

Final Project Report

**“ANALYTICAL STUDY OF IMPACT OF SOCIAL
MEDIA MARKETING STRATEGIES ON SALES
OF KIRTI AGARBATTI”**

Submitted to:

DMSR

**G.S. College of Commerce and Economics, Nagpur
(An Autonomous Institution)**

In partial fulfilment for the award of the degree of
Master of Business Administration

Submitted by:

Rahul Mande

Under the Guidance of:

Dr. Archana Dadhe

**Department of Management Sciences and Research,
G.S. College of Commerce & Economics, Nagpur
NAAC Accredited “A” Grade Institution**



Academic Year 2022-2023

**Department of Management Sciences and Research,
G.S. College of Commerce & Economics, Nagpur
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Academic Year 2022-2023

CERTIFICATE

This is to certify that **Rahul Mande** has submitted the project report titled, **ANALYTICAL STUDY OF IMPACT OF SOCIAL MEDIA MARKETING STRATEGIES ON SALES OF KIRTI AGARBATTI**

towards the partial fulfilment of **MASTER OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he has ingeniously completed his project as prescribed by **DMSR, G. S. College of Commerce and Economics, Nagpur, (NAAC Reaccredited "A" Grade Autonomous Institution)** affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.**

GUIDE NAME

(Dr.Archana Dadhe)

Dr. Sonali Gadekar

(Co-ordinator)

Place: Nagpur

Date:

**Department of Management Sciences and Research,
G.S. College of Commerce & Economics, Nagpur
NAAC Accredited "A" Grade Institution**



Academic Year 2022-2023

DECLARATION

I here-by declare that the project with title **“ANALYTICAL STUDY OF IMPACT OF SOCIAL MEDIA MARKETING STRATEGIES ON SALES OF KIRTI AGARBATTI”** has been completed by me in partial fulfilment of **MASTER OF BUSINESS ADMINISTRATION** degree examination as prescribed by **DMSR, G. S. College of Commerce and Economics, Nagpur, (NAAC Reaccredited "A" Grade Autonomous Institution)** affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course under taken by me.

Rahul Mande

Place: Nagpur

Date:

**Department of Management Sciences and Research,
G.S. College of Commerce & Economics, Nagpur
NAAC Accredited “A” Grade Institution**



Academic Year 2022-2023

ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to **Dr. Swati Kathale**, Principal, G. S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide **Dr. Archana Dadhe** for her guidance throughout the project. I tender my sincere regards to the Coordinator, **Dr. Sonali Gadekar** for giving me guidance, suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful.

Rahul Mande

Place: Nagpur

Date:

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INTRODUCTION

INTRODUCTION

Marketing

Marketing is the study and management of exchange relationships. Marketing is the business process of creating relationships with and satisfying customers. Marketing refers to the activities of a company associated with buying and selling a product or service. It includes advertising, selling and delivering products to people. Marketing entails product development, market research, product distribution, sales strategy, public relations, and customer support. Dr. Philip Kotler defines marketing as “The science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services.”

Marketing Management

Marketing management is the process of developing strategies and planning For product or services, advertising, promotions, sales to reach desired Customer segment. Marketing management is 'the art and science of choosing target markets and Getting, keeping, and growing customers through creating, delivering, and Communicating superior customer value' It employs tools from economics and competitive strategy to analyze the Industry context in which the firm operates

When you are marketing products in various other countries, you might need to engage with marketers in those localities, which will further expand your marketing management remit. This could involve hiring employees in that country or a third-party marketing agency to better reach customers there. It often conducts market research and marketing research to perform Marketing analysis. Marketers employ a variety of techniques to conduct Market research.



Marketing Research

Marketing research is the function that links the consumer, customer, and public to the marketer through information—information used to identify and define opportunities and problems; generate, refine, and evaluate actions; monitor performance; and improve understanding of it as a process. It specifies the information required to address these issues, designs the method for collecting information, manages and implements the data collection process, analyzes the results, and communicates the findings and their implications.

Marketing Mix

The marketing mix definition is simple. It is about putting the right product or a combination thereof in the place, at the right time, and at the right price. The difficult part is doing this well, as you need to know every aspect of your business plan.

The 7 Ps of Services Marketing



Product

A product is an item that is built or produced to satisfy the needs of a certain group of people. The product can be intangible or tangible as it can be in the form of services or goods. You must ensure to have the right type of product that is in demand for your market. So during the product development phase, the marketer must do an extensive research on the life cycle of the product that they are creating.

Price

The price of the product is basically the amount that a customer pays for to enjoy it. Price is a very important component of the marketing mix definition. It is also a very important component of a marketing plan as it determines your firm's profit and survival. Adjusting the price of the product has a big impact on the entire marketing strategy as well as greatly affecting the sales and demand of the product.

Promotion

Promotion is a very important component of marketing as it can boost brand recognition and sales. Promotion is comprised of various elements like:

Sales Organization

Public Relations

Advertising

Sales Promotion

Place

Placement or distribution is a very important part of the product mix definition. You have to position and distribute the product in a place that is accessible to potential buyers. This comes with a deep understanding of your target market. Understand them inside out and you will discover the most efficient positioning and distribution channels that directly speak with your market.

3 additional Ps

Physical Evidence

Marketing Mix Physical Evidence In the service industries, there should be physical evidence that the service was delivered. Additionally, physical evidence pertains also to how a business and its products are perceived in the marketplace.

People

Thorough research is important to discover whether there are enough people in your target market that is in demand for certain types of products and services.

Process

The systems and processes of the organization affect the execution of the service. It could be your entire sales funnel, a pay system, distribution system and other systematic procedures and steps to ensure a working business that is running effectively.

Digital Marketing

Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. As digital platforms became increasingly incorporated into marketing plans and everyday life and as people increasingly use digital devices instead of visiting physical shops, digital marketing campaigns have become prevalent, employing combinations of search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games have become commonplace.

Social Media Marketing

Social media marketing is the use of social media platforms and websites to promote a product or service. Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers.



What is social media marketing?

Social media marketing involves using platforms like Facebook, Instagram, Twitter, LinkedIn, and TikTok to effectively reach a wider audience and communicate with customers. Social media marketing is necessary for any small business marketing strategy and requires a robust plan. Your customers expect engaging content and the ability to communicate with you through direct messaging and comments.

Effective social media marketing for small businesses gives you the unique opportunity to humanize your brand and drive traffic back to your website. With social media advertising, you can also generate leads and sales while increasing brand awareness. Many small businesses even use social media for customer service, allowing customers to message them directly to have issues resolved and questions answered.

How to market your business on social media

Social media is integral to any marketing strategy, but it may seem daunting for small business owners who don't know how to use different platforms. Luckily, social media marketing is easy to learn and doesn't require too much time or money. Any budget can support a robust social media marketing strategy if you get to know your customers and can create engaging content regularly. Here's how to promote your business on social media.

1. Identify your audience

Many businesses make the mistake of trying to reach everyone. But understanding and organizing your audience can help you send the right message to the right people and more effectively meet your marketing goals.

This begins with identifying your target audience. The details about who these people are should be based on the audience data you already have, as well as your market research.

To find your target audience:

- **Compile data:** To reach your target market, you need to know what they're like. It's important to know things like your audience members' ages, locations, and engagement patterns to market effectively to them. While it may seem daunting to gather this information, customer relationship management software stores and sorts this data and makes it easy to put into action.
- **Use social media analytics:** Many platforms, like Facebook and Twitter, have built-in analytics that can tell you about your followers, including when they post, where they post, and other interests. Plus, these tools are free to use with business accounts.
- **Check the competition:** Understanding your competition will give you insights about how to talk to your audience. You can look at what your competitors are doing wrong to fill any gaps in your current strategy.

Once you've identified your target audience, it's important to keep up to date with their interests and to implement a social listening strategy to understand their wants and needs.

2. Define your goals

To excel in social media marketing, it's important to create goals that guide your efforts. The SMART goal strategy provides a helpful framework to create foundational goals and meet your overall objectives.

SMART stands for:

- **Specific:** To measure and meet goals, it's important to be clear about precisely what you hope to achieve. This is especially important for getting your team onboard as you work collectively towards the goal. A specific social media goal, for example, might be to increase your Twitter followers by 20% this quarter.
- **Measurable:** You need to know definitively whether you've reached your goal or not. Measurement makes that possible. By using metrics to track your progress, you can also pivot your goals if need be. For instance, if you find that likes and follows don't lead to website traffic, you can change the metric to something that will help you achieve your goal.

Achievable: All goals should be within reach of your business. If you set goals that are unreasonable, you risk discouraging your employees and creating friction in your business plan. As you set specific, measurable goals, make sure to adjust if it seems like you aren't reaching them.

- **Relevant:** Your social media marketing goals should ladder up to your larger business objectives. For example, if it's your objective to build brand awareness, you could set a goal to get 100 social media followers to click through a post to a landing page that describes your offerings.
- **Timely:** To keep yourself accountable, goals should have a time limit. Instead of creating a goal for some undefined time soon, make sure to set a specific cadence to check in and ensure you're staying on track

Though social media marketing has many moving parts, SMART goals give you a starting point, as well to check in and make changes as needed.

3. Allocate your resources wisely

For small businesses strapped for money and time, sometimes social media tasks get arbitrarily offloaded onto whoever is available. But social media management requires unique skills, like:

- Strategic thinking
- Organizational skills
- Branding expertise

. Use multiple platforms

Consider the multiple social media platforms your customers use daily. Ultimately, your strategy should allow you to reach as many people through social media as possible, and you can't do that by focusing on only one platform.

Depending on your audience, many of them may use Facebook, Instagram, and TikTok throughout the day, giving you three opportunities to get your content in front of them. Social media apps include Instagram, Facebook, TikTok, LinkedIn, and Twitter. However, investing in a strategy for all these platforms isn't necessary. Instead, consider the apps your customers are most likely to use.

5. Post relevant content regularly

Success on social media is a matter of posting compelling, engaging content consistently. Not only will this help make your business look dependable, but it also shows that you have timely knowledge to share and that you care to be in conversation with your audience.

Social media platforms change their algorithms over time, but the rule of posting regularly holds true: This practice helps your content show up in newsfeeds. By focusing on consistent, relevant content, you show the algorithms that your posts are worthy of showing up in various newsfeeds and ultimately, will attract followers to your page.

6. Interact with followers

Social media users enjoy interacting with brands, and as a result brands experience benefit like:

- Social proof of your business
- Expanded market reach.

- Boosted brand awareness.
- Cost-efficiency

The opportunity for a high return on investment is huge customer experience, and that includes social media interactions in which businesses make their audience feel seen, heard, and understood. Social media allows you to monitor conversations in real-time and answer questions or concerns from your audience promptly.

This can take many forms, like:

- Asking questions relevant to your offerings
- Creating a Facebook Group for your audience
- Using GIFs, videos, and emojis to spice up messages.
- Utilizing platform tools, like Instagram Live to start discussions.

A good strategy is to allow 1 hour a day to communicate with your audience on social media. However, if there are pressing concerns, you should always take the time to respond promptly.

7. Always maintain professionalism

It's important to remember that as you post on social media, you are always representing your business. Posts are taken out of context all too often, which can lead to conflict and upset followers. If your social media responsibilities are allocated to other staff members, consider creating a social media policy to guide their posts and conversations.

Typically, a standard social media policy will include:

Clear expectations about what to post.

Instructions on how to respond to negative posts.

Platform laws and rules to follow.

Brand considerations

Security protocols

By investing in a social media policy, your business can be ready for any scenario. It's important to remember that at the core of social media, you are implementing your customer service philosophy.

8. Reflect your brand identity

Brand identity is what helps people connect to your business and sets you apart from your competitors. This means that all marketing, including print, digital, and social media, should be consistent.

Brand consistency can be challenging for businesses, especially when you're just getting started. But it's important across channels, and that certainly includes social media. As you are posting, you'll want to think about:

- How you talk to your customers, otherwise known as a brand voice
- Posting similar visuals across the various platforms
- Focusing on your unique selling point.

Not only will a consistent brand identity make it easier to know what to post, but it can also help increase brand loyalty.

Benefits of marketing on social media

Every small business should invest in social media marketing to promote their business and boost online visibility. A few benefits of social media marketing include:

- **Cost-effective.** Social media marketing and advertising is cost-effective. If you want to post content organically, it may only cost you your time. However, advertising your business on social media is one of the most cost-effective advertising solutions available for small businesses.
- **More exposure.** Marketing your business on social media allows you to reach more people. Engaging content will likely be shared, helping you increase your online visibility.
- **Boost brand awareness.** Social media is a great tool for increasing brand awareness by boosting online visibility. However, if you want to take advantage of social media to raise brand awareness, consider creating advertisements that expand your reach.
- **Drive traffic to business websites.** Your social media marketing should drive traffic back to your website, where customers can complete actions like filling out forms or making purchases.
- **Support customers quickly.** Social media allows you to handle online customer service requests quickly and easily.
- **Increased credibility.** Posting engaging and educational content can increase your credibility, helping new customers learn that you're a thought leader they can trust.

CONSUMER BEHAVIOUR

Consumer behavior is the study of when, why, how, and where people do or do not buy a product. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioral variables to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

Consumer is the king of the market. Customer is the centre point and all the marketing activities revolved around them. Manufacturer produces what the consumer wants. Customers purchase an article as a consequence of needs, desires or wants. It is the buying motive that counts the purchasers. Such buying motives may be desired for money, pride, fashion, possession, sex and romance affection and comfort. Thus, all the marketing activities go round the satisfaction and wants of consumer. In highly competitive economic system, the success, survival and growth of enterprises warrants accurate knowledge about consumers, their behavior, how, why, where, what and when they buy.

Consumer's tastes and preferences are changing every day. Manufacturers must produce the goods according to the tastes and preferences of the consumers. Previously it was production oriented. Manufacturers sell what they had produced. But now it prompted the manufacturers to know the consumer's tastes and preferences.



COMPANY PROFILE

COMPANY PROFILE

Need for the Study

Agarbatti is a unique perfuming agent widely used in India. Majority of the Indians irrespective of age, sex, caste and income of the individuals use agarbatti

Agarbatti is a fast moving consumer product in India because Indians believe that by glowing Agarbatti god will feel happy and he will give some benefits to devotees. An Agarbatti is a low cost, low priced, high volume product and having been reserved for the small scale industries. Production of Agarbatti is mainly concentrated in the unorganized sector with a maximum share of 65 percent. Agarbatti production can be started with minimum investment. Agarbatti 's demand will be at peak in the months of July to January because of festivals in those months. Varieties of products were introduced in the industry. Competition also increased during these days. A rough estimate of our country demand for Agarbatti is figured to be around Rs.800 – Rs. 850crores with an average growth rate of 15 percent to 20 percent every year. Indian agarbatti makers, with an Rs 1,800 Crore turnover, offer heritage fragrances as their USP. (Unique Selling Proposition). India exports close to Rs 350 crore worth of incense sticks every year. (The Hindu Businessline). The biggest markets are in the southern and western region of the company which together account for over 64 percent of the total purchases.

ABOUT KIRTI AGARBATTI

Company was established in 1938 and it was officially registered in 1952. The founder member of “Motiram Gramoudyog Mandir” was Motiram Mande. The present owner of “Motiram Gramoudyog Mandir” is “Ashok Mande” “Motiram Gramoudyog Mandir” owns one of the most leading brand of agarbatti that is “ **KIRTI AGABATTI**”. The main products of the company are perfumed agarbatti,flora agarbatti , dhoop , Kapoor, lobhan, sambrani cup, dhoop stick, resoin etc. The company has 3 units and two office's.

All the manufacturing and sales and distribution process are done from factory and meetings are used to held in offices. The main unit of “**Motiram Gramoudyog Mandir**” is the perfume one , where all the types of industrial perfumes are produce. This perfumes are used in many other types of industries like Agarbatti, detergent, toiletries, medicines, cosmetics, Ghutka etc. One of the major ues of perfumes are used for agarbatti manufacturing. At present company used to provide employment to more than 50 peoples. And many other works are done on contract basis so there also employment is generated.

Kirti Agarbatti deals with many different types of products in different fields.It is one of the best sellers in allover Maharashtra and other states too.Kirti Agarbatti has a strong costumer base in and out of maharashtra.It sells its products in Maharashtra, Odissa, Madhya Pradesh, Andhra Pradesh, Telangana, and many more.It deals with manufacturing of agarbatti’s, dhoop sticks, perfumes and few more products.Kirti Agarbatti has also got a award of “best costumer choice award”awarded by ZEE MEDIA on “ZEE 24TASS”.This is a big achievement for any manufacturer company.

Mission

- India is one of the most religious country in the world. So the main vision of the company is to provide best quality agarbatti in the most affordable rate.
- To become the leading manufacturer and expoter of agarbatti in India.
 - To win faith and loyalty of customer by offering quality products through stringent measures to assure quality and thus to provide value for money to him.
 - To maintain the financial strength of the Company to continuously enable it to achieve its objectives of existence.
 - To adopt all means of providing a fair economic and social deal to our producers, vendors and other providers of goods and services consumed by the Company.

- To assume the highest level of customer satisfaction by pursuing professionalism in all walks of business.
- To continue innovation and pioneering in the fields of product offerings, marketing and customer service.

Vision

- To be an industry leader and delight the consumer by fulfilling their olfactory, religious, and cultural needs..
- To maximize the value of all the stakeholders of the Company including employees, customers, shareholders and suppliers by providing quality products and services.
- The good fragrance used to unique website design and digital marketing classes in Nagpur to improve our student's productivity and skills. And make them ready for their professional growth
- . Echo wants to pledge "Quality Education" to support Digital India Initiative and to increase Digital Empowerment.
- We visualize to give digital knowledge to every person so as to cope up with the growing technological needs in the market.
- Prepare Students to challenge unemployment and the bigger global network

Scope

- Client service and Business Development.
- Reality check of market.
- Implement different Tools and techniques.
- Help to understand clients and make impressive product.
- Creating innovative products.
- Learning marketing strategies.
- Bifurcation according to need of client.

- **Target Market:** Clearly identified group of consumers with needs that business wants to satisfy.
- **Market Research:** The gathering of information that businesses can use to determine what kinds of goods or services to produce.
 - **Advertising:** Paid promotion used to promote products and services as well as to generate ideas and educate the public.
 - **4 P's of Marketing:** A combination of marketing elements designed to meet the needs of a target market. The four elements are product, place, price, and promotion. The 4 P's of Marketing are also known as the Marketing Mix.
- **Product:** Anything offered to the target market to satisfy needs including physical products and services.
- **Place:** The locations where products are sold and the ways they are made available to customers.
- **Price:** What customers pay and the method of payment Promotion: The methods and information communicated to customers to encourage purchases and increase their satisfaction.
- **Consumer Motivations:** Forces that cause consumers to act including the desire to fulfill their needs and wants.
 - **Rational Motives:** A reason for consumers to buy a product/service based on facts or logic.
 - **Emotional Motives:** A reason for consumers to buy a product/service based on feelings or attitudes.
 - **Patronage Motives :**A reason for consumers to buy a product/service based on a desire to be loyal and a feeling of comfort with that product/service.



AIMS AND OBJECTIVES

Aims of Kirti Agarbatti...

- Advertised at the time of Ganpati festival. Between the ongoing programs of television and social media.
- Sponsored awards and tv shows.
- The objective was to spread the word about the sponsorship and the “Kirti Pure Trusted agarbatti” award for every winner.
- They wanted to get cricket enthusiasts to predict and pray for their trusted player for every match. On shows, the anchor decided who won the Kirti Pure Trusted Agarbatti award for every game.
- Also, they wanted to spread the word about the association with Kirti Agarbatti for the every festivals as a whole.

Objectives of Kirti Agarbatti...

- To identify the important dimensions in agarbatti buying behavior consumer after seen advertisement on social media.
- To study the analytical future scope and impact of India Kirti Agarbatti compared to the present scenario.
- To identify the consumer awareness and consumer preferences about the available Agarbatti's in the market by the means of social media.

- To study the awareness among consumers regarding social media marketing of Kirti
- To influence consumer purchase behavior in general and specific Kirti Agarbatti's.

- To assess and analyze the perceptions of consumers on extent of satisfaction regarding agarbatti companies and their best price and promotions efforts.

Aims of Social Media Marketing

1. Brand Awareness

- Brand awareness is all about your brand becoming relevant to potential buyers in the places where your buyers will be.
- This also means posting content regularly that answers the questions your customers are asking in the accepted mediums your audience is expecting.
- That content includes links to blog posts, infographics, statistics, and relevant articles. Kirti Agarbatti don't forget to show the world who your brand is by posting photos of employees, the office, and company events.
- Kirti Agarbatti also post humorous, relevant memes that support your brand. This will help build a connection with customers and your core audience, and increase brand awareness.

2. Enhance Public Relations

By following their company's mentions on social media channels and outside social media, they can find out what customers are saying about your brand and

- respond to complaints promptly, understand how your brand is perceived, and gain insights into reputation management and brand public relations.

3. Build Community of Advocates

- **Brand loyalty has always been one of the most critical factors in long-term growth. In the past, companies relied on word of mouth. Social media provides an entirely new platform where brand loyalty can be shared with thousands of people in real-time.**

4. Research and Development

- By continuously engaging with customers, Kirti Agarbatti can stay up to date on the problems they're facing and develop solutions. Just as importantly, follow your competitors on social media to see how they engage their customers if they're facing any complaints, and rolling out any promotions or new products.

Analytics to Track:

- Keep Track of Competition: High performing posts, hashtags
- Increase Engagement
- Insights into Customer Problems

5. Driving Sales and Leads

- Every social media channel provides an excellent opportunity to interact with potential customers, both personally and at an organizational level, to gauge their pain points and understand their primary corporate culture.

Aspects to Track:

- Increase Website Traffic
- Click-Through Rate
- Call To Actions
- Landing Pages

HYPOTHESIS

A hypothesis is an idea or explanation that you then test through study and experimentation. Outside science, a theory or guess can also be called a hypothesis. A hypothesis is something more than a wild guess but less than a well-established theory. For this project, two hypotheses were formed:

H0 - The social media marketing efforts of Kirti Agarbatti Company have a significant positive impact on customer buying behaviours.

H1 - There is no significant relationship between the social media marketing efforts of Kirti Agarbatti Company and customer buying behaviours.

Impact of Social Media Marketing of Kirti Agarbatti:

1. Social Media Marketing Strategy:

A detailed analysis of Kirti Agarbatti's social media marketing strategy would be essential. This would include examining the types of content they post on various platforms, the frequency of posts, the targeting of different customer segments, and the overall tone and messaging of their social media presence.

2. Customer Engagement:

The level of engagement that Kirti Agarbatti's social media marketing efforts generate would also be a crucial factor to consider. This might involve analysing metrics such as likes, shares, comments, and direct messages, as well as assessing the quality and sentiment of customer feedback

3. Brand Awareness:

An important aspect of social media marketing is building brand awareness, and this would also be a key factor to consider. This could involve measuring the reach of Kirti Agarbatti's social media campaigns, assessing the level of brand recognition among target customers, and monitoring any changes in brand perception over time.

4. Customer Retention:

Finally, it would also be important to assess the impact of social media marketing on customer retention - that is, the likelihood that customers who have made a purchase will continue to use Kirti Agarbatti's products in the future. This could involve analysing metrics such as repeat purchase rates, customer lifetime value, and customer satisfaction scores.

5. Analyse the data:

The data collected can be analysed using statistical methods such as regression analysis or correlation analysis to determine the relationship between social media marketing and customer buying behaviours. Descriptive statistics such as mean and standard deviation can also be used to summarize the data.

6. Collect data:

Data can be collected through surveys, interviews, or observation. A survey could be conducted to gather information on customers' social media usage, their buying behaviours, and their perceptions of kirti agarbatti's social media marketing efforts. Interviews could be conducted with Urban Company's social media marketing team to gain insights into their strategies and tactics.

The graphic consists of four solid black lines. Two vertical lines are positioned on the left side, and two horizontal lines are positioned on the right side. They intersect to form a cross-like shape centered on the page.

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

Introduction to Research Design:

Research design is a logical and systematic plan prepared for directing a research study. It specifies the objectives of the study and techniques to be adopted to achieve the stated objectives. It is a specification of methods and procedures for acquiring the information needed for solving the problem. It involves arrangement of condition for collection and analysis is of data in a manner that aims to combine relevant cet other search purpose with economy in procedure. So, a research design is the conceptual structure with which research is conducted.

In the present chapter it deals with the methodology of the concerned study in terms of statement of the problem sampling procedures, size of the sample and description of the tool have been explained.

Research design is a logical and systematic plan prepared for directing a research study. It is quest for knowledge. Research may be defined as a process of knowing new facts and verifying old ones.

Meaning:-

Research design or methodology is simply a plan for study. It is called a blueprint to carry out the study. It is like plan made by an architect to build the house, if research is conducted without a blueprint, the result is likely to be different from that what is expected at the start. It specifies the objectives of the study and techniques to be adopted to achieve the stated objectives.

It is a specification of method sand procedures for acquiring the information needed for solving the problem. It involves arrangement of condition for collectio n and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. So, a research design is the conceptual structure with which research is conducted.

Data collection methods:-

The success of any project or market survey depends heavily on the data collection and analysis. It is necessary that the data collected is a reliable data to achieve the research objectives. All data sources can be classified into two:

- **Primary data:-**

Primary data is gathered from direct observation or data personally collected. It refers to that data which is collected for a specific purpose from the field of enquiry and are original in nature. For the project primary data were collected mainly through survey method, using the tool questionnaire.

- **Secondary Data:-**

Secondary data are those which have been already collected by others for a specific purpose and are subsequently used for application in different conditions. It is the secondhand information about an event that has not been personally witnessed by the researchers. The use of secondary data saves time and money. The purpose is to increase the accuracy of analysis.

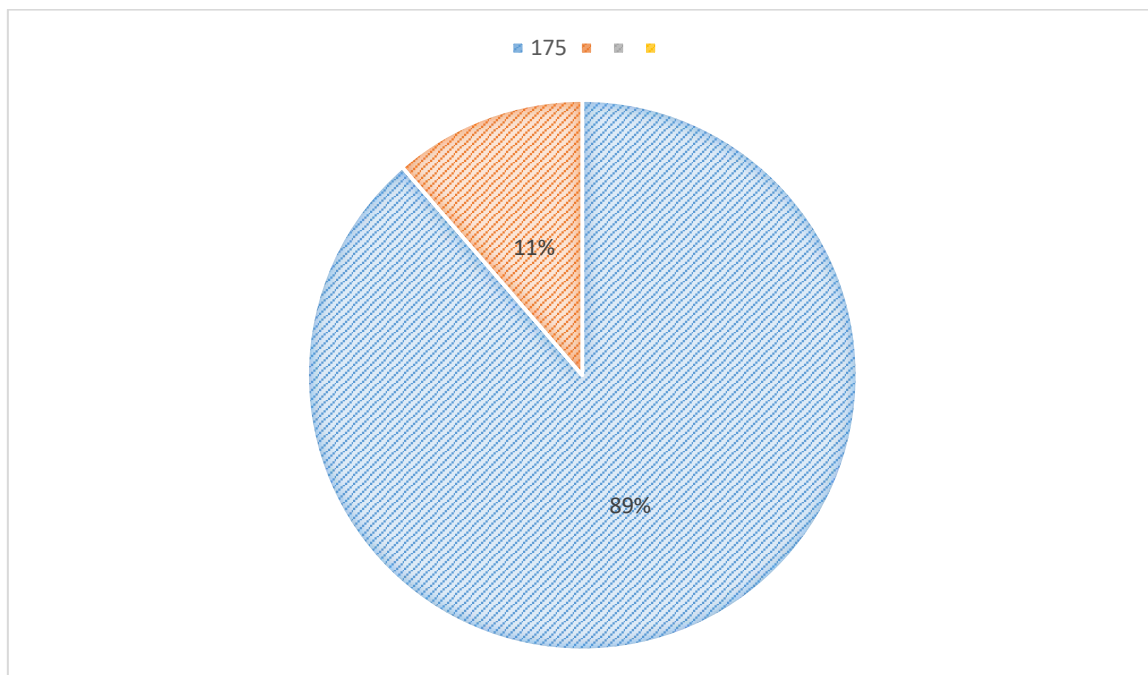
Here the secondary data was obtained from---

Various textbooks, registers, magazines, journals. Dissertations etc.



**DATA ANALYSIS
& INTERPRETATIONS**

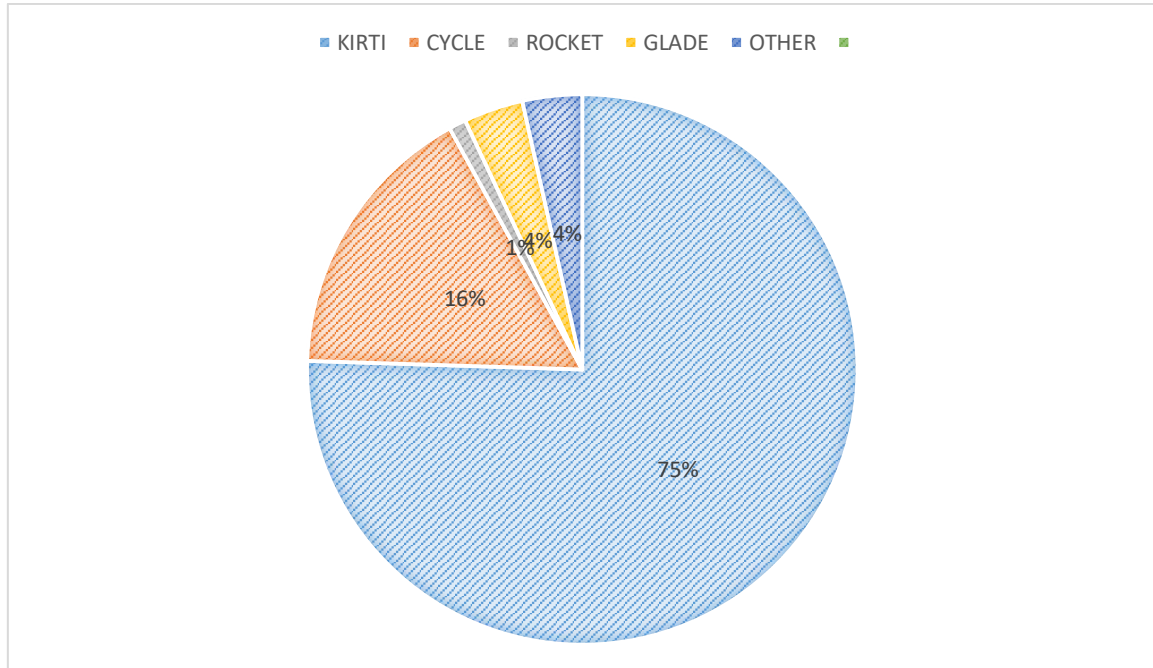
Q. How many people had seen the advertisement of KIRTI AGARBATTI on social media?



OPTIONS	NO.	%
YES -	175	89
NO -	25	11
TOTAL -	200	100.00

Interpretation: As we see in the pie chart, we can conclude that 175 of the people use Kirti agarbatti. Whereas, 25 people don't use kirti agarbatti.

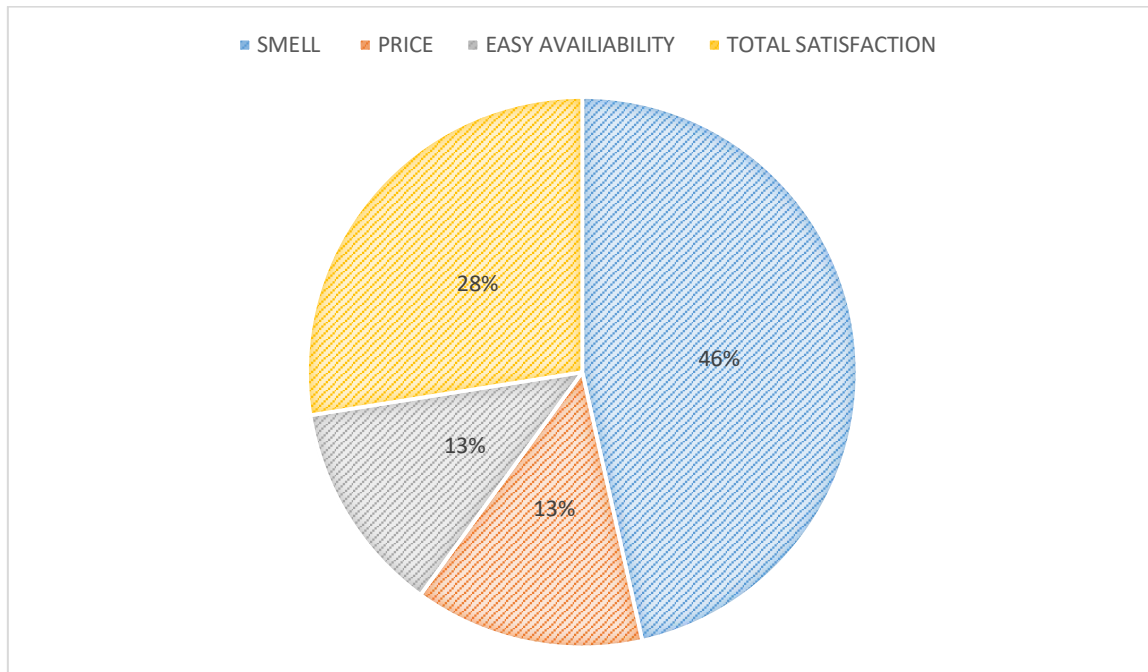
.CONSUMERS PREFERENCES TOWARDS DIFFERENT BRAND OF AGARBATTI?



NAME OF BRAND	TOTAL	%
KIRTI	151	75.5
CYCLE	33	16.5
ROCKET	2	1.0
GLADE	7	3.5
OTHER	7	3.5

Interpretation: As we see in the pie chart, we can conclude that 151 of the people use kirti agarbatti. Whereas, 49 people use different brand.

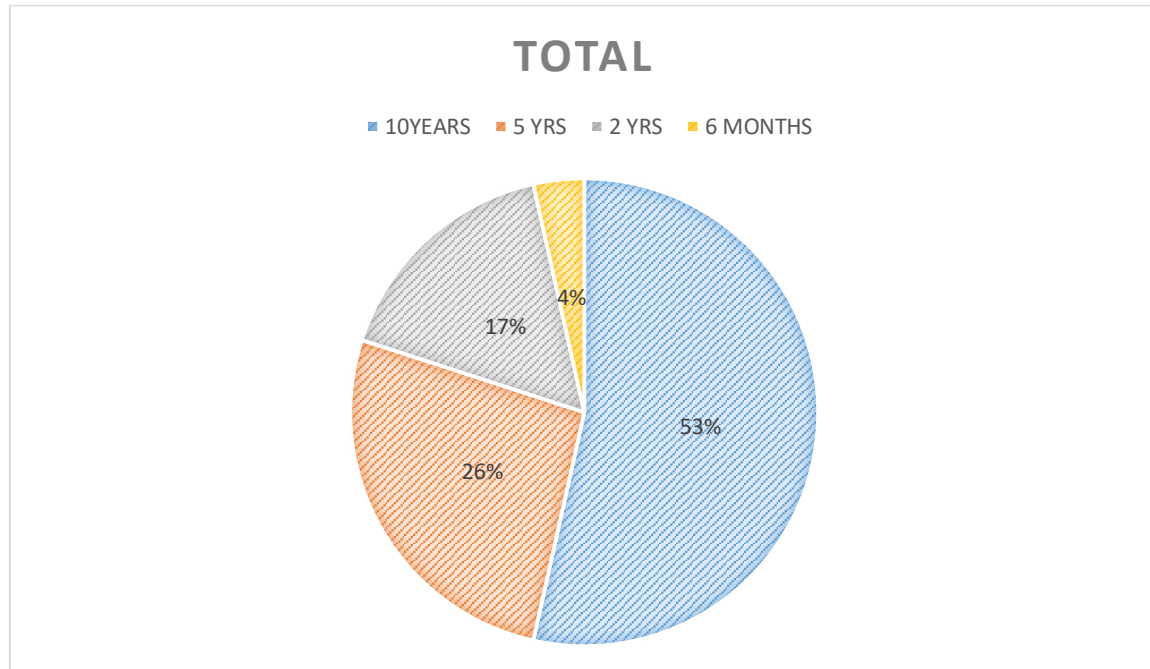
.CONSUMERS AND THEIR PERFERENCES TOWARDS KIRTI AGARBATTI AFTER GETTING INFLUENCED ON SOCIAL MEDIA



BRAND	TOTAL	%
SMELL	93	46.5
PRICE	27	13.5
EASY AVAILABILITY	25	12.5
TOTAL SATISFACTION	55	27.5
	200	100.00

Interpretation: As we see in the pie chart, we can conclude that 93 of the people prefer kirti agarbatti for smell, 27 people prefer for price. Whereas, 80 people use kirti agarbatti for easy availability and satisfaction.

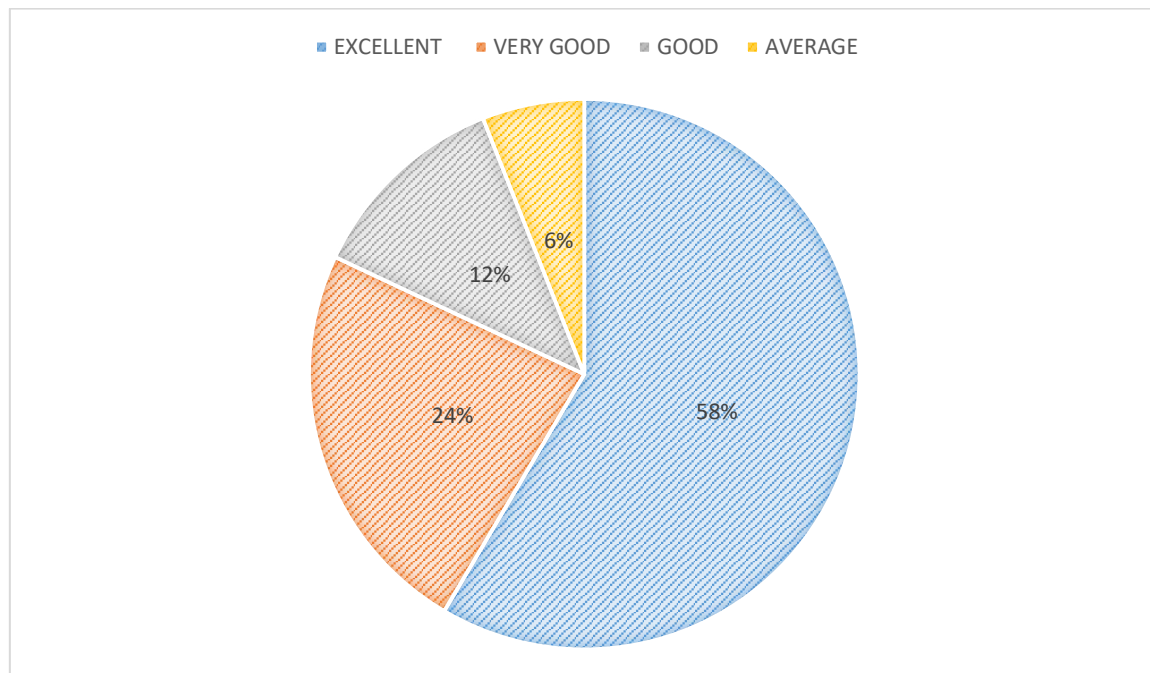
CONSUMERS AND THEIR DURATION OF USING KIRTI AGARBATTI AFTER GETTING INFLUENCED by SOCIAL MEDIA



NO. OF YEARS	CONSUMERS	%
10 YRS	107	53.5
5 YRS	53	26.5
2 YRS	33	16.5
6 MONTHS	7	3.5
TOTAL-	200	100.0

Interpretation: As we see in the pie chart, we can conclude that 107 of the people use kirti agarbatti for more than 10 yrs, 53 people for 5 yrs, 33 people for 2 yrs & 7 people are using kirti agarbatti from 6 months after getting influenced on social media.

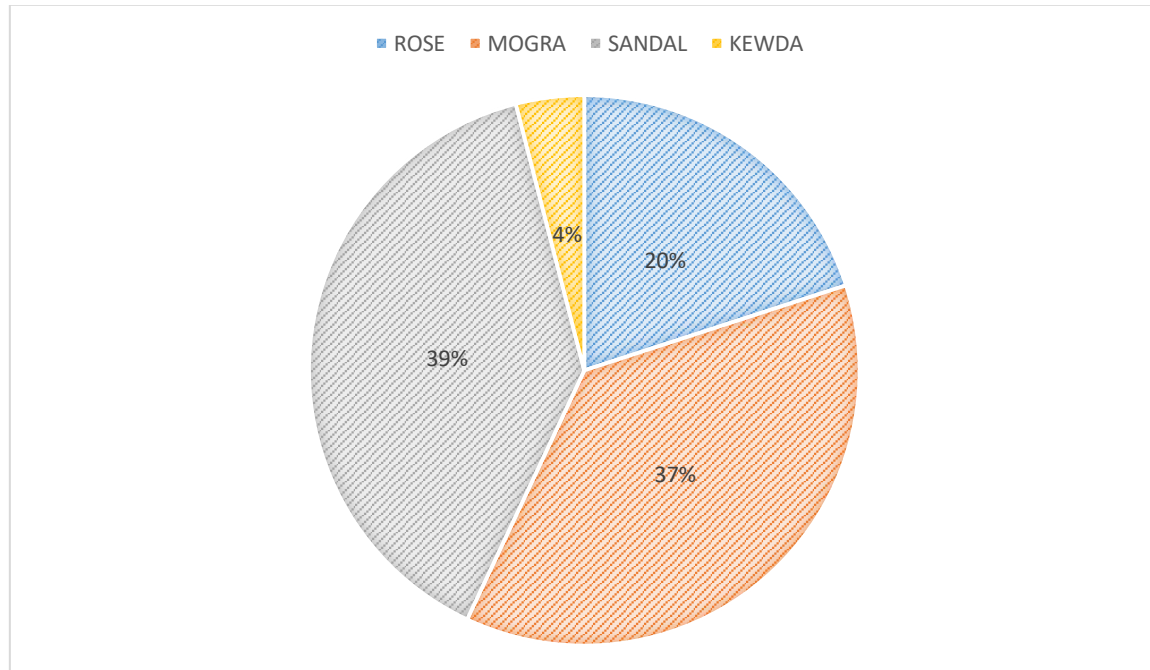
CONSUMERS OPINION ON OVERALL KIRTI AGARBATTI BRAND.



OPINION	NO. OF CONSUMERS	%
EXCELLENT	117	58.5
GOOD	47	23.5
AVERAGE	24	12.0
POOR	12	06.0
TOTAL	200	100.0

Interpretation: As we see in the pie chart, we can conclude for overall opinion of kirti agarbatti company and as result, 117 of the people gave best opinion, 47 gave good response. Whereas, 36 people gave average response to kirti agarbatti.

Q. BEST INCENSE STICKS TO BE PREFERRED BY CONSUMERS OF KIRTI AGARBATTI



INCENSE STICKS	CONSUMERS	%
ROSE	40	20.0
MOGRA	74	37.0
SANDAL	78	39.0
KEWDA	08	04.0
TOTAL-	200	100.0

Interpretation: As we see in the pie chart, we can conclude for best used incense sticks used by the consumers & flavours & as a result we got to know that best seller of kirti agarbatti is sandal that is 78 followed by mogra with 74 responses than rose with 40 & at the last there is kewda with 08 responses.



CONCLUSION

CONCLUSION:-

Social media marketing can help agarbatti businesses build their brand image, increase brand awareness, and generate more sales. By creating engaging content, running targeted ads, and leveraging social media influencers, agarbatti businesses can reach out to new customers and encourage repeat purchases. Social media marketing can also provide valuable insights into customer behavior, preferences, and feedback, allowing businesses to improve their products and services.

Overall, social media marketing can be a powerful tool for agarbatti businesses looking to grow their brand and increase sales. However, as with any marketing strategy, it is important to carefully plan and execute social media campaigns to achieve the desired results.

Social media marketing has become an essential part of any modern business's marketing strategy, and it's no different for the agarbatti industry. Here are some specific ways social media marketing can impact agarbatti businesses:

Building brand image: Social media provides a platform for agarbatti businesses to showcase their products and connect with their customers in a more personal way. By sharing pictures and videos of their products, posting behind-the-scenes glimpses of their manufacturing process, and engaging with customers in the comments section, businesses can create a strong brand image that resonates with their target audience.

Increasing brand awareness: Social media platforms offer businesses the ability to reach a vast audience. By running targeted ads, businesses can promote their products to

people who are most likely to be interested in them. They can also use hashtags and other techniques to increase their visibility and reach on social media.

Generating more sales: Social media marketing can be a powerful tool for driving sales. By creating engaging content that showcases the benefits of their products and encouraging customers to make a purchase, businesses can see a significant increase in sales. They can also use social media to run promotions and discounts, which can encourage customers to make a purchase.

Leveraging social media influencers: Social media influencers have become a powerful force in the marketing world. By partnering with influencers who have a large following in their target market, agarbatti businesses can reach new customers and increase their brand visibility.

Gaining valuable customer insights: Social media provides businesses with a wealth of data on customer behavior, preferences, and feedback. By analyzing this data, businesses can gain valuable insights into what their customers want and how they can improve their products and services.

In conclusion, social media marketing can have a significant impact on agarbatti businesses. By carefully planning and executing social media campaigns, businesses can build their brand image, increase brand awareness, generate more sales, leverage social media influencers, and gain valuable customer insights.

Kirti Agarbatti is one of the best agarbatti brand in India. People are willing to buy their product as well as wholeseller retailers and distributor are interested in there products. Due to good quality and regular new new schemes attract customer to buy there product. Everyday company try to improve there quality so that customer get satisfied . After few months company will going to export their product in foreign market . through which company can slowly expand and enter into international market.



SUGGESTIONS

SUGGESTIONS:-

Define your target audience:

Identify the demographics and interests of your potential customers. This will help you tailor your social media content to their interests and preferences.

Create a content calendar:

Plan out your content in advance to ensure a consistent posting schedule. Use tools like Hootsuite or Buffer to schedule your posts and track engagement.

Use visually appealing content:

Agarbatti is a product that appeals to the senses, so use high-quality visuals and videos to showcase your products in action.

Share user-generated content:

Encourage your followers to share their experiences with your products, and repost their content on your social media channels. This builds trust and credibility with potential customers.

Offer exclusive promotions and discounts:

Use social media to offer special promotions and discounts to your followers, which can help drive sales and increase brand loyalty.

Collaborate with influencers:

Partner with influencers in the home and lifestyle space to showcase your products to their followers. This can help expand your reach and increase brand awareness.

Engage with your followers:

Respond to comments and messages promptly, and foster a sense of community on your social media channels. This can help build relationships with your customers and turn them into brand advocates.



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ANNEXURE

ANNEXURE:-

Q.NAME:

Q. EMAIL:

Q.AGE GROUP:

- 15-30YRS
- 30-45YRS
- 45 & MORE YRS

Q. OCCUPATION:

- EMPLOYEES
- HOME MAKERS
- BUISNESS MEN

Q.DO YOU USE KIRTI AGARBATTI?

- YES
- NO

Q. CONSUMERS PREFERENCES TOWARDS DIFFERENT BRAND OF AGARBATTI?

- KIRTI AGARBATTI
- CYCLE AGARBATTI
- ROCKET
- GLADE
- OTHER

Q. CONSUMERS AND THEIR PERFERENCES TOWARDS KIRTI AGARBATTI?

- SMELL
- PRICE
- EASY AVAILABILITY
- TOTAL SATISFACTION

Q. CONSUMERS AND THEIR DURATION OF USING KIRTI AGARBATTI?

- 10YRS
- 5YRS
- 2YRS
- 6 MONTHS

Q. OPINOIN ON QUALITY OF KIRTI AGARBATTI?

- EXCELLENT
- GOOD
- AVERAGE
- POOR

Q. BEST PERFERRED AGARBATTI OF THIS BRAND?

- PERFUMED BATHI
- FLORA BATHI
- DHOOP STICKS
- BASE BATHI

Q. BEST TYPE OF INCENSE STICKS PREFERRED?

- ROSE
- MOGRA
- SANDAL
- KEWDA
-

Q. OPINION ON OVERALL KIRTI AGARBATTI BRAND?

- EXCELLENT
- VERY GOOD
- GOOD
- AVERAGE

Q. SWITCH TO ANOTHER BRAND?

- SWITCH TO ANOTHER BRAND
- SWITCH TO NEXT SHOP