Media is the 'best opportunities available' to a brand for connecting with prospective consumers. Social media is the medium to socialize. With Social media marketing programs, business attracts the customers through internet. As the business growing, the role of social media is also going to vital. There are different types of social media i.e. Facebook, Twitter, Instagram, Youtube, LinkedIn, Google etc. help to marketing of products/services in national and international levels. Today is the age of modern technology, the most of the business make their dealing on internet. Now these social media play a role of middlemen for business and customers. There are number of business houses used social media websites and social networks to market a company's products and services. Social media marketing provides company a way to reach new customers and engage with existing customers.*

**KEYWORDS:** *Social Marketing, Social Media, Social Network, Customers, Websites, etc.*

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**SOCIAL RELATIONSHIP MARKETING - NEED OF AN HOUR****Dr. Kuldeep Kaur\***\*Guru Nanak Khalsa College for Women,  
Ludhiana, India.**ABSTRACT**

*Relationship marketing was described as a paradigm shift in the mid-1990s and has continued to evolve in a range of different business environments. During this time, consumers' expectations have changed. Consumers have been immersed in technology and two-way communications since birth and expect businesses to engage with them and embrace relationships. This situation presents opportunities and challenges for marketers, who must adopt new approaches and take advantage of social media such as blogs, social networks, content communities, forums and bulletin boards, and content aggregators. Social media enables consumers to connect, communicate, and collaborate with others. Social media are distinguished from other forms of communication because they support user participation on a massive, collective scale; the contributions are also distributed among the participants to view, share, and improve. Online media create new challenges when it comes to relationship marketing. This paper discusses some of the strategies and methods firms should use to develop long term relationships with customers through social media. While building a brand, business and social media presence takes repeated effort, dedication and continued online engagement. This is a skill every entrepreneur needs to know and take advantage. These social-relationship-building strategies will help to transform your company into a valuable resource. Social media, in its current and future iterations, will continue to offer new opportunities for customer relationship marketing, and companies that welcome them will reap the rewards of their current and future social engagement strategies.*

**KEYWORDS:** *Relationship marketing, Social media, communication, customers.*

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## TRANSFORMING HEALTHCARE THROUGH SOCIAL MEDIA

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### ABSTRACT

*Technology is the cornerstone of growth of not only of various businesses but also of service sector. Whether it means new tools for maximizing efficiency, new platforms for reaching out to potential customers or new resources for building professional networks; social media marketing is a boom for businesses of all nature. Healthcare is also one of those services which is leveraging upon social media. Healthcare organizations continue to navigate the transforming healthcare industry and identify new avenues to engage with consumers outside of the facility walls. In a fast –paced, information-dominated world, successfully interacting with consumers may seem like a daunting task. The key is to connect with consumers where they are and provide them with actionable health and wellness information they need to live a healthier life. Social media allows people to share information at a speed and distance never before possible. It presents a new opportunity to prevent, diagnose and treat diseases. The present paper focuses on how social media is being used by leading Indian Hospitals (Fortis, Apollo, Max, Escorts and Wockhardt).How does social media impact healthcare consumer behaviours?*

**KEYWORDS:** Social Media, HCPs, patients, sharing information.





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## E-WOM THROUGH SNS – A CRUCIAL MARKETING ACTIVITY

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### ABSTRACT

*WOM (Word Of Mouth) is defined as “an oral person to person communication between a receiver and a communicator whom the receiver perceives as non – commercial ; regarding a brand, a product or a service” (Arndt, 1967). Some state that WOM is more effective than traditional marketing such as advertisement through newspapers, radio and personal selling etc. The 21<sup>st</sup> century has been marked by a rapid and continuous growth of SM (Social Media) and SNS (Social Network Sites). It results in shifting of WOM to E-WOM (Electronic word of Mouth) which is perceived more influential than traditional WOM. It is accepted as crucial marketing activity by researchers, companies and managers as it is extremely effective in shaping consumers attitudes and behavior. SNS are enhancing tool for E-WOM. Consumers and participants rely on E-WOM before making a purchase. The objective of this paper is to discuss about the importance and impact of E-WOM through SNS on consumers and to suggest that managers should adopt it in to their marketing tactics.*

**KEYWORDS:** E-WOM, WOM, SNS.



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## **E-RELATIONSHIP MARKETING: HOW TO BUILD CONNECTIONS THAT LEAD TO BUSINESS**

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### **ABSTRACT**

*Marketing is an important function of management. Production of goods and services has no meaning without marketing, because they will not be exchanged for money and money's worth. The concept of the marketing has become broader and has a wider scope with the passage of time.*

**KEYWORDS:** *Marketing, Business, Electronic Marketing.*

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## MARKETING WITH SOCIAL NETWORKING SITES HAS SURPASSED TRADITIONAL RELATIONSHIP OF WINE AND DINE

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### ABSTRACT

*The most well-known social software applications are weblogs, wikis, social networking sites and instant messaging. Social networking at a high level is described as the convergence of technologies that make it possible for individuals to easily communicate, share information, and form new communities online. But the big question today is not what social networking is, but rather what it means for businesses.*

*During the fast growth of social media and software, social networks are forcing companies to increase activities in their traditional CRM systems. These popular websites could be a great approach for companies and customers to improve their communications by applying them in computers and mobile devices. Through the social networks the way, which the company uses in its marketing, is changed. Business can take benefit through applying Social network marketing in order to cooperate with companies to achieve their goals. One of the most important advantages of Internet based application is creating an interactive contact between stakeholders that enable businesses to get feedback directly from their customers.*

*In parallel companies can gain benefits through social marketing: they can achieve a better understanding of the customer needs and then they can build effective relationships with customers.*

*Although social marketing is a common concept in business, there is a few numbers of people aware of its effective role in marketing. Social Marketing is a known term but not all the people know what it is exactly and what are the opportunities and risks from it. Social network marketing can be very advantageous for businesses.*

*This paper intends to find how social software can be used to improve the marketing and to survey how social software can be used effectively in enterprises. The main focus would be on opportunities and risks in companies used social network in their marketing.*

**KEYWORDS:** *Social Networking, Marketing, CRM.*

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## **E-RELATIONSHIP MARKETING: HOW TO BUILD CONNECTIONS THAT LEADS TO BUSINESS**

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### **ABSTRACT**

*E -relationship marketing concerns all forms of managing relationship with customers making use of information technology. E-relationship marketing normally includes online selling, online promotions and advertising. However it is very narrow view, as it also includes planning for customer relationship management. Therefore relationship marketing is considered as the part of E- marketing. Relationship marketing is a process of building relationship with prospective and current clients. It is a facet of customer relationship management that focuses on customer loyalty and long term customer engagement rather than shorter term. Traditionally, contact with customers made through retail store, phone, fax etc these media involved more time for implementation and maintenance. These media also required changes according to customers. But presently with the growth of internet, customer relationship management functions are performed with the use of net environment i.e. intranet, extranet and internet and named it as E-relationship marketing. The paper puts light on the concept of e-relationship marketing and focuses to identify challenges and recent trends and strategies in e-relationship marketing which is used by business to maintain the better customer relationship. All business organization consider it as an opportunity to reduce customer service cost, tighten customer relationship, most important further personalized marketing message and enable mass customization.*

**KEYWORDS:** *prospective, net environment, strategies, mass customization, personalized marketing message.*



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## RELATIONSHIPS ARE THE NEW CURRENCY

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### ABSTRACT

*One thing we are so grateful for in our life is the relationships we have with everything, including people and most of all the one we have with ourselves. Relationships are the single most fundamental piece that is required for fulfilment both personally and professionally. The most successful coaches and entrepreneurs leverage their Relationship Currency to do more JV's, get more sales, do bigger deals, get more speaking gigs and give more to charity. Building solid relationships with customers and business partners is the most valuable currency for success. Now, more than ever, your relationships are extremely important. Relationships are not prisoners to economic influence, political changes, or global shifts. They are solely based off of your efforts, which is at least in your control. The relationships and tribe you create are gold or you can say Relationships are the New Currency. The Relationships can be increased by Social Media, Communications, Broadcasting and ROR i.e. Return on Relationship.*

**KEYWORDS:** Relationships, Behaviour, Currency, Business, Communications, Social Media, Return on Relationship, Broadcasting, Marketing, Brand Advocates.

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## FACEBOOK MARKETING – A SUBSET OF E-RELATIONSHIP MARKETING

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### ABSTRACT

*Social Media, today, is among the 'best opportunities available' to a brand for connecting with prospective consumers. Social media is the medium to socialize and Facebook a part of this new media win the trust of consumers by connecting with them at a deeper level. Facebook marketing is the new mantra for several brands since last years. Until now the relationship between brands and consumers has been one way. The rules of marketing had to change, and the Facebook has proved a catalyst in bringing the changes forward and amplifying their scale. The new Facebook generation of relationship marketing responds to the additional challenges of digital media literacy, and in the right hands can trigger a rebuild of the entire marketing mix. Relationship marketing for the Facebook generation demands both thinking and acting differently to get a competitive advantage. Facebook marketing and the businesses that utilize it have become more sophisticated and one cannot afford to have no presence on the social channels if the competitor is making waves with its products and services. The explosion of Facebook marketing phenomenon is as mind boggling as that and the pace at which it is growing is maddening. Global companies have recognized Facebook marketing as a potential marketing platform, utilized them with innovations to power their advertising campaigns. This paper discusses about the concepts of social media, social media marketing, Facebook marketing, and relationship marketing and other aspects like Facebook marketing by objective; Facebook marketing for a competitive advantage; nitty-gritty need to know about Facebook marketing; growth of Facebook marketing in numbers; and why businesses need to consider Facebook marketing services.*

**KEYWORDS:** Facebook, Social Media, Marketing.

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**SOCIAL MEDIA MARKETING AND RELATIONSHIP MARKETING  
AN EVOLUTION OR REVOLUTION****Isha Mehra\*; Konica\*\***\*Assistant Professor,  
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Guru Nanak Girls College,  
Ludhiana, India.**ABSTRACT**

*Social media marketing is viable and important spaces for consumers and can also be important for organization for promotion of their brands. Social media is a media for social interaction as a superset beyond social communication. Today most of the people especially youngsters are hooked on to different social media for keeping in contact with their peers. These relations with consumers are made through the relationship marketing. Today, these relations are made through online and with the use of technology. The seeds of communication were sown during 550 BC when the regular postal system was established in Iran after that these media are continually evolved, as it started from printed message and now days all communications are done through electronically media such as facebook, twitter, Google+, blogs and various networking sites, and it continues to evolve. So, it has come a long way since the days of the telegraph and even the more recent days of Internet-relay chats (IRC), and it continues to evolve. All these new communication channels are the outgrowth of previous channels so social media is merely an evolutionary not a revolution. Through this paper an effort has made to study to evaluate whether SMM and RM is an evaluation or revaluation.*

**KEYWORDS:** Social Media Marketing, Relationship Marketing.

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## SOCIAL MEDIA AS A TOOL OF MARKETING

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### ABSTRACT

*Today we are in 21st century and online social networking sites are becoming all the rage and have, finally, become an important part of our life. Today people do not find time to interact with each other but with the help of the social medium through networking sites, people which can stay apart can remain connected with each other. These sites not only help them in coming closer to each other but also have significant impact on their lives. Traditionally, the networking is more or less related with the business circles only but now, in present era, these sites are more likely to influence the individual's private life. Social Networking uses the "wisdom of crowds" to connect information in collaborative manner. Many changes take place in people life. The changes may be in the field of education, entertainment, shopping, business, investment etc. one of the novel innovation in this field is online social networking services. The present study is conducted with the motive:*

- 1. To study the opportunities and risks in companies using social networking in their marketing.*
- 2. Overview of social media marketing in India*
- 3. Success stories of face-book and twitter*

**KEYWORDS:** *Networking Sites, Social Medium, Marketing, Facebook, Twitter.*

Published by: *TRANS* Asian Research Journals**AJMR:****Asian Journal of  
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Research**

(A Double Blind Refereed &amp; Reviewed International Journal)



## **STARTUP THROUGH SOCIAL MEDIA: AN OPPURTUNITIES AND THREATS ANALYSIS**

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### **ABSTRACT**

*The emergence of social media such as Facebook, Twitter have changed the way human beings communicate and keep in touch with each other. Certain businesses are beginning to notice the potential for reaching out to their target audiences through this new medium and have already begun a series of advertising efforts in order to do so; however, the spend on this form of advertising is relatively minor compared to other efforts. The use of social media increased the opportunities for entrepreneurs search for information and resources but at the same time there are number of threats involved in using which could damage a new startup and existing business. As one is starting a new business, the major concern is with creating a product or service offering, finding first customers, building partnerships to help grow more quickly and ensuring one has enough money to sustain the company. The purpose of this study is to investigate the opportunities and threats from the social media marketing for start-up companies. The conclusion of the study is that the low/minor cost social media marketing can be harmful for the new startup's if proper attention is not taken in social media marketing. It means instead of number of opportunities of social media marketing there are many threats that can damage a company's image in the initial stage of business or in continuous stage of business.*

**KEYWORDS:** Social Media, Opportunities, Threats, Marketing, Startup.

Published by: *TRANS* Asian Research Journals**AJMR:****Asian Journal of  
Multidimensional  
Research**

(A Double Blind Refereed &amp; Reviewed International Journal)



## ROLE OF SOCIAL MEDIA IN TOURISM

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### ABSTRACT

*Tourism industry is keen player in any countries economic development. It is not only the largest but one of the fastest growing industries in the world. Social media which is based on the web, mobile & cloud based technologies has a great impact on the tourism industry. It serves a huge platform as information sources for travellers. Consumers using networking sites search for the trips and share their personal experiences of a particular hotel, restaurant or airline. Social media gives various benefits such as communication, easy accessibility, greater reach, 24\*7 operations, proper and timely interactions. Due to these numerous benefits, social media is very helpful in marketing particularly for hospitality and tourism. It includes organized efforts at national as well as local area to achieve maximum satisfaction of consumer. Hospitality operator can have benefits from cohesive strategic plan that will integrate social media with overall marketing efforts. This paper presents a comprehensive view of role and impact of social media on travel and tourism. It also examines the importance of social media with the help of a Case study.*

**KEYWORDS:** *social media, tourism, strategic plan and marketing.*



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## ATTAINING COMPETITIVE EDGE THROUGH RELATIONSHIP MANAGEMENT

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### ABSTRACT

*Business organizations operate in highly competitive markets. Surviving in the competitive and unpredictable business environment is not an easy job for the modern organizations. The most expensive and difficult challenge for these organizations is to attract, acquire and retain the customers. A business without loyal customer would not be a business in long run. Retaining the present customers requires a business to focus on maintaining positive and long term image. Thus binding the existing customers is equally important for businesses as constantly attracting new ones. Presently, one of the widely used tools to attain competitive edge is to create strong bond with the loyal customers. Modern organizations need to give more emphasis on listening and learning than on talking. The paper discusses the concept of relationship building as a means to achieve competitive edge and why it is important for modern organizations. The paper further discusses the 4Ps and roadblocks to building relations with the customers.*

**KEYWORDS:** *Competitive Edge, Customer, Relationships, Management, business.*

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Multidimensional  
Research**

(A Double Blind Refereed &amp; Reviewed International Journal)



## VIRAL MARKETING: A POWERFUL MARKETING TOOL

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### ABSTRACT

*Viral marketing is any marketing technique that induces websites or users to pass on a marketing message to other sites or users, creating a potentially exponential growth in the message's visibility and effect. It is an amazing way to generate a huge amount of buzz and brand awareness among customers online. It is a strategy that encourages or compels others to share or pass long your message. In the past, viral marketing was called "word of mouth" marketing. The speed and reach of the internet has lead to the term viral marketing, as message can get disseminated as quickly as spreading a cold virus. Initially, online viral marketing occurred mostly through e-mail and the sharing of links. Through this paper, an attempt has been made to throw some light on conceptual parts of viral marketing, like, its meaning, history, principles for viral marketing, pre requisites for it, its value, methods used, its distinction from word of mouth and ways to make it effective.*

**KEYWORDS:** *Paradigmatic, induce, exponential, buzz, disseminate, cold virus, requisites, distinction.*



## SOCIAL MEDIA MARKETING – AN ENDEAVOUR FOR SMALL BUSINESS

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### ABSTRACT

*In today's scenario role of social media marketing is increasing day by day. Social media marketing is a form of internet marketing that implements various social media networks in order to achieve marketing communication and branding goals. Social media marketing primarily covers activities involving social sharing of content, videos, and images for marketing purposes, as well as advertising. Social media allows customers and prospects to communicate directly to your brand representative or about your brand with their friends. Social Media Marketing is a tool for small businessmen to promote their business online at low marketing cost and fetch large customer base. This paper mainly highlights Social Media Marketing, Challenges, Social Media Marketing in India, key practices for promoting small business through Social Media Marketing.*

**KEYWORDS:** *Social Media Marketing, Facebook, Twitter, Blog, Social Media Campaigns.*

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Multidimensional  
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## **SOCIAL MEDIA MARKETING & RELATIONSHIP MARKETING: A REVOLUTION OR EVOLUTION**

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### **ABSTRACT**

*Marketing is the means of communication between the company and the consumer audience. Marketing is the adaptation of the commercial activities and use of institutions by the organizations with a purpose to induce behavioral change on a short-term or permanent basis. Social Media Marketing is the process of gaining website traffic or attention through social media sites. Relationship marketing was first defined as a form of marketing developed from direct response marketing campaigns which emphasizes customer retention and satisfaction, rather than a dominant focus on sales transactions. The essence of relationship marketing is a personal or emotional connection to a brand. This connection is centered on trust that is created through the consistent delivery of a product or service that meets or exceeds customer expectations. For businesses in any industry, the key to success is knowing your audience. Social media makes this possible, and easier to accomplish than ever. Social media for business has allowed companies to increase brand awareness and reach of their brand at little to no cost. Networking can be a valuable way to exchange ideas with like-minded people to improve the way to do business. Using online networking sites can also be valuable to your business, often for the purpose of knowledge sharing and word-of-mouth referrals.*

**KEYWORDS:** Social Media Marketing, Relationship marketing.

Published by: *TRANS* Asian Research Journals**AJMR:****Asian Journal of  
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## SOCIAL MEDIA MARKETING

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### ABSTRACT

*A new industrial revolution is in making, similar to the one that took place at the turn of the 19<sup>th</sup> century. Many economist, management experts and organization theorists agree that the world is leaving the (old) industrial age and entering a new age, the "Third wave". It is being increasingly referred to as the 'information age'. Information technology has transformed the way people work. Social media are computer-mediated tools that allow people or companies to create, share or exchange information, cover interests, ideas and picture/videos in virtual communities and networks. Social media is defined as "a group of internet based application that build on the ideological and technological foundations of web 2.0 and that allow the creation and exchange of user generated content. Furthermore, social media depend on mobile and web based technologies to create highly interactive platforms through which individuals and committees share, co-create, discuss and modify user generated content. In feb.2016, ebiz MBA ranked the top ten most popular social sites by estimated unique monthly visitors.*

**KEYWORDS:** Social media marketing, Industrial Revolution.



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R e s e a r c h**

(A Double Blind Refereed & Reviewed International Journal)



## COMPETITIVE ADVANTAGE THROUGH SOCIAL MEDIA MARKETING

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### ABSTRACT

*Social media marketing involves the use of online social media tools—such as Facebook, Twitter, and LinkedIn—to reach consumers in innovative ways. The paper aims to examine the development of competitive advantage in Facebook, Twitter and other social media for brand awareness. The paper describes a dynamic model of the simulation system associated with the stock of online communication and customer engagement, the increase of users and the geographic connection that social media provide. The paper also describe the principles of social media marketing by explaining the social media phenomenon, detailing how to create and capture value with social media, and discussing the process of formulating a social media marketing strategy.*

**KEYWORDS:** *Social Media Marketing, Marketing Strategy.*



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## A SHAKING HAND BETWEEN E-MARKETING AND BUSINESS LEADS TO BEST RELATIONSHIP PROMISE

**Nitish Jain\***

\*Research Scholar

### ABSTRACT

*Competition is the first word comes in our mind whenever we may indulge in anything either its business or sports and survival is never a strategy. a strategy leads to wining position leads to best practice of the time and in business we may lead to winning strategy after considering best E-Marketing practices because this time business is also dealing with the youth generation and this generation is highly dependent on online shopping rather window shopping and market comparing and this is not a issue with young generation , this is happening due to positive effects of globalization and in these days of internet we start our morning with opening our mobile for whatsapp messages and updates either for news paper. Sometimes I really feel myself as a prestigious citizen of India because I start my morning with updates through face book, whatsapp, twitter etc and sleep after their confirmation also. So simply I can say that best business dealings deal through E-marketing practices and techniques.*

**KEYWORDS:** Competition, Strategy, E-Marketing, Globalization, Young generation.

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## WINNING STRATEGIES AND SWOT ANALYSIS OF FACEBOOK

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### ABSTRACT

*Facebook's competitive advantage is dependent on how well they adapt to their ever-growing pool of competitors. Twitter is rising up as the most powerful social networking company with more and more users joining every day. It is becoming a household name alongside Facebook, Myspace and linkedin, all three companies share a similar vision of "the free flow of information." In order for Facebook to sustain its competitive advantage, it needs to keep its users happy by continuing to improve the website, while adding more applications in order to keep their users loyal and have easy accessibility to the network. Facebook currently has more than 500 million active users that have invested a lot of time and energy into building their friend and client networks. For some people, having these huge networks of users translates into money and marketing opportunities. Because of this, it would take a big problem for people to start dropping Facebook. Users can access Facebook on their Smartphone's, i-pods, i-pads and other devices. Facebook has been adapting to all new technology to sustain its competitive advantage and be known as the top social networking website. Facebook's customers expect privacy. They want to know that their profiles and private information are safe from hackers, stalkers, and others that are looking to exploit their personal data. It is important for Facebook to uphold its practice of keeping users' information safe and accessible to people according to their account settings. Users trust Facebook with their private information and this is mainly due to how long Facebook has been around providing user support and added security as necessary. They also have a page dedicated to user security with sections dedicated to the cyber security of educators, law enforcement, parents, and teens. This customized security provides peace of mind to its users and Facebook is always scouring the site for Malware, Viruses, and other potential threats to account security. This paper will take into*

*consideration the concept, winning strategies, competitive advantages of facebook and SWOT Analysis of facebook*

**KEYWORDS:** Facebook, Marketing.

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**AFFILIATE MARKETING: AN INNOVATION IN MARKETING****Rajni Rani\***

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Guru Nanak National College,  
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**ABSTRACT**

*Affiliate marketing is a marketing channel in which advertisers (merchants) distribute sales collateral (banners, text links, etc.) and recruit marketing partners (affiliates or publishers) who agree to display the advertisements on their web sites in exchange for a commission on any leads or sales that result from actions derived from those ad placements. Affiliate marketing is a marketing arrangement by which an online retailer pays commission to an external website for traffic or sales generated from its referrals. It is a technique where other websites will promote your business. Basically the way it works is that an affiliate is rewarded every time a visitor, customer or sale for your business is generated through an advertisement on their web site. This commission varies from depending on what product you are promoting. Through this paper, an attempt has been made to throw some light on conceptual parts of affiliate marketing, like, its meaning, history, strategies, principles, mistakes made by new marketers, issues and value of affiliate marketing.*

**KEYWORDS:** *Affiliate, collateral, traffic, referrals.*

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Multidimensional  
Research**

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## COMPETITIVE ADVANTAGES OF FACEBOOK IN BRAND AWARENESS

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### ABSTRACT

*The paper aims to examine the development of competitive advantage in Facebook for brand awareness. The paper describes a dynamic model of the simulation system associated with the stock of online communication and customer engagement, the increase of users and the geographic connection that social media provide. Facebook participants may use their online profile to interact with people they already know offline or to meet new people with whom they may share common experiences, photos, comments participation in online groups associated with brands Ellison, Steinfield.*

*This engagement brings interaction with brands and people experience the brands with the use of social media and the possibility to add friends from their social network to the brand's network. This paper provides elements that need to be taken into consideration so that companies' economic investment on social media and Facebook can be effective bringing together the tank of benefits of social media as well as element that may hold consumers back from the communication campaigns of social media. Zuckerberg appears to recognize that the Facebook brand as a single monolithic entry point cannot be everything social to all people. Users have different needs, and those needs will be served separately branded products to deliver different experiences and attract and retain varied customer segments.. The strategic bet here is that a single customer interface is not necessary to maintain or even strengthen Facebook's technological lead and infrastructure scale. You can*

*have several customer brands and interfaces and still enjoy these back-end advantages.*

**KEYWORDS:** *competitive advantage; facebook; customer engagement.*



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Research**

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## RELATIONSHIP MARKETING THROUGH SOCIAL NETWORKING SITES

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### ABSTRACT

*Relationship marketing is mainly concerned with focusing on long-term relationships with customers, competitors, and other important influence markets. Relationship marketing is all about keeping the customer for the long-term; In his the life time value to the customer has to offer. Relationship marketing means reaching out to your customer base and keeping them engaged not only with your products and services, but through your online content and community*

*Traditional firms have established strategies to encourage customers to visit their stores again and again. With the rapid increase in online purchases, businesses have been forced to their products and services through the internet. Online websites create new challenges when it comes to relationship marketing, especially as when click of a button move a consumer to competitor websites.*

**KEYWORDS:** *Relationship Marketing, Social Networking Media.*



## E-MAIL MARKETING: A REAL DIALOGUE WITH CUSTOMER

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### ABSTRACT

*E-marketing is a traditional marketing using information technology but with some twists. It includes, such techniques as tale marketing, e-mail marketing. E-mail is the number one activity of internet users which is why e-mail can be such an effective marketing tool. The success of e-mail marketing depends upon responses come and how often they are received. Using an e-mail program like constant contact to help you buld send and track e-mail newsletters is an extremely important part of marketing effectively.*

**KEYWORDS:** *E-marketing, Traditional Marketing, Information Technology.*

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## COMPETITIVE ADVANTAGES THROUGH FACEBOOK

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### ABSTRACT

*Social networking sites are increasingly attracting the attention of academic and industry researchers intrigued by their affordances and reach. Today social networking commonly refers to all those activities that are carried out within specific online services that provide free space software tools which allow creating networks of people. In other words the social networking service is a web site that allows individuals to construct a public or semi-public profile.*

*User's data are not only constituted by vital statistics, but they include a lot of other information which pertains to user hobbies, passions, interest and professional background and so on. This kind of personal data, all spontaneously provided by the users her/himself, permit to create interconnected networks of people who decide to put in common their interests and to have an online identity which fully describe them.*

*The rise of social networking websites such as facebook over the past decades has been nothing short phenomenal. Once regarded as nothing more than a passing "fad", these websites have grown to astronomical proportion each websites currently boasts 60+ million unique visitors each month. Certain businesses are beginning to notice the potential for reaching out to their target audience through this new medium and have already begun a series of advertising efforts in order to do so. However the spend on this form of advertising is relatively minor compared to other efforts.*

*Facebook belongs to the online social networking industry. Companies like facebook usually do not release official visitors or revenue number. But good estimates are available online.*

**KEYWORDS:** Facebook, Social Networking.

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## IMPACT OF SOCIAL MEDIA MARKETING ON BUSINESS

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### ABSTRACT

*During different time era's different methods of communications has developed and changed the day by day life. Social media has become the method of statement in the 21't century, enabling us to express our belief, ideas and manner in an absolute new way. The meteoric growth of community websites, such as Twitter, Facebook and LinkedIn, have usher the world into a new era of social media. Social media marketing is a hot topic for companies. It allows companies to establish a communication channel with its customers, market their products, build brand equity, and boost clientele faithfulness. However, as it is a two-way channel, it requires effort and care to manage this communication. Dissatisfied customers can protest out loud, attainment many other customers easily and damaging the brand's image. In order to avoid the risk of damaging the brand's image rather than improving it, the company should align their social media marketing with the global marketing strategy of the company. In order to do this, the business should choose the profile of people that matches its target segment and communicate with them accordingly. This paper includes meaning of social media marketing, its impact on business, its various tools, problems faced by social media marketing and suggestions to solve them.*

**KEYWORDS:** Social Media Marketing, Technology.

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## **SOCIAL MEDIA: A GAME CHANGER FOR RELATIONSHIP MARKETING**

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### **ABSTRACT**

*Relationship marketing is a facet of marketing that focus on mutual value creation and retaining the customers, making the customers loyal by strengthening the connection between an organization and its customers. With the growing use social networking sites such as Facebook and Twitter as communication platforms, the game has changed as these networks have gained attention as tools that organizations can use to address current as well as potential consumers. Much of the table turning dynamic can be attributed to the fast changing technology and social media. Companies and brands now a day are beginning to realize that neither they can control the relationship, nor the message flow. Using social media as a channel for engagement raises interesting challenges for traditional RM marketers. These typically concentrate on the operational responses required to manage the customer. With social media, though, customers and their highly influential virtual networks are now driving the conversation, which can trump a company's marketing, sales and service efforts with unprecedented immediacy and reach.*

*This paper aims to study the relationship marketing in context to social networking sites. With the growing popularity and use of social media, it becomes necessary to understand the strategies, pros and cons of marketing with social media.*

**KEYWORDS:** Relationship Marketing, Social Media, Marketing Mix Model.

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Research**

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## SOCIAL MEDIA AND RELATIONSHIP MARKETING

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### ABSTRACT

*Social media is defined as "a group of Internet-based applications that build on the ideological and technological foundations and that allow the creation and exchange of user-generated content. They introduce substantial and pervasive changes to communication between businesses, organizations, communities, and individuals. The present paper discussed about the various modes of Social Media. Today the technology has redefined all aspects of business. Now the power has been shifted from the Organizations to the hands of the Customer. Social Media's modes have brought the customers closer to the Organisation as well as to the other Customers. Social networking is a medium that the Organizations cannot afford to ignore. This is both a boon as well as a bane to the Organizations. Marketing Managers are learning to use this to manage their relationship with the customers at large.*

**KEYWORDS:** *Social Media, Relationship Marketing, Technology.*



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Research**

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## RELATIONSHIP MARKETING THROUGH SOCIAL NETWORKING SITES

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### ABSTRACT

*Social media is a group of internet applications which build on the ideological and technological foundations of web and which also allow the creation and exchange of user generated contents. With the rise of social media, power seems to have shifted from marketing managers to individuals and communities. By relying on the value creation perspective from a knowledge economy viewpoint, the main aim of my paper is to verify if the introduction of social media may be considered as an evaluations or a revaluation of relationship marketing, given that social media have empowered users to connect, share and collaborate by creating spheres of influence that have fundamentally altered the way in which marketers engage in influencing activities. Users are, indeed, no longer passive participants but they play an active role in the media process since they have become an important and productive source of content on the web. By focusing on the customers, social media provide them with more effective and affordable communication tools that enable them to participate in value adding and marking mix decisions by connecting and interacting not only with seller but also with others stakeholders. The interactive nature of social media is likely to lead to the blurring of the role integrity of sellers and customers by expanding the role of customers and including them in the creation of value, thus leading them to become co-creators and co-producers. Identification and description, according to an economic managerial perspective, of the constitutive elements of a theoretical framework which allows us to analyze the relationship between relationship marketing and social media marketing.*

**KEYWORDS:** social media, relationship marketing, CRM, social CRM, specific operational relationships.



## RELATIONSHIP ARE THE NEW CURRENCY

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D D Jain College for Women,  
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### ABSTRACT

*Today's customers face a growing range of choices in the products and services they can buy. They are making their choice on the basis of their perceptions of quality, Service and value. Companies need to understand the need of determinants of Customer value and satisfaction otherwise they cannot attain a foothold in ever slippery market. Not only creation of new customers but also retention of old customers is vital step to profit maximization.*



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## RELATIONSHIP MARKETING IN THE INTERNET AGE

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### ABSTRACT

*Relationship marketing emerged from a shift to a market orientated business climate focusing on long-term relationships with customers, competitors, and other important influence markets. In this perspective, many organizations are faced with new dilemmas since the conduct of business on the Internet. Is Internet really supporting relationship marketing, or on the contrary hindering it? In order to find some empirical support, we lead an interview with a winery which has, both, online and offline activities. Indeed, the case study method is adequate in order to extract key variables from real-life situations. The results testify of Internet's support activity to the development of relationships but its impossibility to create credibility, trust and commitment without an offline organization.*

**KEYWORDS:** Relationship Marketing, Internet Marketing.

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Multidimensional  
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## RELATIONSHIP MARKETING THROUGH SOCIAL NETWORKING SITES

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### ABSTRACT

*Relationship marketing is a marketing approach that acknowledges the importance of both the buyer and the seller in the marketing process. The core concept is to build long-term relationships with customers. Relationship marketing views marketing as an exchange where both buyers and sellers help shape the direction and outcome of the product that will be offered to the market. Instead of treating marketing as merely selling a product to passive potential buyers, relationship marketing argues that you need to encompass many more activities and parties in the marketing process, including consumers. Marketing doesn't end after the customer purchases the product; rather, attempt to obtain important feedback from your customers and build a continuous relationship through related products and services. Social media marketing (SMM) is a form of internet marketing that utilizes social networking websites as a marketing tool. The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach. The interactive parts of social media give customers the opportunity to ask questions or voice complaints and feel they are being heard. This aspect of SMM is called social customer relationship management .with the increased popularity of websites such as twitter, face book, MySpace, LinkedIn, and YouTube. Advertising agency provides a blogger or other online commenter with free products or other incentives to generate positive buzz for a product's-relationship marketing tools are adopted in today era for building relationship with existing and prospective buyers.*

**KEYWORDS:** *relationship marketing, social media, face book, twitter, consumer, social media marketing.*



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## THE NEW MARKETING FRONTIER: SOCIAL MEDIA

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### ABSTRACT

*Social media is a tool for sharing and discussing information. It can be described as a kind of online media which encourages every member for feedback and contribution. It is a social instrument of two way communication facilitating the sharing of information between users within a defined network via web 2.0(O'Reilly, 2005). It involves online activities in which the user contributes to content creation.*

**KEYWORDS:** *Social media, Marketing.*

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Multidimensional  
Research**

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## COMPETITIVE ADVANTAGE THROUGH FACEBOOK

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Ludhiana, India.

### ABSTRACT

*With increasingly fierce competition, the whole market is full of similar products; consumers are increasingly indistinguishable from the difference between them. For companies, it would be difficult to earn extra profits above the average level if they cannot guarantee the uniqueness of its own products. So this paper accentuates the competitive advantage through social networking sites like Facebook which gives a whip hand to the companies over its adversaries.*

*In brief, the paper will also focus on each of five factors and will later focus on how business can use technology and the concept of social networking sites to gain competitive advantage. The research will shed light on the benefits of Facebook in gaining competitive advantage and the benefits that both the business and the society derive from it.*

*The paper will also encompass the objective of a firm to opt for competitive advantage through Facebook and the effect that it has on the market share of the company. A detailed study is done on not only the benefits but also the limitations of competitive advantage through Facebook.*

**KEYWORDS:** *Competitive Advantage, Social Networking, Facebook, Adversaries.*





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**Asian Journal of  
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## RELATIONSHIP MARKETING USING E-COMMERCE PLATFORM

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### ABSTRACT

*Relationship marketing is a strategy designed to foster customer loyalty, interaction and long term engagement. RM is designed to develop strong connections with customers by providing them with information directly suited to their needs and interests and by promoting open communication. RM has been extended to incorporate innovative applications in mass consumer markets. To develop an effective theory of relationship marketing, it necessary to understand what motivates consumers to reduce their available market choices and engage in relational market behavior by patronizing the same marketer in subsequent choice situations. This Electronic customer relationship management (e CRM) approach focuses more on customer retention than customer acquisition. Electronic customer relationship management (e CRM) has forced marketing managers to re-evaluate how, when and to what extent they interact with their customers.*

**KEYWORDS:** Relationship marketing, E-commerce.



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## **RELATIONSHIPS ARE THE NEW CURRENCY – RESPECT THEM, HONOR THEM, INVEST IN THEM**

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Ludhiana, India.

### **ABSTRACT**

*Social media has become a way of business as almost all the companies are integrating through social media. If the business today wants to continue to reach the market in era of social media, the marketing focus needs to be on building relationships. The metrics need to be upgraded beyond RO I (Return on Investment) to include ROR (Return on Relationship).*

**KEYWORDS:** *Social media, Return on relationship.*

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## E-RELATIONSHIP MARKETING

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### ABSTRACT

*Relationship marketing was first defined as a form of marketing developed from direct response marketing campaigns which emphasizes customer retention and satisfaction, rather than a dominant focus on sales transactions. Relationship marketing differs from other forms of marketing in that it recognizes the long term value of customer relationships and extends communication beyond intrusive advertising and sales promotional messages. E-relationship marketing is an emerging concept in this competitive world. Social network strategies are an essential part of relationship marketing. Many firms have a business profile on popular social network sites like Facebook. Consumers are encouraged to join the firm's social network group/profile. Once consumers have joined the firm's social network group the firm has valuable information about the consumer (through the consumer's profile information) which can be used for relationship marketing. Some websites offer customers the opportunity to customise their products online and view how they would look if purchased. This not only provides a unique experience but encourages the customer to develop an attachment to the product they have customised. Shoe manufacturer Nike and car manufacturer Mini Cooper allow their customers to customise their products when visiting their website. This paper covers the benefits, usage, opportunities and challenges of e-relationship marketing and the way ahead.*

**KEYWORDS:** Relationship Marketing, Social Network Strategies, E- Marketing.

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Trans Asian Journal of Marketing & Management Research (TAJMMR)  
ISSN (online) : 2279-0667