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IMPROVING THE USE OF SOCIAL MEDIA MARKETING IN
DHARAN SKY ADVENTURE PARAGLIDING COMPANY

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IMPROVING THE USE OF SOCIAL MEDIA MARKETING IN DHARAN SKY ADVENTURE PARAGLIDING COMPANY

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The purpose of the thesis was to improve the use of social media marketing in Dharan Sky Adventure Paragliding company situated in Dharan, Nepal. The aim of the thesis was to study the current use of social media by the company and to provide recommendations on how to improve the use of social media marketing.

The thesis is based on descriptive research method. In this thesis, both qualitative and quantitative research approach is used. The primary data was collected from the semi-structured interviews with the owner and the employees. The other primary data was collected with a structured survey questionnaire. The questionnaire was distributed among the customers and the potential customers of the Dharan Sky Adventure Paragliding company. Secondary data was collected from various reliable sources of literature, including books, articles and internet sources.

The theoretical part of the thesis includes the basic knowledge of marketing, marketing communication, marketing strategies, social media marketing, social media marketing process and strategies. The empirical research part includes the findings of the interviews and the survey questionnaire. The interviews with the owner and the employees provide the overview of their understanding towards the use of social media in marketing. The results of the survey questionnaire provide the respondents insights about social media, mostly used social media, company strength, company weakness and the most suitable social media for the company.

The recommendation for the Dharan Sky Adventure Paragliding company was given based on the interviews and surveys that was conducted during the research. The author has provided the recommendation after gaining the theoretical knowledge and analyzing the findings from the research. The company should be more visible in different social media mostly Facebook, Instagram and YouTube. The company should come up with more social media content that targets discounts and offers for the customers. The company should also collect feedback and should encourage the employees and the customers to share about them in different social media. Lastly the use of social media marketing should be a joint effort in the company where every employee should participate.

CONTENTS

1	INTRODUCTION	5
2	PROBLEM SETTING AND CONCEPTUAL FRAME OF REFERENCE.....	8
2.1	Problem setting	8
	Conceptual frame of reference	9
3	CASE COMPANY PRESENTATION	10
3.1	Marketing and strategies used by the case company	12
3.2	Social media marketing of Dharan Sky Adventure Paragliding	13
4	MARKETING AND SOCIAL MEDIA	13
4.1	Marketing communication	14
4.2	Marketing communication mix	15
4.3	Social media	17
4.4	Different channels of social media	17
4.4.1	Facebook	18
4.4.2	YouTube	18
4.4.3	Instagram	19
4.4.4	Twitter	19
5	SOCIAL MEDIA MARKETING	20
5.1	Marketing strategy	20
5.1.1	Market segmentation	22
5.1.2	Target marketing	23
5.1.3	Market positioning.....	24
5.1.4	Branding	25
5.2	Social media marketing process.....	26
5.3	Social media marketing planning.....	28
6	METHODOLOGY	29
6.1	Research method	29
6.2	Research design	30
6.3	Population and sample	31
6.4	Making the questionnaire.....	32
6.5	Data collection and analysis.....	32
6.6	Validity and reliability	33
7	RESEARCH FINDINGS	34
7.1	Results from the interview with the owner	34
7.2	Results from the interview with the employees.....	37
7.3	Analysis of customer survey	38

8 SUMMARY AND CONCLUSIONS.....	50
9 RECOMMENDATIONS	52
REFERENCES.....	54
APPENDICES	

1 INTRODUCTION

The evolving phenomena of the social media has provided the business benefits as well as the challenges in the digitalized world. It has changed a lot as we can simply see on the interaction patterns between the companies and the customers which have drastic change. The information that we need are easily available online which can be accessible with only few clicks. The social media have touched every sector. It is not anymore just the tool for communication. In today's world, social media are widely used for almost everything but one of the major usage of social media is for marketing. Generally, people spend most of their time in social media as they are now more connected than ever with their digitalized devices. The thesis is also about developing the social media marketing which plays a very essential role in the success of the case company.

Traditionally, marketing is considered as those activities in which the buyers and sellers meet each other to exchange for their mutual benefits. This concept of transaction being made between the both parties was entirely based on the concept of market place. Gradually, the marketing concept changed with the pace of time. In today's world, it's not only the exchange between the two parties but it is also the medium through which the customers can be studied to better understand their needs and perception towards the products (Blythe 2008, 2-3). Introduction of social media have made more and more people to connect, share and interact with the business and the brands. The social media has become the medium to build strong relationship with the existing customers and to gain the new customers too. Social media marketing is defined as the form of internet marketing which utilizes the social networking sites as the tools for marketing that results in gaining more penetration, customers and interaction with the customers through social media. To be able to survive in the competitive world, the companies and business must be active in the social media competing with the other companies in the online popularity contest. (Dodson 2016, 153-157)

Background

The thesis is about improving social media marketing for the case company located in my home country Dharan, Nepal. Marketing was the most interesting and the best field of business that I would like to work on my thesis. As my city Dharan has an area of 192.61 square kilometers with total population of 141 thousand. (Website of Statista 2018). The people in the city are more active in sports and sport activities. The paragliding service that has been introduced by the case company can be successful as the city is known for the various achievement in the field of sports. It has been successful and growing as the main attraction for the internal and external tourist visiting the city. If the case company uses the social media tools effectively than the company will be hugely benefited as it increases the chances of market penetration and increase in the growth of the customer. (Website of Statista 2018)

Purpose of the project

The main purpose of the thesis is to improve social media marketing for Dharan Sky Adventure Paragliding. It is a small company so it has never created any huge social media marketing before. So, before the social media marketing is build the company's current position and performance in the current market will be analysed. It will also increase the visibility of the company in the market using social media.

The company will benefit from it as it entails the different social media marketing tools that can be used depending on the market situation. The project will provide an effective marketing tool to the company. They can use the social media marketing that has been created for the marketing of their services to increase the awareness among the target segments. The project will increase the visibility of the company in the market. As a result, there will be more new customers for them. The project will also be beneficial for other similar companies who are providing similar services. They can also use the findings of the project as it describes the current market situation and future possibilities with the effective social media marketing tools for marketing of the services.

Thesis structure

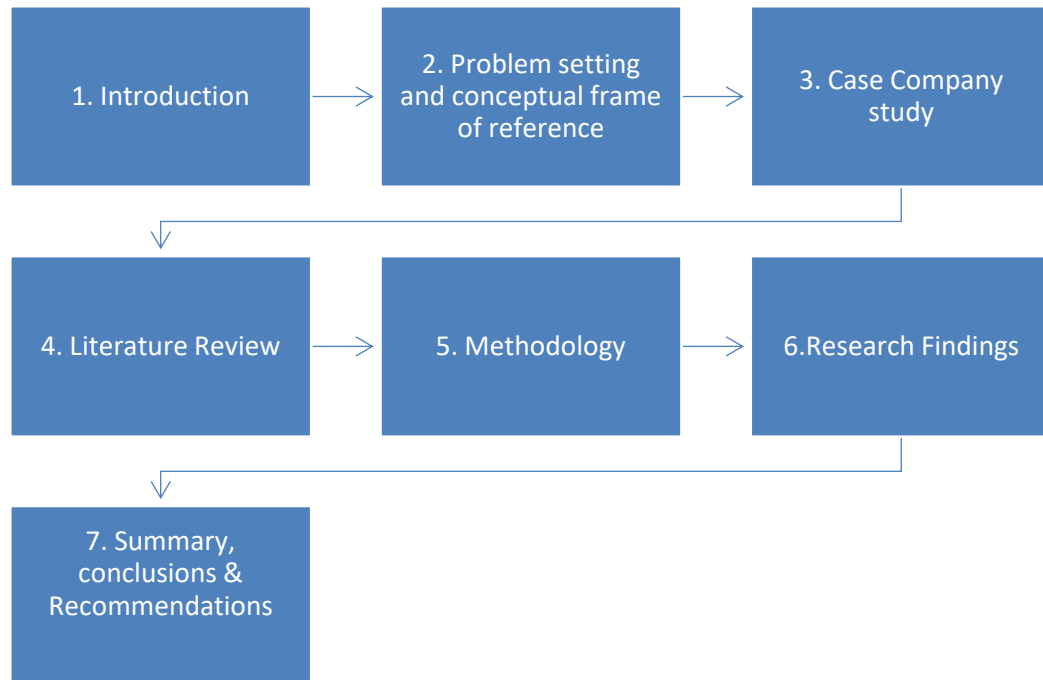


Figure 1. Thesis structure (Author of thesis)

The above figure is the structure of the thesis in this report. The thesis begins with the introduction part which includes the background of the thesis and the purpose and reasons behind the thesis. The third chapter is the case company presentation that includes the information about the case company. It also includes the case company marketing strategies and the use of the social media by the case company for marketing. The fourth chapter is literature review in which the different literatures are scripted. The literature is written on marketing and its sub parts including the social media and social media marketing. The fifth chapter is the methodology which includes all the methodology used in the project. The sixth chapter will be the research findings where the data collected is presented and analyzed. After analyzing the data, the last chapter includes the summary with conclusions. In this part, the recommendations to the company are also presented with the final words of the project.

2 PROBLEM SETTING AND CONCEPTUAL FRAME OF REFERENCE

2.1 Problem setting

The research problem in the thesis can be defined as how to improve social media marketing in the DSAP company? It includes the different marketing strategies and social media tools that the company can utilise to operate in the current markets. The project will give an opportunity the company to know about the different marketing tools, marketing mix and marketing communication. The thesis will also provide the social media marketing strategy that the company can utilize to gain more customers and to attract the new customers.

Besides the main objectives, the thesis will also provide some instruction and guidelines for the company regarding social media marketing as the company is just emerging towards the social media.

- Increasing the exposure of the company in social media
- Gaining the customer insight towards the company
- Increasing the engagement of the company in social media
- Increasing the traffic towards their social media
- Knowing their target customers and developing loyal customers

The study was done by the author in a real-time frame with limited resources used. Therefore, there are limitations regarding the study. The data that was collected in the online survey were mostly taken from the people residing in the current market where they operate. The results largely depend on the data and the results might vary if the respondents were changed. The online survey is taken in a real time which might be different in different time or over few years. The interviews of the owners and employees were conducted using social media in a limited time. It might lack the important other factors which might be crucial in the study. The respondents of the survey

might not answer all the questions of the survey which might change the findings and the results.

2.2 Conceptual frame of reference

The conceptual framework includes all the topics that are handled in the thesis. It shows the connection and the links of the topics with one another. The conceptual framework begins with the introduction of marketing with different marketing tools and strategies. Then it will come up with social media marketing further developing a social media marketing for the case company.



Figure 2. Social media marketing (Author of the thesis)

The study begins with the general information about the main aim, objective, research goals, data collection method used. It deals with the marketing concept and the basic principle of marketing to understand the marketing. After gaining understanding about marketing it will proceed to social media and the use of social media in marketing. It includes the various social media tools that can be used for marketing.

The next process of the study is the empirical research and analysis. The research and survey carried out will be displayed and analyzed in this stage. The findings of the empirical research carried out will be followed in the following next process of the thesis. After the findings have been analyzed, an improved social media marketing plan will be developed based on the research findings. Lastly, the conclusion will include all the stages that have been carried out during the thesis process. It will also include suggestions and ideas to the case company.

3 CASE COMPANY PRESENTATION

The case company for my thesis is Dharan Sky Adventure paragliding company which is a paragliding company located in eastern sub metropolitan city Dharan, Nepal. It was established in October 2015 and since then it has been providing the service of paragliding in the sky of Dharan. It is the first licensed paragliding company in eastern Nepal. The owner of the company is Roshan Adhikari, who is also one of the pilots of the company. The company have been flying thousands of customers since its establishment. The company has been growing which can be clearly seen as the growing number of paragliding companies following the steps of the case company. (Website of Facebook of DSAP 2018)



Picture 1. Flight of Dharan Sky Adventure Paragliding (Website of Facebook of DSAP 2018)

The jumping point for the paragliding is in Dharan 20, Chotti Morang, beneath the popular Bhedetar hill station. The company provides the facility of picking and dropping off its customers to their desired location inside Dharan. The transportation fee is free of cost which is included in the initial cost which also includes the insurance of the customers. The price list that has listed by the company is 80\$ for Nepali and 100 \$ for foreigners. The flight duration also depends on the weather conditions. Normally the flights are 15-20 and 30-40 minutes. (Website of Rising Nepal 2018). The instructions are provided before the flights. The flights give an opportunity to view Dharan from bird's eye view with moving clouds close. During the flight, Nepal's largest river Saptakoshi is viewed as a sprinkled milk over the spiral lines. If the weather is clear, the famous shrines of Dharan along with the borders with China and India are visible. (Taking over the eastern skies 2016)

3.1 Marketing and strategies used by the case company

The marketing of Dharan Sky Adventure Paragliding is mostly based on the traditional form of marketing. Advertising is done with the use of the local radio, TV stations and some of the national radios and other programs. Newspaper articles and the advertisement on the daily newspapers have been the other source of marketing. The company has also undertaken the brochures which is mostly used by the companies for advertisement in the current market. The companies have also held events and participated in the different programs for the promotion of the company. Beside traditional form of marketing, they are also adopting the digital marketing as they have Facebook page, YouTube videos and some other websites. They provide the services and information using Facebook and the customers can contact them through Facebook.

Dharan Sky Adventure Paragliding has been doing well in the field of advertising the company. The company has been able to advertise its services using the popular media to reach the customers. The company provides special packages in the festive month where the price is lower than the normal price. The company also carries out different events for its promotion such as taking part in the events organized by the local government. The company also provides some discounts if the customers come to them in a group or in a large number. The company's head office which is in Dharan also serves as the attracting point for the customers as they are displaying the pictures and boards of paragliding.

The company has step forward in marketing by adopting the digital form of marketing. Since, the adoption of the digital marketing the company has been receiving more customers. The digital marketing has played a vital role in the company's success as it has been able to widely spread the company's offerings. It is also adding some features such as picking up and dropping of the customers inside Dharan. It has made the process easy for the customers as they don't need to hassle for the cost of transportation which is included in the price.

3.2 Social media marketing of Dharan Sky Adventure Paragliding

The social media marketing of Dharan Sky Adventure Paragliding is in developing stage. The company has only used two channels of social media for their marketing which are Facebook and YouTube. The company has its own Facebook page which is the main tool for getting the information and to relate to the company. Facebook has played a vital role in reaching the wider audience. It is not only used as a means of marketing tool but Facebook is also used as medium to connect with the customers. The customers can contact and send messages to the company in Facebook. The customer rating and feedback that the company is collecting from Facebook has helped the company to modify the services to make them more favored by the customers. The company posts its events and programs that it has planned in the Facebook page to inform the customers.

Other than Facebook page, the YouTube videos have also been used for the marketing. But the company does not have a channel in YouTube. The owner has posted some paragliding videos using the company name which might have attracted the customers. There are no fully developed websites of the company. The blogs and the articles which have been written by different newspapers and customers have also served as a marketing tool for the company.

4 MARKETING AND SOCIAL MEDIA

Marketing is defined as the process of managing profitable customer relationships by engaging the customers. Marketing has mainly two goals which are attracting new customers by providing better value and keeping and growing the number of customers, they have by assuring satisfaction being delivered. “The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself.” (Drucker 2009, 45).

Traditionally, marketing was just telling and selling the products and services but now marketing has been taken as medium to satisfy the customer needs. In recent years, marketing is defined as the process by which the companies create value for the customers and build strong customer relationships to capture the value from customers in return. Marketing is not only advertising and buying anymore. It is also about knowing the customer perception and demands towards the product. In other words, marketing is the social and managerial process by which the individual and groups obtain what they need by creating and exchanging values with others. (Kotler & Armstrong 2016, 29-31)

4.1 Marketing communication

Marketing communication is the management process which is used by the organization to engage themselves with their various customers. It is a process by which the companies release their messages to the customers concerning their available products and services. Marketing communication is the way by which the firms provide, persuade and inform the customers about the products or the brand they are selling. Marketing communication can be described as all the messages and medias that the companies utilizes to communicate with the market. (Fill 2011, 5-10)

Developing a successful marketing communication follows six-stages process which are as follows:

- Identify the target audience: The target audience must be known so that the message can be delivered.
- Determine the target sought: It includes the activity of the marketer like the audience to do after the message being delivered to them.
- Choose the message: It includes the designing of the message and sending the one which should be appropriate.

- **Media Selection:** Deciding on which to use to use to deliver the message. There are various channels such as TV, radio, newspapers or the use of web-sites and social medias.
- **Selecting the source attributes:** It includes the message that needs to be communicated about the product or company.
- **Feedback collection:** The last process includes the collection of the feedback which can be done by doing market research to find out how successful was the message. (Blythe 2008, 192)

4.2 Marketing communication mix

Marketing communication mix is the mix of specific communication tools that the company integrates and coordinates from its different communication channels to deliver clear, consistent and compelling message about the organization and the products. The most commonly accepted and widely used communication mix are advertising, sales promotion, public relation, direct marketing and personal selling.



Figure 3. Marketing communication mix (Rossiter & Bellman 2005)

Advertising is a form of non-personal promotion of goods or ideas through various media which is paid by the company. The advertising media includes the newspaper, radio, magazines, internet and movies. The other forms of advertising are the direct mails, stores, sponsoring, gifts etc. Advertising has mainly two goals in marketing which are creating brand awareness and creating sales.

Personal selling is the face to face interaction with one or more purchasers for making presentation, answering questions, and procuring orders.

Sales promotion is the process of collection of incentive short term tools that are designed to stimulate a purchase of a product or a service

Events or Experience are company based events which are organized by the companies to introduce new products to reach huge number of customers in a short period of time.

Events and exhibition includes personal selling and advertisement functions. It is a best way to promote new goods and services in a huge mass of consumers.

Public relation or publicity is building good relationship with the different publics or the groups which the company is dependent. In other words, it is the proper handling of relations and rumors or stories.

Interactive marketing is a marketing tactic that provides direct response to something that the customer does. This form of marketing is completely based on what customer does.

Word of mouth is the interaction between the customer orally, written or in electronic form. Word of mouth marketing is people talking about the company service, product, personnel and customer experience. It is the most powerful and effective tool of marketing.

Direct marketing is the distribution of the information, products or services through any advertising medium in which the individual can directly respond to the advertiser.

In other words, direct marketing is the highly targeted communication tool which allows two-way communication between the buyer and seller in a direct form without any confusion of mass marketing. (Kotler & Keller 2012, 490-492)

4.3 Social media

Social media being one of the most familiar words, people often find it difficult to describe. Social media is the online service and internet application that allows communication between people. The word social media is made up of two words “social” and “media”. The meaning of the word social means interacting with people by sharing information and receiving information from them. The other word media refers to the medium of communication such as internet. Hence, the word social media means the web base communication which provides the users a chance to interact with each other by sharing or receiving the information. It is the advance form of traditional media where the respondent used to be quiet and less interactive. Traditional forms of media were used to communicate the message or information to the respondent but it lacked the interaction and communication from the audience. The examples of the traditional media are newspaper, radio and TV. Whereas, the social media provides the opportunity to have interaction and collect feedback from the respondents. It is the fastest and the best way to collect feedback as it is easy to give feedback and does not need physical presence to provide the feedback. (Ryan 2014, 150-153)

4.4 Different channels of social media

The continuous developing internet industries and social media industries have introduced large number of social media and social media platforms. It is just not only used as a tool for communication. Nowadays, it has been used in almost every sector such as marketing, advertising, promotion, education, information gathering, connecting

and collecting feedback. Although, there are thousands of channels of social media but the most widely used are few which are introduced in the subchapters.

4.4.1 Facebook

Facebook is the social media platform which was introduced by Mark Zuckerberg in 2004. As of fourth quarter of 2017, Facebook had 2.2 billion monthly active users. (Statista 2018). Active users refer to the users who have logged into Facebook in last thirty days. Facebook provides an opportunity for making world more connected where the users can share, comment or like the posts. Facebook has become the biggest social media platform in the world by surpassing the other platforms. This was only possible because of the upgrades and update that it has been continuously adopting with the change in technology. Therefore, Facebook has been able to have 80 percent penetration among the internet users. (Dodson 2016, 158-161)

4.4.2 YouTube

YouTube is another powerful social media where the users can share videos. It is a social media where the users can share the videos with other users or other social media channels. It has become one of the best place for companies to advertise and to get publicity for their products and services. It was launched by Steve Chen, Chad Hurley and Jawed Karim in 2005. It has now become the second most visited site in the world. YouTube has more than one million users in a month with 400 hours of contents being uploaded in a minute. YouTube is the platform where the creators get compensation as compared to other social platforms. It creates a unique value proposition to integrate, to engage and to be recognized. (Dodson 2016, 179-181)

4.4.3 Instagram

Instagram is the new promising social media that has been growing continuously. It is an internet based photo and video sharing application which was developed by Kevin Systrom and Mike Krieger in 2010. The users can share pictures and videos publicly or privately with only the approved users. It has already been widely used by big successful companies for marketing of their products and services as the number of Instagram users has been rising. Instagram is used for making Instagram ads by the companies. It has around 600 million active users sharing their contents in the application. (Website of Instagram 2018)

4.4.4 Twitter

Twitter is social networking microblogging in which the registered users can broadcast short post called tweets. The maximum tweets one user can make per post is of 140 characters. It is very useful and widely used for sharing the breaking news and real-time information fast and wide in short period of time. There are around 280 million users. (Website of Twitter 2018). The users can use hashtags in their tweets to make it to wider audience. Beside tweets, the user can share pictures and links in the tweets and the user has also right to share other tweets. This is regarded as retweeting. The username must be within sixteen characters or symbols being used. The default settings for twitter is public where the users can follow anyone on public twitter. (Dodson 2016, 164-171)

5 SOCIAL MEDIA MARKETING

Social media marketing is the fastest growing form of direct marketing that utilizes different social media tools to engage with customers anywhere, anytime via their mobile, computers, tablets and other digital devices. The social media marketing has been growing widespread as the internet and digital technologies are having dramatic and huge changes and effects on the buyers and marketers. The use of social media for marketing have changed the way of company's marketing process. Traditionally marketing was done by doing face to face selling, mail marketing, catalog marketing, Telemarketing and Tv marketing. The traditional marketing was only limited to few customers. Whereas, the social media marketing is done using websites, social media, videos, blogs and mobile marketing which makes the company to gain more exposure towards wider audience. (Dodson 2016, 153- 155)

Social media marketing provides an opportunity to directly advertise to the targeted customers by using the social media channels. As it is easier for the companies to reach their targeted consumer but there are risks as well. Social media channel has also provided the customers the power to review the company which is very crucial and important for the success of the company. One negative review can have worst effect to the company as the news in the social media spread easily. (Eagle et al. 2013, 23-25)

5.1 Marketing strategy

Marketing strategy is defined as the process of using the marketing mix to satisfy the customers and to attract the new customers. It is very important for the companies to have the marketing strategies before doing the business. Marketing strategy is a process that helps organization to focus on the resources which are available to boost the sales and win among the competitors. Marketing strategy helps to focus the company towards the goals of the company as the goals are predetermined while making the strategies. In other words, marketing strategy is the strategy of an organization which combines all the goals of the company in a great comprehensive plan. There are seven

marketing process which the company must follow while making strategies. (Cravens & Piercy 2006, 422-425)



Figure 4. Marketing strategy process (Kotler & Armstrong 2004, 57)

Marketing strategy process begins with the understanding of the target customers. The customers should be understood well using the market research carried out and analysis of the customer. The next step is analyzing the market which allows the companies to have market data from the market research. It allows the trends in the market, market trends and growth. Analyzing of competitors should be done to find out what other choices are available to the target customers to fulfil their need. The competitor's weaknesses and strengths should also be considered important. The best way to reach the product or service to the targeted customers should be decided and choose wisely as it may affect the sales. The marketing mix of the company should be defined well in the strategy which should include the 4P's and 7P's depending on the business. The financial aspect of the business must be planned and the budget distribution should be handled effectively. Lastly, the reviewing of the marketing strategy should be done

and changes should be made when required. The marketing strategies must be checked and updated in time basis. (Kotler & Armstrong 2004, 55-59)

5.1.1 Market segmentation

Market segmentation is the process of identifying and analyzing the buyers of sub-groups with similar response characteristics. It is the process of keeping the buyers in a product market by dividing them into sub groups to segment each member responsiveness towards the positioning strategy. Market segmentation helps to bridge the gap between the diverse customer needs and the limited business resources available to fulfil the needs of the customer. In simple terms, market segmentation is the heart of marketing strategy which is done by grouping similar consumers or business customers together in a market segment in which the customers exhibit similar requirements and buying characteristics. Carrying out market segmentation helps the companies to provide their targeted customers the product and services they want. There is no single way to segment a market but the major segments are done based on geographic, demographic, psychological and behavioral variables. (Cravens & Piercy 2006, 99-101)

Geographic segmentation is the dividing of market into different geographic units such as region, country, cities, population and climate.

Demographic segmentation is the segmentation done based on the demographic variables such as age, gender, nationality, occupation, income, family size, religion, family life cycle etc.

Psychographic segmentation is dividing a market into different groups based on social class, lifestyle or personality characters. For instance, people who belong to same demographic group might have different psychographic makeups.

Behavioral segmentation is the dividing of a market into groups based on the consumer knowledge, attitude, use or response to a product. It is regarded as the best point for starting market segments. (Kotler & Armstrong 2004, 239-245)

5.1.2 Target marketing

After conducting the market segmentation, it provides the companies and firms and opportunities to fulfil the gap between customer needs and resources. Since, the market is segmented the companies are able find out the market segments which they will target. Target marketing is the process of targeting the marketing efforts to the key segments which consist of customers whose needs match up with the product or the service being offered. The term target market consists of buyers who share common needs that the company decides to serve. As each buyer has own unique needs and wants which differ from the other buyers. It is impossible for the companies to segment each customer as their customer segment while serving all the customers. Therefore, the companies undertake the target marketing in broader segments of buyers which are undifferentiated, differentiated, concentrated and micromarketing. (Blythe 2008, 82-83)

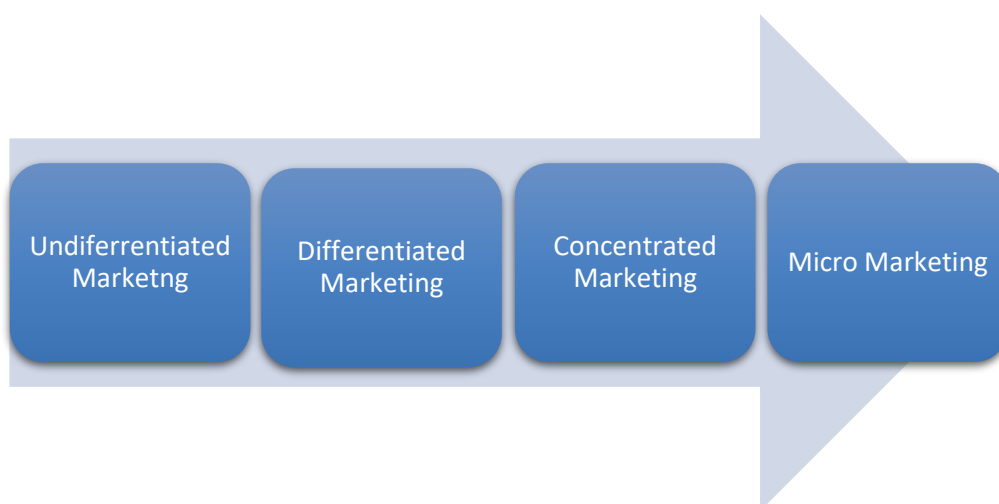


Figure 5. Target Marketing strategies (Blythe 2008, 45)

Undifferentiated marketing strategy is known as a mass marketing in which the companies or firm decides to ignore the market segmentation and takes the whole market with only one same offer to all. It only focuses on needs of the consumer and does not consider the differences in the needs of the consumer. This marketing strategy is focused on providing the superior image to the product and uses mass media and advertising.

Differentiated marketing is the segmented marketing that target its product and services to different market segments and design the separate offers for each segment. For instance, Nike provides shoes for different sports such as running, football, golf, bicycling, basketball etc.

Concentrated marketing or niche marketing is a marketing strategy that a firm undertakes to take a large share of few segments. It is a strategy adopted to dominate the segments where they perform their business. Steiner Optical is the example of concentrated marketing. It is a binoculars company which captures 80 percent of world's military binoculars market.

Micro marketing is the practice of providing tailored services to the customers. It is the process of tailoring the products and marketing programs to meet the needs and wants of specific individuals and local customer groups. It does not include the customization of products to individual customer but to a specific group. (Kotler & Armstrong 2004, 251-255)

5.1.3 Market positioning

Market positioning is the management desired positioning of the product in the eyes and minds of the targeted buyers. It is the activity of the companies to make a distinct place in the mind of the customers by positioning the company's offerings. It provides the competitive advantage to the companies by positioning of the products. The posi-

tioning strategy is the combination of the marketing strategies which are used to display the desired positioning image to the targeted customers. The strategy used in the positioning includes the product, support services, distribution channels, price and promotions. It is one of the important elements of marketing strategies which determines what the customers perceive is being offered to them. The competitive advantage that can be gained from the market positioning is by offering customers greater value, either by lower prices or by providing more benefits that justify higher prices. The companies full positioning of the brand is called brand's value positioning. The companies can position in five winning value proposition which are more for more, more for the same, the same for less, less for much less and more for less. (Cravens & Piercy 2006, 177-181)

5.1.4 Branding

Branding is the process of creating unique image for the specific product in the mind of the customers which differs from the competitors. It is the process of communicating brand values and attributes to the target audience. It is all about shaping customer experience with the brand. The companies have their brand which the customers have experienced through the brand experience which is formed by using the products and services the company is offering. Brand image helps to build the strong image of the product among its customers creating loyalty and loyal customers. A branding strategy helps to keep the product premium priced. As the customers have strong connection and are loyal to the companies, it will result in willingness of the customers to pay more for the product even the price being high. Branding of a product or services is very essential in the homogeneous market where there are more products of different companies. For instance, Apple has a strong brand image among the customers compared to its competitors. Almost all their products are priced high. MacBook, iPhone, iPad and iPod which are premium priced. Although being high price products, the customers are willing to pay for these products. It's all because of the brand image that Apple has created among the customers which has made them pay more. (Kotler & Armstrong 2004, 291-294).

5.2 Social media marketing process

Social media marketing is the form of marketing which is done by using the social networking sites as the tools for marketing which helps to gain more traffic and increases brand exposure to the customers. It is the best form of marketing as it provides the companies to interact with their customers with the help of the social media tools. In other words, social media marketing is the marketing which is done by using the social media to reach the targeted customers. The social media has been dominant in every sector of life. The use of internet has been increasing continuously which has also changed the customers buying methods. Consumers are spending more and more time online which means that the companies should do their business online as well to survive and compete among the others. Social media marketing is also regarded as the company's effort to create content to attract, increase the customers views and share it with other social networks. (Tuten & Solomon 2014, 3)

Social media marketing process of a company has four stages which include goals, channels, implement and analyze. The process begins after understanding and knowing the company goals. The further social media marketing process is illustrated below:



Figure 6. Social media marketing process (Dodson 2016, 154)

The social media marketing process of the company begins with the understanding of the business objective and goals. To achieve the social media goals, the game should be understood well at first which means that the companies should be able to distinguish between earned, owned and paid media. The most common forms of social media should be recognized. The most effective social media for marketing should be implicated for the business. There are different goals of social media marketing which differ from one another. The different goals should be identified and the best suited should be used. The second stage is the use of channels in social media marketing. As there are many social media marketing channels which have different objectives. The channels and their objective in social media marketing should be understood well. Some of the channels are Facebook, Twitter, LinkedIn, Google+, YouTube etc. They all have different objectives while using for social media marketing. For instance, the difference between the use of the personal profile and business Facebook pages for marketing. (Dodson 2016, 153-158)

The third step is implementation of the social media marketing which is done after gaining the proper knowledge about the difference between the different social media marketing tools. The proper implementation of the social media tools will help the companies to achieve their goal and tailor their service to the target customers. The last step is analyzing, in this step the social media tools are used to collect the feedback from the customers which will help the companies to understand customers perception and design as what the customers wants. The analyzing process helps to evaluate the company goal and the company's offering to its customers. It helps to see the gap between what the company is willing to offer and what they are offering to the customer. (Dodson 2016, 187-196)

5.3 Social media marketing planning

Social media marketing planning is the systematic process which involves the use of the social media for assessing of market opportunities and capabilities by determining the marketing objectives, target market and brand positioning strategies. The social media marketing planning development begins with the situation analysis. In other words, social media marketing planning is the process that the companies undertake before starting the social media marketing which plays a very important role in the digitalized era. (Dibb & Simkin 2008, 3-5)

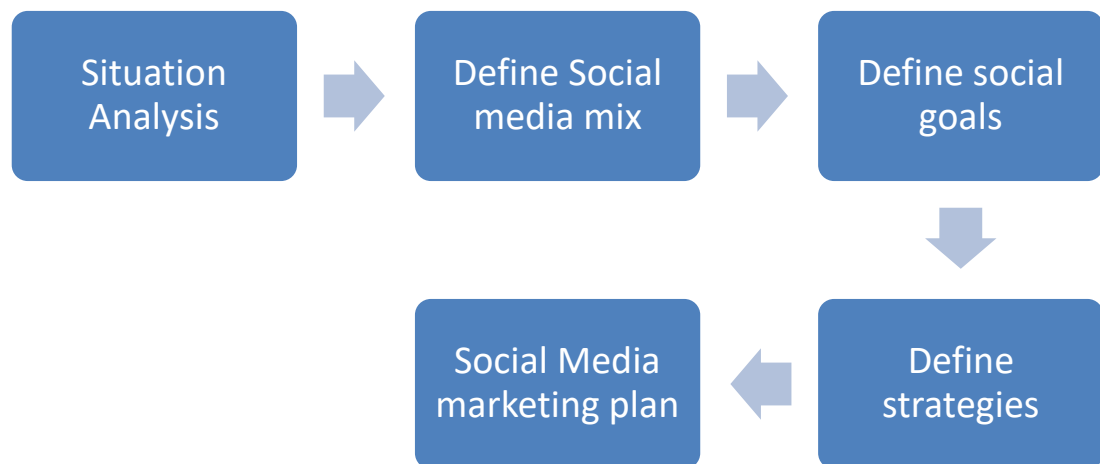


Figure 7. Social media marketing planning (Kotler & Lee 2008, 56)

The social media marketing planning is carried out by analyzing the company current social media marketing. After analyzing the situations, the different available social media channels are evaluated and the preferred social media are defined. After that the desired goals for social media marketing of the companies is determined. Determining the goals helps to undertake the necessary strategies which will lead to the development of the social media marketing plan for the companies. (Kotler & Lee 2008, 35-43)

6 METHODOLOGY

6.1 Research method

Quantitative research is formal systematic process in which the numerical data are used to obtain the information about the research. The data that are collected in should

be processed to make it useful information. Quantitative research data are based on numbers that are collected from the larger sample groups. The quantitative data are collected using online and postal surveys. The samples collected are generally in large numbers with large number of respondents with mostly closed questions. Quantitative research method is used to present the variables and to analyze the relationship between them which have cause and effect on the variables. In other words, quantitative research is the systematic scientific investigation of quantitative properties and phenomena and their relationships. It is based on deductive approach that uses statistics for greater precision and objectivity. (Saunders & Lewis 2009, 152)

Qualitative research is collecting, analyzing and interpreting of data which is done by observing the respondents doing and sayings. Qualitative research is concerned with the understanding of human behavior from the informant perspective. In the qualitative research the data are collected through the participants observation and interviews. Qualitative research is also defined as the systematic collection and evaluation of data to describe and understand the events that have occurred or how they might affect the future. It is very useful for finding out detailed information about people's perceptions and attitudes. (Saunders & Lewis 2009, 151)

This thesis uses both qualitative and quantitative methods. The qualitative method is used to interview the employees and the owner of the case company. The quantitative method is used for collecting the survey questionnaire from the respondents. Qualitative method is used for collecting the understanding of the owners and the employees towards the social media marketing and the company service. It will be carried out by interviewing the predetermined questions to the interviewee. Whereas, the quantitative method is used as the data collected from the survey questionnaire will be numbers and figures which will be analyzed and described using the figures and charts.

6.2 Research design

Explorative research design is a systematic scientific approach that formulates problems more precisely and develop hypothesis. This approach is a good choice if the researcher has little knowledge about the research problem. Whereas, descriptive research is designed to produce an accurate representation of persons, events or situation. In this method the research problem is precisely formulated. It typically describes the characteristics of a group.

The descriptive research design is used in this thesis. The descriptive research process helps to know about the participants who are taking part in the study. It is more favorable in this thesis as it helps to find out the characteristics and the satisfaction of the customers towards the case company services. The purpose of the descriptive research design is to examine a phenomenon that is occurring at a specific place and time. There are different types of descriptive research design which are correlation research, causal-comparative research, case study, ethnography, document analysis and analytical method. This method is concerned with the practices, conditions, differences and relationships and process that are going on trends or that exists. In this method, information or data is gathered with the use of the questionnaire, personal interviews and observations. The survey method is used to gather the data from the customers by distributing the survey questionnaire. (Gray 2004, 255)

6.3 Population and sample

Population is referred as the combination of all the units in which the researcher is interested. It is the entire group of people under study. In other words, population is the set of people or the entire group of people to which the result of a research is generalized. The clearly defined population ensures that the results and findings of the research apply to the correct category of the society. (Kananen 2011, 95). In my thesis, the people living in the Dharan who have used the paragliding services or interested in the services are considered as the population for the research.

The process of choosing the group of individuals to survey is called sampling and the group of chosen individuals is the sample. It is the representing subgroup of the population. Sample is defined as the unit target population which is to be worked on by the researchers during their study. (Kananen 2011, 95). In my thesis, the existing customers of the Dharan Sky Adventure Paragliding and the potential customers of the company is taken as the sample for the research. The sample was selected as the company's customers as they were using the service of the company. The other sample that was taken by my friends were people residing in Dharan. The samples were only taken to those respondents who knew about the company.

6.4 Making the questionnaire

The questionnaire is the set of questions that is used in the research to generate data that meet the specific research and survey objectives. The data quality largely depends on the quality of the questionnaire of the research. Questionnaire standardize the data collection process and makes sure that all the respondents are asked the same questions in the same way. The making of questionnaire begins with the determination of the survey objectives. The survey objectives are derived from the research objectives and clearly spell out the data that the questionnaire should generate. (Lewis, Saunders & Thornhill 2009, 360-363).

In this thesis, the questionnaire was made to answers the questions to the objectives of the thesis. The questionnaire was made by the author and upgraded by the supervisor. The necessary change was made to the questionnaire and questions before sending it to the respondents. The approval of the questionnaire was made after changes being made as per the direction of the supervisor.

6.5 Data collection and analysis

In this thesis, the data was collected through semi-structured questionnaire that was used for collecting the primary data which is attached in the appendix. Online interviews were conducted with the owners and the employees regarding the use of social media marketing of the company. The other data was collected through structured questionnaire which was distributed among the customers and the potential customers of the company. The owners and the employees understanding of marketing and the differences between traditional and modern social media were analyzed. Their perception towards the benefits of the use of social media in marketing was evaluated.

The collected data from the interviews with the owner and the employees were noted down while having the interviews. Then the data were accumulated and paraphrased to give it clear and understanding meaning to the reader. The data collected from the survey questionnaire was collected using the emails, personal Facebook contacts, company employees and social media friends. The data was analyzed using the excel and different figures and charts was drawn from the conclusion of the data gathered.

The thesis includes both combination of data collection which are primary and secondary data collection. In this thesis, the primary source of data is generated from the online surveys that are undertaken among the customers and the potential customers. The other source for primary collection of data will be the interview that was taken among the owners and the employees of the company. (Lewis, Saunders & Thornhill 2009, 360-362)

Secondary source of data are data that are collected, compiled or written by other researchers. The secondary sources of data will be the information that are collected from books, eBooks, journals and websites. (Lewis, Saunders & Thornhill 2009, 256-258)

6.6 Validity and reliability

The validity and the reliability are the major factor that increases the effectiveness of the research. The validity of a research describes the major reason of what the research questionnaire intends to measure. It refers to the accuracy of the measurement in the research. The validity of a research enables the researcher to draw a correct conclusion. The validity of a research is concerned with the question of measuring what the research is planned to be measured. Whereas, the reliability of the research refers to the sampling response rate consistency of the research. the greater degree of consistency and stability in a research increases the reliability of the research. In other words, reliability is the consistency and stability of a measure in a research. (Gray 2004, 256)

In this thesis, the validity and reliability is done by following the rules and regulations of the concerned authorities. The theory that is written is only cited from the valid sources mostly from the books and websites which are reliable and authentic. The sources for the theory has been included as well. For the empirical part, the surveys have been carried out after the approval of the survey questionnaire from the supervisor. The interview is taken from the company employees and the company owner. The company info is gathered from the authentic sources.

7 RESEARCH FINDINGS

The research was carried out in two processes which include interviewing of the owner and the employees and conducting the customer survey using the survey questionnaire. The findings of the interviews and the customer survey are presented next.

7.1 Results from the interview with the owner

The qualitative research was done by interviewing the owner on 30th March 2018 through the Facebook Messenger call at 13:00 Finnish time. The interview lasted for

30 minutes. Despite the owner busy schedule, he provided his precious time for the interview. The interview was conducted in English with some information in Nepali too. The difficult terms that were hard to understand for the owner were translated in Nepali. The questions were asked in English and supporting statement was made in Nepali.

According to the owner, social media has become the medium for the service companies to interact with the customers in an easy and efficient way. The companies don't need to spend huge amount of capital and human resources for the marketing of the services. As being the first licensed paragliding company in eastern Nepal, the company had more customers in the early days. They were the only company providing the paragliding service in Dharan. They were performing better when they started their service business. But soon after few years, other similar companies started to grow and follow the footsteps of the company. Now, the company has more competitors to compete in the market. The quality of service they have been providing to the customers has played a very important role to survive in a cut-throat market. The company has also tried to attract new customers by hiring foreign experienced pilots.

The company has been keeping customers at the heart of their business which is also one of the reason behind company success. As described by the owner, the company has always thought from the customer perception. They have also included the valuable customer suggestions for upgrading the services of the company. The company has always stayed connected with the customers by assuring the promised service being delivered. The traditional method of marketing has been widely used by the company for marketing purpose. The company has its main office in laxmi sadak, Dharan which is opened seven days a week from 8:00 to 16:00. The office serves as a contacting point for the customers. The office remains closed if there is any situation which may halt the opening of the office such as strikes. The target customers are mostly adults. The customers of the company are mostly from age group between 20 to 35 years.

Facebook page is used for its marketing and communicating with the customers. The other media used by the company for communicating are face to face, telephone and

personal messages. Facebook messenger and company Facebook page is used for interacting with the customers. The company collects feedbacks through Facebook as the customers are requested to rate their service after their flights.

From the view point of the owner, traditional media is one-way conversation like radio, newspaper, TV, print and magazines. The traditional media only present the product, services or offer which lacks the interaction with the customers. Whereas, the social media is any form of technology that allows people to connect with others. For instance, Facebook, Instagram, WhatsApp Twitter etc. It has provided opportunities for marketing and made it simple and easy. Social media marketing is very effective as it spreads the news or messages faster than any other forms of marketing. It is important in gaining customer insight and knowing the trends. In Facebook, people can view the marketing of product and services which reaches wider audience. The company does not have Instagram and other social media accounts. The company's social media marketing is solely based on Facebook. YouTube is also used but in a very small scale.

The companies are competing to attract customers as they are providing similar service. The effective use of social media with good content will help the company to differentiate from the other companies. The employee's contribution towards the social media marketing is poor. The owner himself is responsible for all the social media marketing with small help from pilots for taking the pictures and videos for creating social media content. The company employees are sharing the company information in social media with their friends.

The company aims to achieve revenue growth and increase company presence using social media. The company can increase its revenue by increasing the number of sign-ups for their services. Unfortunately, knowing the importance of the social media marketing in business. The company has not been able to perform well in social media marketing. The company has not updated its social media on a regular basis. The last post updated in social media was in September 2017. The company has not undertaken any huge changes as well.

The company is lacking a staff for social media marketing. The company does not have any future projects for social media as they are lacking human resource. The company is planning to hire staff for social media marketing.

7.2 Results from the interview with the employees

The second qualitative research was done by interviewing the three employees of the case company. The interview was conducted on 29th March 2018 through Facebook messenger call at 12:00 Finnish time. The interview was taken after finalizing the time with the employees. The interview was conducted individually which lasted for 15 to 20 minutes each. Most of the employees answered all the questions asked to them. The employees were cooperative and helpful during the process.

According to the employees, they were aware about the company presence in social media. The company is posting its offers, pictures and videos of their services in their Facebook page. But any of the employees does not have the right to access the company page. The owner himself is only the one who has access of the company Facebook page. The employees were happy that the company is stepping towards the use of social media. But the employees were also not satisfied with the performance of the company in social media. They believed that the company has more things to share in social media to attract more customers.

All the employees had proper knowledge about the traditional and the social media. The employees understand that the social media have lot of opportunities than the traditional media. It is very interactive, cost efficient, easier and faster. The employees also stated that the use of the social media has also help them in their duties. The employees remembered the initial days of the company. They have printed their company information in newspapers and played them in local radio stations for advertisement. The company has also used brochures for the marketing purpose. They were assigned to distribute the company brochures for the wide spread of the company presence in the market. Among the employees, two of the employees stated that the Facebook is

very effective social media for marketing. Whereas, one employee regarded YouTube and Instagram as the effective social media for marketing.

The employees do not have any huge contribution towards the social media marketing. The employees have helped to edit pictures but they have never posted or created contents for social media. They believed that word of mouth by the satisfied customers has also helped the company to get more customers. There has not been changes in their roles in social media marketing. The employee's ideas and suggestion would be important as they are near the customers.

According to the employees, the customers are also not encouraged to share about the company in social media. The company thinks that the force encouragement will lead the company towards being discouragement and fake publicity.

7.3 Analysis of customer survey

The other primary research was carried out by conducting the customer survey among customers and potential customers of the company. 54 respondents took part in the survey which was carried out between 16th March to 10th April 2018. The results of the survey were analyzed according to gender, age, profession, satisfaction level, company social media activities and areas to improve in case company.

Table 1. Number of respondents according to gender

Gender	Respondents
Male	34
Female	20

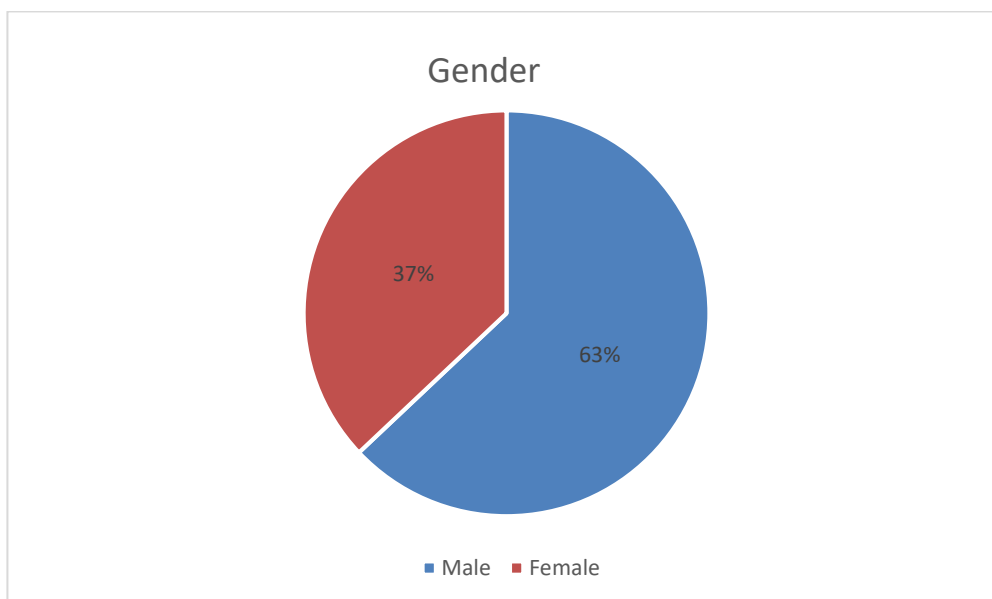


Figure 8. Classification according to gender (N = 54)

54 respondents took part in the customer survey. Out of which, 34 were male and 20 were female respondents. The correspondent percentage was 63 % male respondents and 37 % female. Males were found using more services of the case company than the females. This might be the result of the cultural aspect as males are more active in different activities in Nepal.

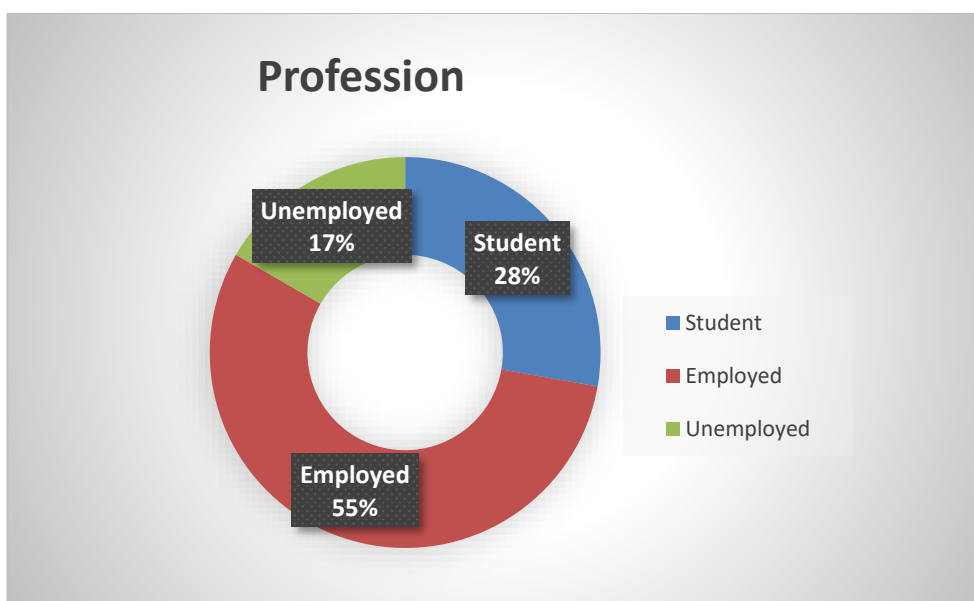


Figure 9. Classification according to profession

Above figure presents the percentage of the respondents based on their profession. Out of 54 respondents, 15 were students, 30 were employed and the rest 9 were unemployed. It accounts to 55% of employed, 28% of students and rest 17 % of unemployed of the total percentage. Mostly, the employed were using the service as they are financially strong.

Table 2. Number of respondents according to age group

Age group	Under 18	18-24	25-34	35-44	45 and Over
Number of Respondents	5	10	30	6	3

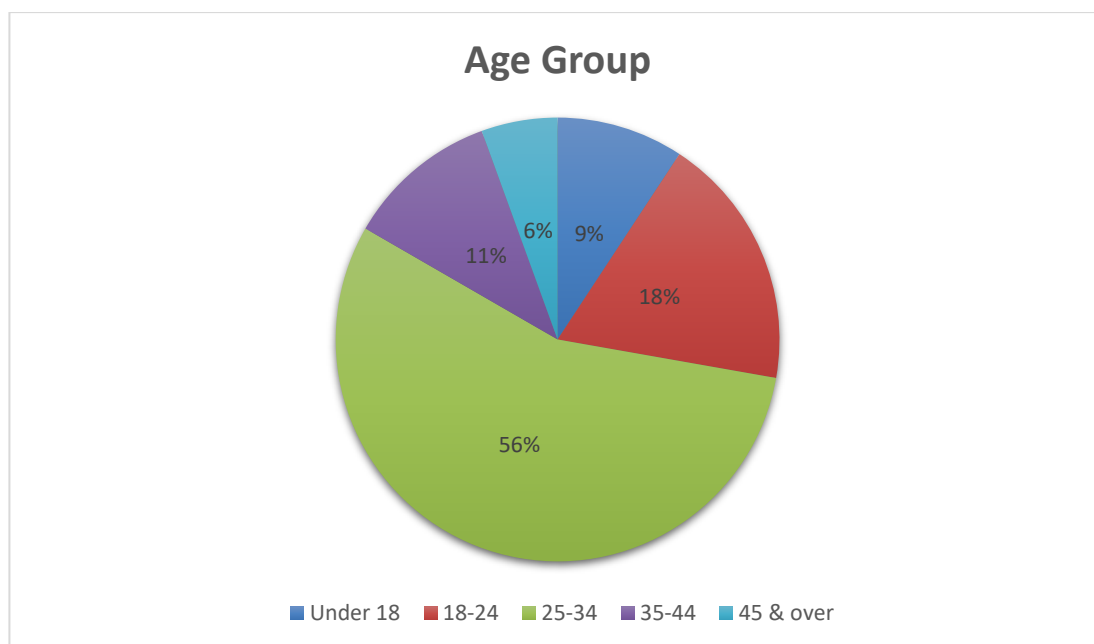


Figure 10. Classification according to age group

Among the total number of 54 respondents, 5 respondents were under the age of 18, 10 were between the age group of 18 to 24 years, 30 lies at 25 to 34 age group, 6 lies between 35 to 44 and the rest 3 respondents were 45 and over. The percentage of under 18 years respondent is equivalent to 9%, 18 to 24 years to 18 %, 25 to 34 years to 56%,

35 to 44 years to 11 %, 45 and over to 6 % of the total percentage. It was seen that the age group of 25 to 34 years have mostly used the case company service. The reason might be the price of the service. As it is more expensive than other kind of sports. The age group from 25 to 35 years are mostly working and energetic for this kind of sports who are independent.

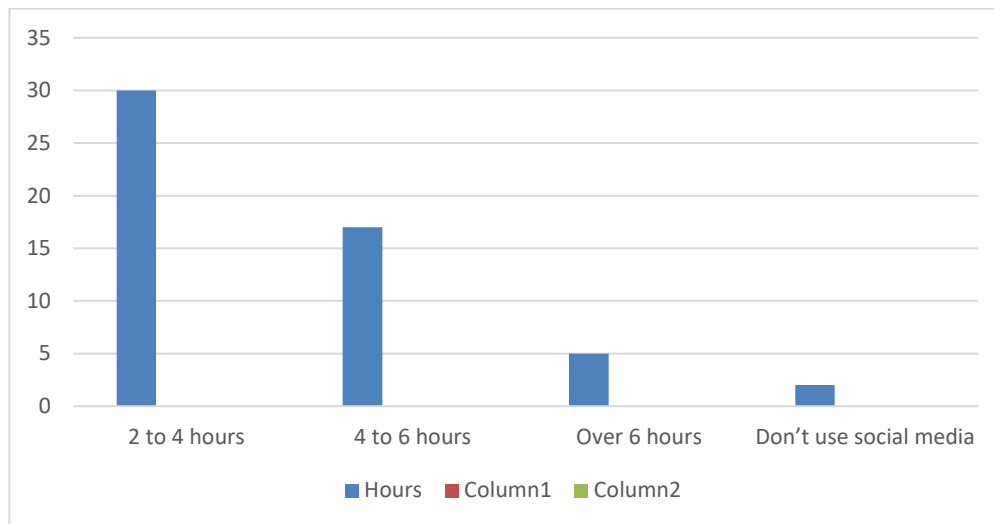


Figure 11. Social media usage in a day

The above figure represents the respondent's social media usage in a day. It shows that 30 of the respondents uses social media at least 2 to 4 hours a day. Under this category, most of them are employed as they have more working hours. 17 of the respondents use social media for 4 to 6 hours. Five of the respondents uses social media for more than 6 hours. All the respondents who use social media for more than 6 hours were students. They have more free time than the employed. Two of the respondents do not use social media at all. Among those, one respondent belonged to over 45 years and one to the 35 to 44 years age group.

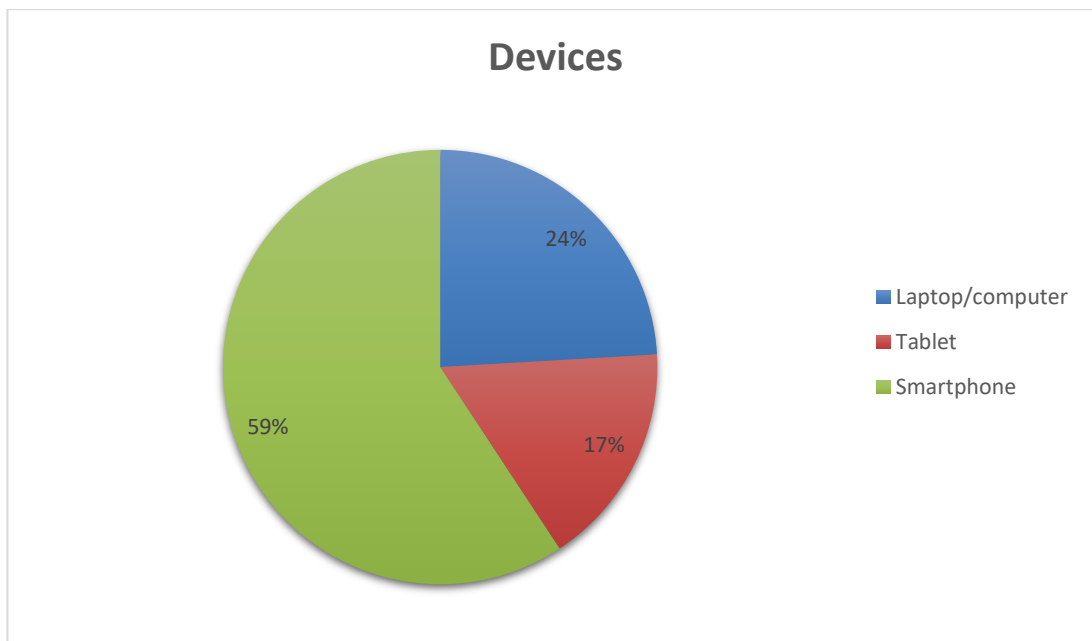


Figure 12. Devices used for social media

The survey results show that the use of smartphones are dominant for using social media in the case company's current market. Among the total 54 respondents, 32 uses smartphones for using social media which is more than the half of the respondents. It equals to 59% of the respondents. The second mostly used devices was laptop or computer. It equals to 24 % of the respondents. The internet system might be the reason for that as some houses still only use ethernet cables for internet. The rest of the nine respondents use tablets. It is 17 % of the total respondents.

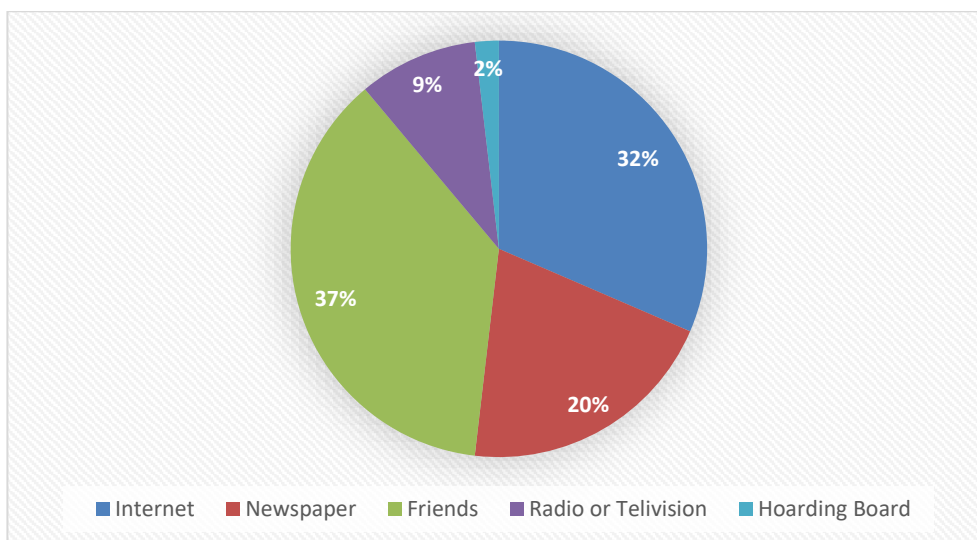


Figure 13. How customers knew about the company?

Above figure shows that most of the respondents came to know about the company through friend's recommendations. Word of mouth seems very effective in publicity of the company. 20 respondents knew about the company through friends. Internet was the second most popular medium through which the respondents knew about the company. 17 of the respondents knew about the company through different social media advertisement in internet. 11 of the respondents knew about company through newspaper, 5 of them through radio and one through hoarding boards.

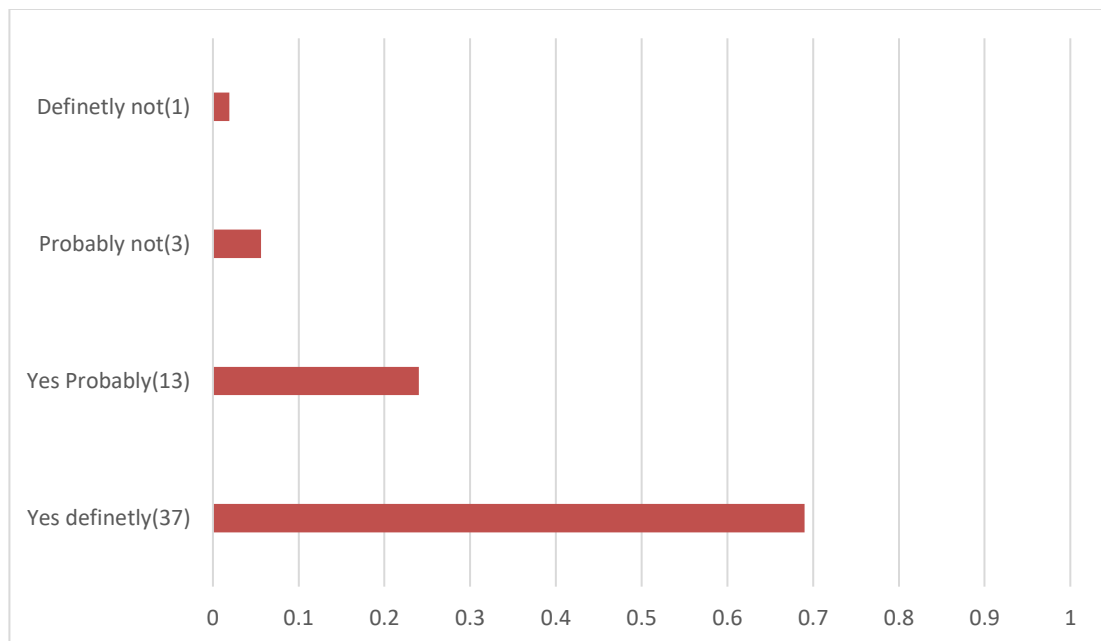


Figure 14. Recommending Dharan Sky Adventure Paragliding to friends and others

The next question of the survey was about recommending Dharan Sky Adventure paragliding to friends and others. According to the results, 37 out of 54 respondents were definitely ready to recommend Dharan Sky Adventure to friend and other. 13 of the respondents said that they are probably ready to recommend it. Whereas, 3 out of 54 respondents preferred probably not to recommend. Lastly, one of the respondents was definitely not going to recommend the case company for friends. The survey result shows that most of the customers prefers to recommend the case company which is very positive. Only few respondents were dissatisfied with the company.

recommend

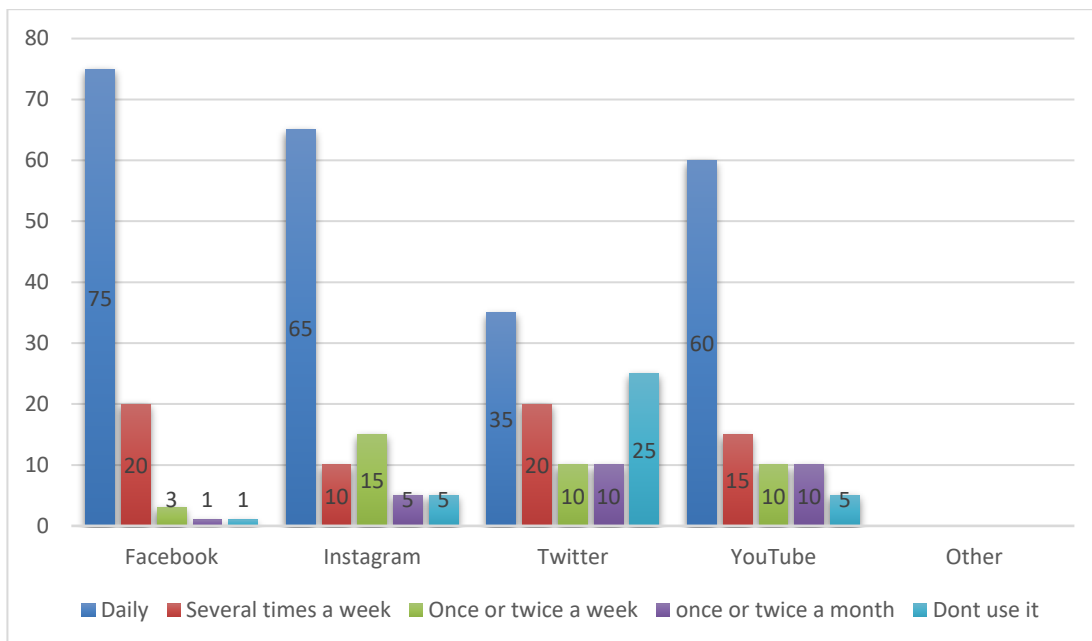


Figure15. How often do you use social media?

The respondents were given to scale the use of different social media from 1 to 5. Scaling 1 refers to the no use of social media at all. Whereas, scaling 5 refers to the daily use of social media. As seen on the figure, most of the respondents uses Facebook, Instagram and YouTube on their daily basis. Facebook is widely used on daily basis as 75% of the respondents used it daily. Instagram was the second mostly used social media after Facebook. 65% of the respondents uses it daily. YouTube was the third mostly used social media. Twitter was not much used daily by the respondents. It was used several times in a week more by the respondents.

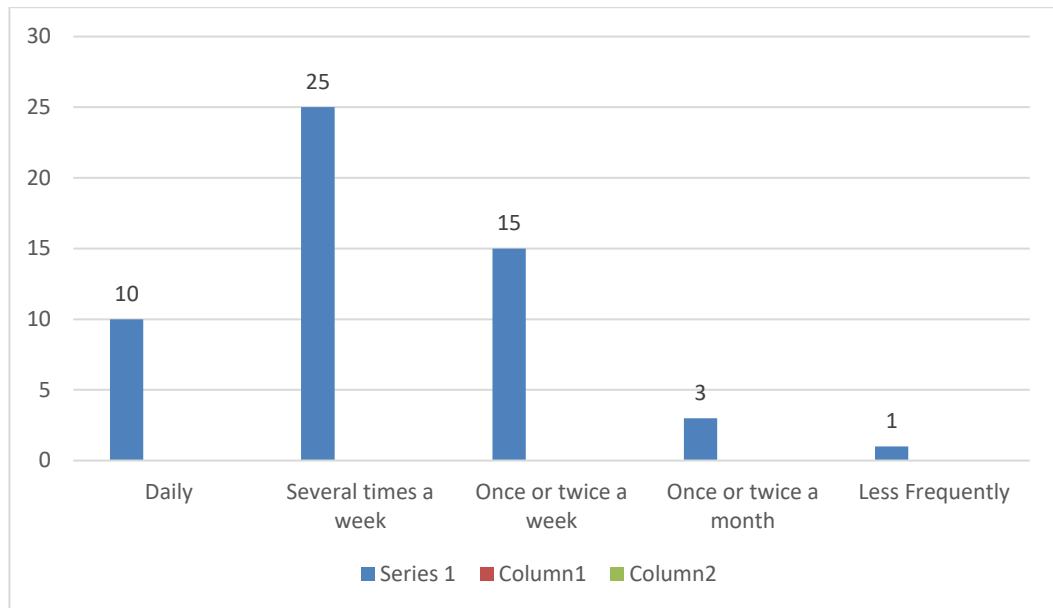


Figure 16. How often do Dharan Sky Adventure Paragliding post or create content in social media?

The next question was about the frequency of posting and creating content in social media by the case company. Under this, 25 out of 54 respondents want the case company to post and create social media several times a week. 15 out of 54 respondents want the case company to post or create content once or twice a week. 10 of the respondents want the case company to post or creating content daily. Three respondents want the case company to post or create content once or twice a month. Lastly, one of the respondents wants the case company to post or create social media content less frequently.

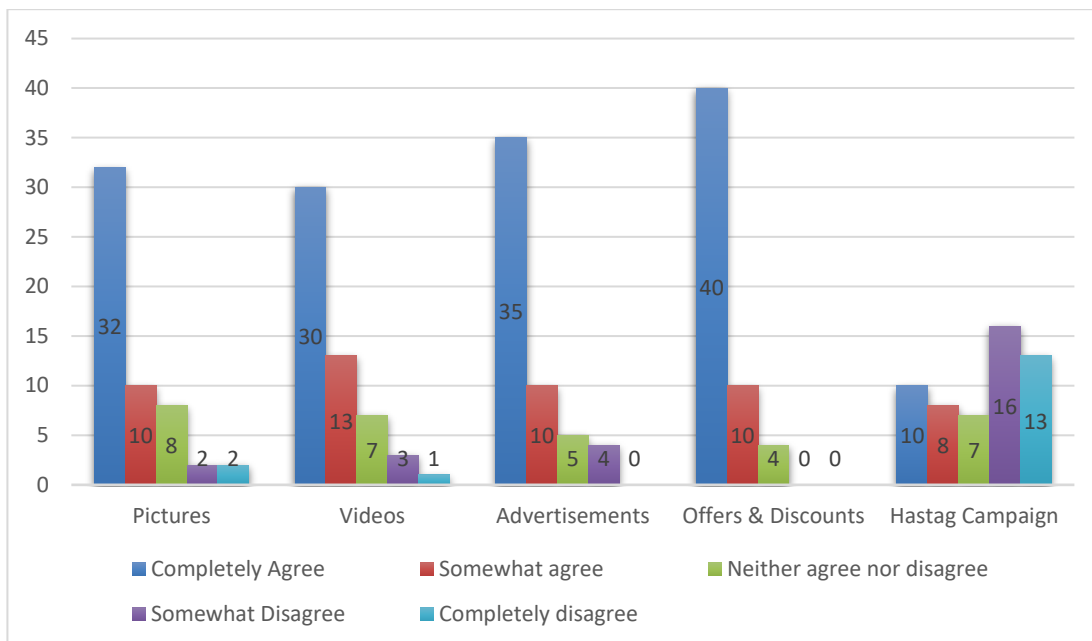


Figure 17. What kind of social media content attract your attention?

The respondents were asked about the social media content that attracts their attention. 40 out of 54 respondents completely agree that offers and discounts content attracts their attention. The reason might be the less offers and discounts offered by service companies. 35 of the respondents completely agree that advertisements content attract their attention in social media. 10 of the respondents somewhat agree. The 30 respondents completely agree that the video content in social media grab their attention. 32 of the respondents completely agrees that pictures content attract their attention in social media. Hashtag was the least favorite among the participated respondents. Only ten of the respondents completely agree that the hashtag social media campaign attracts their attention. The respondents seem to be more confused about the hashtag campaign.

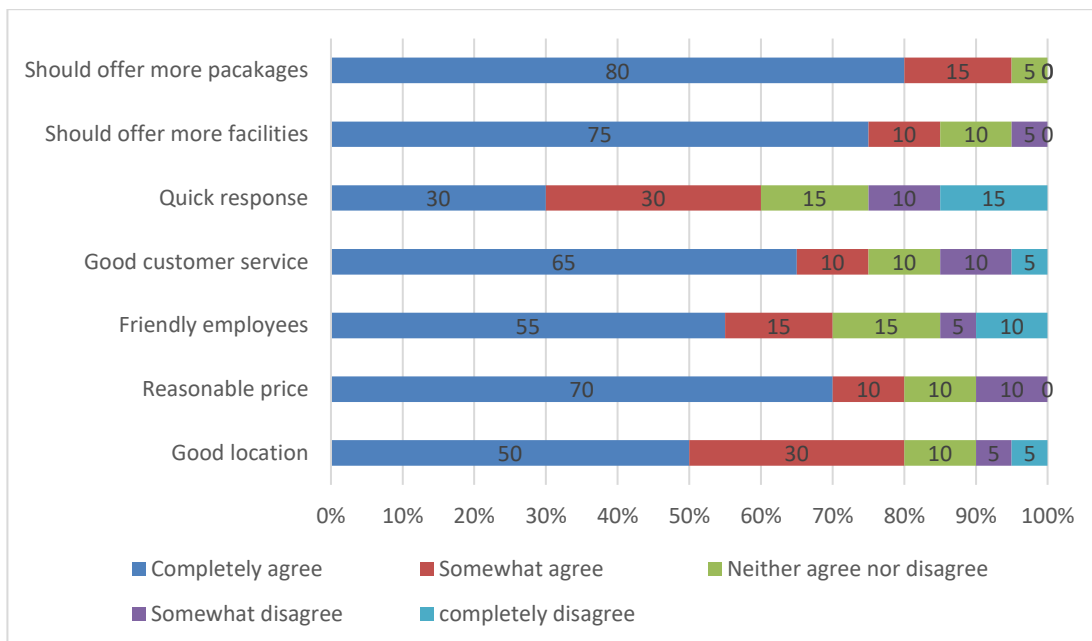


Figure 18. Dharan Sky Adventure Paragliding features

The survey respondents were asked to rate the case company features from scale 1 (completely agree) to scale 5 (completely disagree). In the first question about good location, 50% of the respondents completely agreed that the location of the company is good. 30% of the respondents somewhat agreed with the statement. Next feature was about reasonable price, in which 70 % of the respondents completely agreed that the company has a reasonable price. There was no respondent who completely disagreed with the price. Third feature was about the friendliness of the employees. 55 % of the respondents completely agreed that the employees are friendly, but still 10% of the respondents completely disagreed with the statement.

Fourth feature was about the customer service, under which 65% of the respondents completely agreed and 10 % somewhat agreed with the statement that customer service is good. Quick response was one of the major problem areas where the company was performing poor. Only 30 % of the respondents completely agreed that the company provides fast response, whereas 15 % completely disagreed with the statement. 75 % of the respondents want more new facilities from the company. Among the respondents, 80 % completely agreed that the company requires new interesting packages. The result shows that the customers are interested in experiencing new facilities and packages from the company.

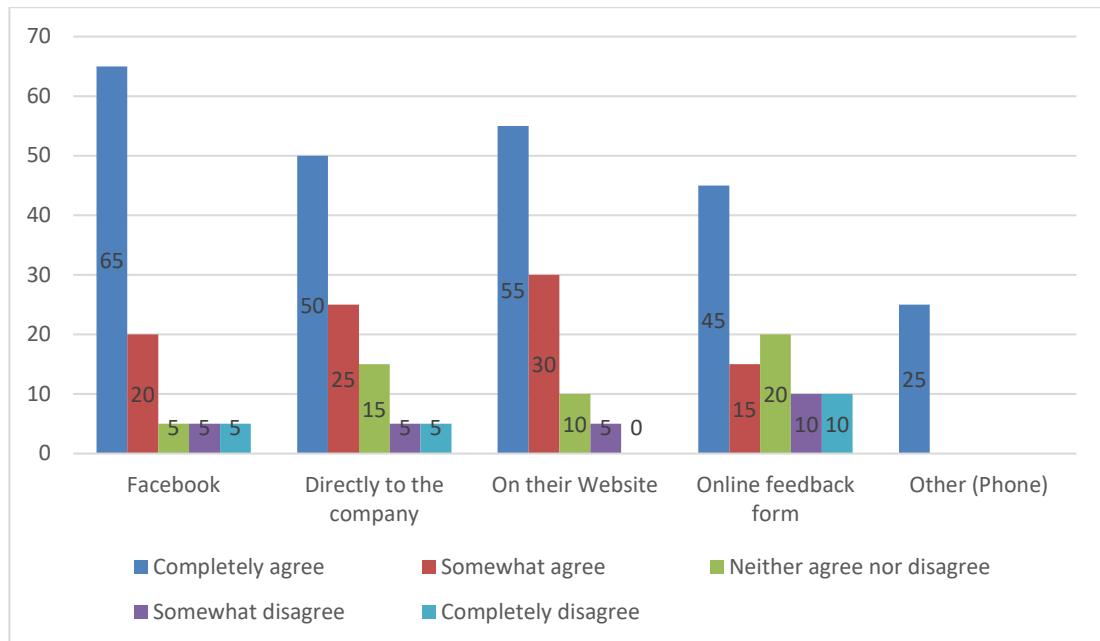


Figure 19. How would you like to give feedback to the company?

The most accepted medium through which the respondents preferred to provide feedback was Facebook. It shows that 65% of the respondents completely agree and 20% somewhat agree using Facebook for feedback. 5 % of other respondents completely disagree. 50 % of the respondents prefer to provide feedback directly to the company. It is possible and effective as the company has its office in a good location. The next favored medium for providing feedback is website.

Though the company does not have its own official website, the customers are interested in providing feedback through website. 55 % of the respondents preferred to provide feedback through the website. Among the respondents, 45 % wants to provide feedback through the online feedback forms. Whereas, 10 % of the respondents completely disagree to provide feedback through online feedback forms. The respondents preferred to provide feedback through phone as well. 25 % of the respondents choose phone as the desired option to provide feedback to the company.

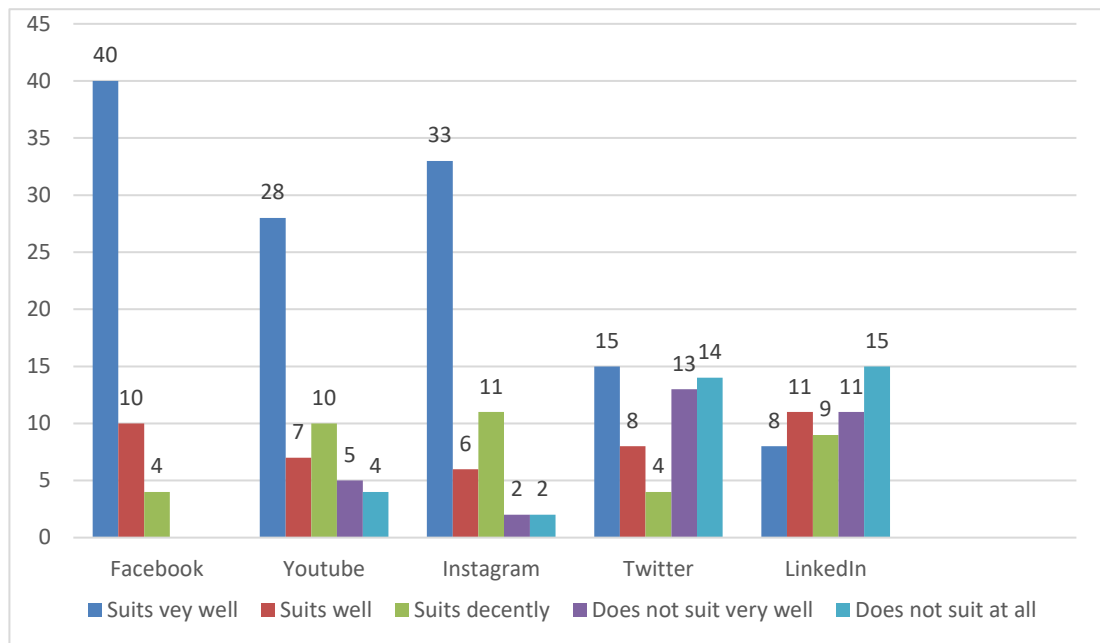


Figure 20. Which of the following social media suits the company?

The last question of the survey was to gather the insight about the social media that suits for the company. The respondents were asked to rank the social media in terms of its effectiveness for the company. Out of 54 respondents, 40 respondents think Facebook suits for the company very well. Instagram was second favored after Facebook. 33 out of 54 respondents thought that Instagram suits the company well. There was also 6 of the respondents who thought that Instagram suits the company well. YouTube was the third preferred that suits the case company. 28 out of 54 respondents thought that it suits very well for the company. There was 9 of the respondents who believed that it doesn't suit the company at all or not very well.

There were more respondents who thought Twitter does not suit the company. There were 13 respondents who choose that Twitter doesn't suit very well for the company. 14 of the respondents think that it doesn't suits at all the company. Only 15 of the respondents think that Twitter suits the company very well. Only 8 out of 54 respondents thinks LinkedIn suits the company very well. LinkedIn is not widely used by the people in Nepal.

8 SUMMARY AND CONCLUSIONS

The main purpose of writing this thesis was to improve the use of social media marketing for Dharan Sky Adventure Paragliding Company. The purpose and the objectives of the thesis was made clear and kept constant during the whole thesis process. The boundaries of the thesis were already fixed in the project plan that helped the author to focus on the main points without changing the direction of the thesis. The main purpose of the thesis on how to improve the use of social media marketing was achieved by gathering the related theories from different books, literatures and websites.

At first, the thesis presents the background information to provide the view of the subject of the thesis. Then it introduces the purpose of the thesis for choosing the title of the thesis. It includes why the thesis has been written, what it needs to measure and what the company benefits from the thesis. Then it presents the structure of the thesis which provides a quick overview of the thesis and the process of the thesis to the reader.

The problem setting explains the major reason as well as some other objectives that will be fulfilled by the thesis. It includes the conceptual frame of reference which illustrates the combination of both theoretical and empirical part of the thesis. The next part includes the company presentation that provides the information about the company. It also includes the marketing strategies currently used by the company and its current situation in social media marketing.

To achieve the main goal, firstly the company needs to understand the concepts of marketing, its elements and social media marketing along with its process. Therefore, the thesis initially included the marketing and social media marketing theories. Along with the theories, various strategies and processes of social media marketing are included. After the theoretical process of illustrating the theories, the thesis focuses on the empirical part.

The interview with the owner reveals that only the owner himself is responsible for the social media marketing of the company. It shows that the owner has not been able to cooperate with the employees for the social media marketing purpose. As a result, the company's social media activity is in very poor condition.

The interviews with the employees sum that the company's poor performance in social media marketing is due to lack of social media and marketing skills. The employees were never engaged in creating content for social media neither asked for suggestions. The employees believe that the company has lot to show and share to the customers which will help them to attract more customers.

From the survey, it was found that more than half of the customers of the company are from age group 25 to 34 years. Most of the customers were employed. Students were the second group which has mostly used the company services. It shows that the customers use their mobile devices for using social media. Computer was the other device that was used by the customers for using social media. Offers and discounts contents attracted more attention than any other social media contents. Facebook, Instagram and YouTube were mainly used by the customers in daily basis. Twitter was not much used daily.

The research shows that the respondents came to know about the company mostly through friends and internet. The respondents were satisfied with the company's service as they want to recommend the company for friends. The respondents preferred Facebook more than any other social media for the company.

Overall, most of the respondents are satisfied with the company. But still there are unsatisfied customers with the company services. The company needs to work on the weaknesses and keep upgrading and improving with time. At last, all the employees and owner should cooperate for the achievement of company's goal.

9 RECOMMENDATIONS

Recommendation is the procedure of converting collected raw data into useful information. It is the interpretation of the collected data. Based on the study and analysis of the collected data, the author has made some recommendations to the company which are discussed below:

- The company should be more active in social media and create more contents than what they are doing currently. The company should be more focused towards offers, discounts and advertisements contents.
- The company should also use other social media than Facebook. The company should use Instagram and YouTube.
- The Facebook page of the company should be more attractive. The company can hire photographers to take photos and videos which can be used to promote their company's services.
- Employees should be trusted and given more importance. Employees should be kept aware about the social media activities of the company.
- The company should hire an expert for the marketing of the company. If the company can't hire a new employee, then the responsibility of the social media should be handed over to the employee who has better knowledge and understanding of social media.
- Monthly meeting should be held in the company among the employees and the owner to build trust and cooperation. It helps to create a healthy working environment.
- More focus should be given to age group 25-34 years. These are mostly the customers of the company.
- The company should create their own official website. The details of the company, service fee, contact information and the location of the company should be well mentioned in their website.

- All the company's social media contents should be able to run in mobile devices. The mobile device penetration is very high compared to other devices among the customers.

- The customers as well as the employees should be encouraged to share about the company in social media.
- The employees should be given more training and ideas to promote the company's service to the customers. They should also be given training for customer handling.
- The response to the customer should be quick. Negligence to the customers' requests should be removed.
- New service packages with discounts and new added activities should be introduced frequently.
- The company should expand and add facilities towards their service. For instance, providing some snacks and drinks or hotel facilities for the customers.
- The company should collect feedback from the customers.
- YouTube videos of the company should be professional not just the raw videos.

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APPENDICES

Appendix 1: Interview question with the owner

1. Who are the company's competitors and how is DSAP trying to be different from them?
2. Who are the company's target customers? How does the company communicate with them?
3. Does the company collect any feedback from the customers? (If yes) how is the feedback collected?
4. How do you see the difference between social media and traditional media?
5. Do you see social media as being effective in marketing? Which social media do you consider especially effective? Why?
6. Which social media are you using for marketing if any?
7. How important is social media marketing for the company's success?
8. How would you describe DSAP's employees' contribution in social media marketing in general?
9. What does your company aim to achieve by using social media?
10. What is the company currently doing in social media? Have there been any changes in your use social media in the last 2 – 3 years?
11. Are the customers encouraged to share the company in social media? How?
12. Does the company have any projects for improvement of social media marketing?
13. Does the company currently have any social media marketing plan?
13. Does the company have any expert for social media marketing?
14. How do you see the difference between social media and traditional media?
15. Do you see social media as being effective in marketing? Which social media do you consider especially effective? Why?

Appendix 2: Interview Question with the employees

1. How do you see the difference between social media and traditional media?
2. Do you see social media as being effective in marketing? Which social media do you consider especially effective? Why?
3. Are you familiar with the company's use of social media marketing? How would you describe DSAP's social media marketing?
4. How important is social media marketing for the company's success?
5. How would you describe your own role in social media marketing of the company and its services? Has it changed in the last 2 - 3 years?
6. How would you describe DSAP's employees' contribution in social media marketing in general?
7. Are the customers encouraged to share the company in social media? How?
8. How do you see the difference between social media and traditional media?
9. Do you see social media as being effective in marketing? Which social media do you consider especially effective? Why?
10. How important is social media marketing for the company's success?
11. How would you describe DSAP's employees' contribution in social media marketing in general?
12. Are the customers encouraged to share the company in social media? How?

Appendix 3: Customer Survey Questionnaire

QUESTIONNAIRE

Dear Respondent,

I would like to kindly request you to give your few minutes for answering the questionnaire. The main purpose of the questionnaire is to find out use and penetration of the social media in the current market. To know the effective social media for marketing and the customers perception towards the case company services. The data is collected for the Bachelors thesis under Degree Program in International Business at Satakunta University of Applied Sciences, Rauma Finland. The survey is anonymous and the data will be used only for the thesis purpose.

1. How many hours do you spend in social media in a day?
 - Less than 2 hours
 - 2 to 4 hours
 - 4 to 6 hours
 - Over 6 hours
 - I don't use social media (please go to question 5)

2. What devices do you use for social media (you can choose more than one alternative)?
 - Laptop/computer
 - Tablet
 - Smartphone

3. How often do you use the following social media channels? Please use a scale from 1 to 5, where 1 = I don't use it at all, 2 = I use it max. once or twice a month, 3 = I use it once or twice a week, 4 = I use it several times a week, 5 = I use it daily
 - Facebook 1 2 3 4 5
 - Instagram 1 2 3 4 5

- Twitter 1 2 3 4 5
- YouTube 1 2 3 4 5
- Other

4. Do you agree or disagree with the following statements? Please use a scale from 1 to 5, where 1 = completely disagree, 2 = somewhat disagree, 3 = neither agree nor disagree, 4 = somewhat agree and 5 = completely agree

The following kind of content in social media attracts my attention

- Pictures 1 2 3 4 5
- Videos 1 2 3 4 5
- Advertisements 1 2 3 4 5
- Offers and discounts 1 2 3 4 5
- Hashtag campaigns 1 2 3 4 5

5. How did you get to know about Dharan Sky Adventure Paragliding? (You can choose several alternatives)

- Internet
- Newspaper
- Friends
- Radio or Television
- Hoarding boards
- Other

6. Do you agree or disagree with the following statements? Please use a scale from 1 to 5, where 1 = completely disagree, 2 = somewhat disagree, 3 = neither agree nor disagree, 4 = somewhat agree and 5 = completely agree

Dharan Sky Adventure paragliding

- has good location 1 2 3 4 5
- has reasonable price 1 2 3 4 5
- has friendly employees 1 2 3 4 5
- offers good customer service 1 2 3 4 5
- gives quick response to customers 1 2 3 4 5

- should offer more facilities 1 2 3 4 5
- should offer more packages 1 2 3 4 5

7. Would you be ready to recommend Dharan Sky Adventure Paragliding to your friends and others?

1 = yes, definitely

2 = yes, probably

3 = probably, not

4 = definitely not

8. Do you agree or disagree with the following statements? Please use a scale from 1 to 5, where 1 = completely disagree, 2 = somewhat disagree, 3 = neither agree nor disagree, 4 = somewhat agree and 5 = completely agree

I would like to give feedback to Dharan Sky Adventure Paragliding

- in Facebook 1 2 3 4 5
- Directly to the company 1 2 3 4 5
- On their website 1 2 3 4 5
- With an online feedback form 1 2 3 4 5
- Other, what? 1 2 3 4 5

9. How often do you think Dharan Sky Adventure Paragliding should post or create content in social media?

- Daily
- Several times a week
- Once or twice a week
- Once or twice a month
- Less frequently

10. How well do you think that the following social media suits Dharan Sky Adventure paragliding in their marketing?

Social Media	Suits very well	Suits well	Suits decently	Does not suit very well	Does not suit at all
Facebook					
YouTube					
Instagram					
Twitter					
LinkedIn					
Something else, what?					

11. Age

- Under 18
- 18-24 Years
- 25-34 Years
- 35-44 Years
- 45 and Over

12. Gender

- Male
- Female

13. Profession

- Student
- Employed
- Unemployed