THE PERCEPTION OF YOUTH ABOUT THE POSSIBILITY OF BRAND ENGAGEMENT THROUGH SOCIAL NETWORKING

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Degree Master in Business Administration

BY

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RECOMMENDATION FOR ORAL EXAMINATION

The Thesis hereto attached, entitled, **"The perception of youth about the possibility of brand engagement through social networking"**, prepared and submitted by **Syed Qamar Zia**, in partial fulfillment of the requirements for the degree **MASTER IN BUSINESS ADMINISTRATION**, is hereby recommended for appropriate action.

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ABSTRACT

The media age is at a fast pace and has transformed the world into a global village. Businesses now find geographical boundaries as no big issue; their reach is now worldwide. A geographical distance has now become an irrelevant barrier to tap new opportunities. Consumers today have a wide range of alternatives to opt for. For this reason, marketers are more concerned about using eccentric methods to make and retain customers. The traditional tools of marketing i.e. product, price, placement and promotion, what we call the 4 P's have been struck by new and innovative marketing ideas in the market. This is what marketing is all about. Due to social networking, the traditional mediums have been said to be losing effectiveness in comparison. Today is the era of e-marketing where the gap between brand and the customer is being vanished and the vacuums are being occupied. E-marketing has allowed brands to have a virtual face to face communication. Technological advancements are at a peak and the Internet has been used as a forum to serve various purposes. There was a time when there used to be no advertisements online. But today, as you connect to the Internet, various ads in various forms pop to you in your screen.

The study discusses the impact social networking websites have placed on the effectiveness of traditional mediums of marketing like TVCs, Radio, Print and also, how consumers get engaged with brands. It also refers to how companies have engaged into social networking for consumer brand engagement. What started as a forum for youngsters to talk to each other has now become an essential part of every company's marketing strategy.

The study analyses whether social networking websites serve as an effective medium for brand engagement or not. It also focuses on the usability of these networking websites. What activities people prefer in their profile and how brands can attract them to get engaged has been researched upon. All possible research with limitation of time and resources has been done to come up to useful recommendations and conclusions.

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