# A Project to Implement Social Media Marketing for Supercool Star Technical Services LLC, Dubai

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# ZADÁNÍ DIPLOMOVÉ PRÁCE
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## Zásady pro vypracování

Introduction
Define the objectives and the application methods used in the master's Thesis.
I. Theoritical part

- Prepare a literature review focusing on the implementation of new social media strategies.

II. Practical part

- Describe the structure and activities of Supercool Star Technical Services LLC, Dubai.
- Analyze and evaluate the behaviour of consumers of Supercool Star Technical Services LLC, Dubai.
- Develop a project to implement social media strategies for Supercool Star Technical Services LLC, Dubai.
- Elaborate the cost,time and risk factors of the project.

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**ABSTRAKT**

Diplomová práce je věnována implementaci marketingu na sociálních sítích pro propagační účely společnosti Supercool Star Technical Services LLC, firmy zabývající se servisem a údržbou klimatizace se sídlem v Dubaji ve Spojených arabských emirátech. První část je věnována teoretickým základům marketingu a zkoumá současné trendy v těchto oblastech. Druhá část obsahuje praktickou analýzu stávajících propagačních strategií vybrané společnosti a analýzu konkurence. V závěrečné části projektu je nabídnuta optimalizace současného stavu marketingových strategií dané organizace v souladu s principy sociální mediální marketing. Nakonec je celý projekt podroben analýze nákladů, času a rizik. Konečným cílem projektu je poskytnout doporučení pro implementaci a zlepšení současných reklamních praktik společnosti založených na principu firemních sociálních médií s využitím aktuálně dostupných platforem sociálních médií, což bude mít pozitivní dopad na povědomí o značce a loajalitu spotřebitelů.

Klíčová slova: sociální média, marketing na sociálních sítích, marketingový mix, spotřebitelské chování.

# ABSTRACT

The diploma thesis is devoted to implementing social media marketing for the promotional purposes of Supercool Star Technical Services LLC, an air-conditioning services and maintenance firm located in Dubai, United Arab Emirates. The first section is devoted to the theoretical foundations of marketing and examines present trends in these areas. The second section includes the practical analysis of the selected company's existing promotional strategies and the analysis of the competitors. In the final part of the project, optimization of the current state of marketing strategies of the given organization is offered under the principles of social media marketing. Finally, the entire project is submitted to a cost, time, and risk analysis. The ultimate objective of the project is to provide recommendations for implementing and improving the company's current advertising practices based on the principle of the company's social media using currently available social media platforms, which will have a positive impact on brand awareness and consumer loyalty.

Keywords: social media, social media marketing, marketing mix, consumer behavior.

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I hereby declare that the print version of my Bachelor's/Master's thesis and the electronic version of my thesis deposited in the IS/STAG system are identical.

# CONTENTS

# INTRODUCTION

*Social marketing is the design, implementation, and control of programs calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communication, distribution, and marketing research (Kotler and Zaltman 1971).*

Social media advertisement is the practice of reaching out to potential consumers, as well as gaining traffic as well as awareness, via social media platforms including Facebook, Twitter, and LinkedIn, among other people. Organizations generally chose to sell products via physical media that included billboards, leaflets, along with direct mail when social media platforms were comparatively unexplored. (Mredu Goyal, 2018). We must prepare for and embrace change. Businesses must take steps to make alterations in management plans as well as seek continuous growth. To successfully implement a shift in organizational structure, considerable planning, as well as management, are required (Kevin Barge et. Al, 2008). Giving people what they want is the most democratic and straightforward thing one could do. Allow primary personnel a greater degree of autonomy to act as they feel fit in response to the rapidly shifting circumstances in the market. Online communities are where users can establish profiles that are self-descriptive and subsequently connect with different users who are familiar to build a community of personal relationships (Judith Donath, 2004). This study aims to identify the elements that influence the efficacy of social media advertisement for Supercool star technical services LLC, Dubai. With the three major social media platforms such as Instagram, Facebook, and YouTube—as well as startup companies along with small and medium-sized enterprises, conventional marketing, social media, social media marketing, and its benefits and challenges, approaches to utilizing social media marketing, as well as influencer marketing are all popular subjects of discussion. To determine how this research may be expanded upon to offer useful insights, the literature review will start by examining earlier research that has been done on these particular issues. Humans can now interact with others all around the world with the touch of a fingertip. Every deed and action in society is now influenced by social media. It has permeated practically every society and brought individuals together to form a connected human community. This group of people is referred to as a global village by communication theorist Marshall McLuhan, who contends that electronic media will constantly keep people connected and prevent them from living in isolation. The existence of social media and social networking sites serves as another illustration of this. The word "social media" has spread to

encompass a wide range of platforms, technology, online groups, and dialogues. For the sake of this thesis, social media will be described as a platform through which users of Internet technologies can exchange ideas, information, support, products, and opinions. Members using social media frequently communicate through multiple sources or types of online communication (Anabel et. al, 2007). The goal of this study is to look into the aspects which add to the effectiveness of social media marketing for Supercool star technical services LLC Dubai. As a result, the three social media platforms of Instagram, Facebook, and YouTube as well as start-ups and small to medium-sized businesses, traditional marketing, social media, social media marketing and its advantages and difficulties, strategies for using social media marketing, and influencer marketing are all major topics of discussion. To determine how this research may be expanded upon to offer useful insights, the literature review will start by examining earlier research that has been done on these particular issues. Every deed and action in society is now influenced by social media. It has permeated practically every Member using social media frequently communicates through multiple sources or types of online communication. society and brought individuals together to form a connected human community. This thesis report aims to explore and analyze the implementation of social media marketing for SuperCool Star Technical Services LLC. In today's digital era, social media has revolutionized the way businesses interact with their target audience and market their products or services. SuperCool Star Technical Services LLC, a prominent provider of HVAC (Heating, Ventilation, and Air Conditioning) systems, recognizes the significance of social media marketing in expanding its customer base, enhancing brand visibility, and driving business growth. By examining industry best practices, analyzing case studies, and conducting primary research, we aim to develop a comprehensive understanding of how social media can be effectively utilized in the context of a technical services company.

In the year 2016-founded Super Cool Star Technical Services LLC (SCSTS), which specializes solely in air conditioning, has gradually grown into the industry's top split, ductless, window, package unit cassette, free-standing HVAC system developer, vendor, installer, servicer, as well as a repairer. The company has concentrated on providing technical services of the highest caliber for air conditioning and refrigeration systems used in commercial, industrial, and residential settings. The company's market reach encompasses the local market, where they provide their partners with a competitive return at reasonable prices.

The objectives of this thesis report are as follows:

Assess the Current State: We will conduct an in-depth analysis of SuperCool Star Technical Services LLC's current online presence and marketing efforts. This assessment will provide insights into the existing strategies, platforms used, and their effectiveness in reaching the target audience. SuperCool Star Technical Services LLC's current online presence and marketing efforts. This assessment will provide insights into the existing strategies, platforms used, and their effectiveness in reaching the target audience.

Identify Target Audience and Platforms: We will identify the key target audience for SuperCool Star Technical Services LLC, analyzing their demographics, preferences, and social media usage patterns. Based on this analysis, we will determine the most suitable social media platforms to focus on, considering factors such as user engagement, industry relevance, and potential reach.

Develop a Social Media Marketing Strategy: Building upon the research findings, we will develop a tailored social media marketing strategy for Supercool Star Technical Services LLC and engage with its target audience effectively.

# OBJECTIVES AND METHODS OF MASTER THESIS PROCESSING

**Objectives of the study**

The overall goal of this project is to focus on implementing SuperCool Star Technical Service LLC's social media strategies

The precise goals are as follows:

1 To assess the efficacy of social media

2 What are the benefits and gratifications that customers get from various forms of social media and promotion on Facebook, Twitter, Instagram, YouTube, and so on?

3 To investigate SuperCool Star Technical Service LLC's current marketing and sales practices.

4 To determine the extent to which social media influences consumer purchasing decisions.

**Research Questions**

The following questions will be answered by this research.

1 How does social media marketing help Supercool Star Technical Service LLC promote itself?

2 How does the organization's usage of social media alter in response to changes in consumer attitude, perception, and taste?

 3 What are Supercool Star Technical Service LLC's current marketing and sales strategies?

4 To what extent may social media influence a consumer's purchasing decision?

## METHODOLOGY

There are more than 4.66 billion internet users as of January 2021, of whom more than 4.2 billion utilize social media. The growth of social media also has an impact on customer interactions with a brand or retailer. Brand recognition is impacted by social media marketing. Empirical research is done to determine how social media zones affect the growth of communities, engagement with content, and website traffic. To avoid wasting money on ineffective campaigns, advertisers need to comprehend their audience and know how to reach them. Social media research is important because users engage with these platforms differently than they do with traditional media. The fundamental informational power shift in social media is from the marketer to the consumer, who chooses which content to ignore and which to share with others in their network. Many people believe that internet information sharing is just as effective as word-of-mouth advertising. Since the area of informatics focuses on how information technology influences commercial and ethical issues, care must be taken when creating and putting into place an information system.

In constructing this thesis, both primary and secondary data were utilized. The method, location, and timing of data collection are the fundamental distinctions between primary and secondary data.
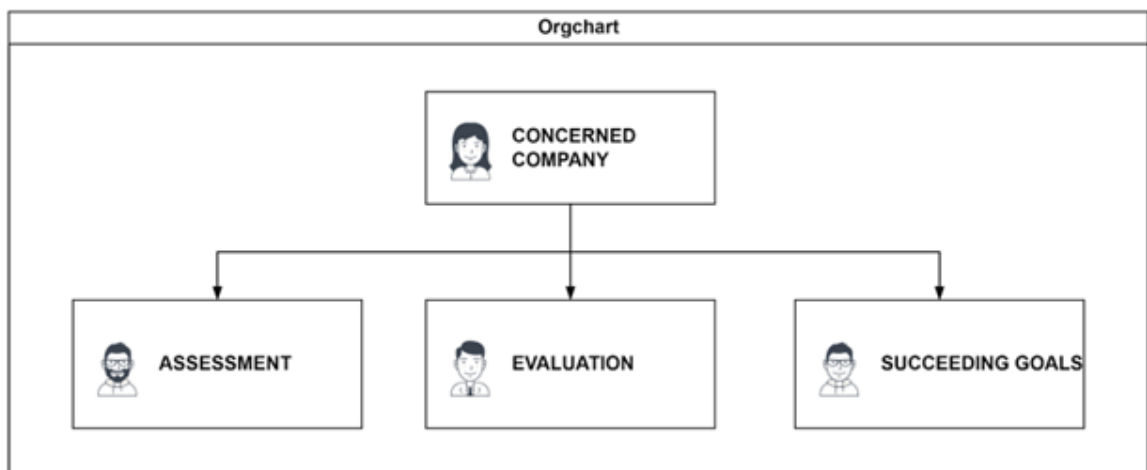


*Figure 1: Progressive approach towards the company*
*Sources: Author's Survey*

All the traditional marketing mix consists of the 4Ps, namely "product, price, place, and promotion". The promotions can be truly achieved online and offline. Data that already exists and can be used in the inquiry process to learn more about the topic is known as secondary data. The individual conducting the investigation gathers the primary data. This information is utilized to address any research queries and handle any study-related issues. A flowchart that shows the study's structure was used by the researcher to validate the intended study. The following approach has been used to characterize a complete discovery of intended research (Michael. D. Gordon, 2014).

Two primary tools would be used to gather data for this investigation. They are.

I.A Questionnaire

II.A Semi-structured interview guide
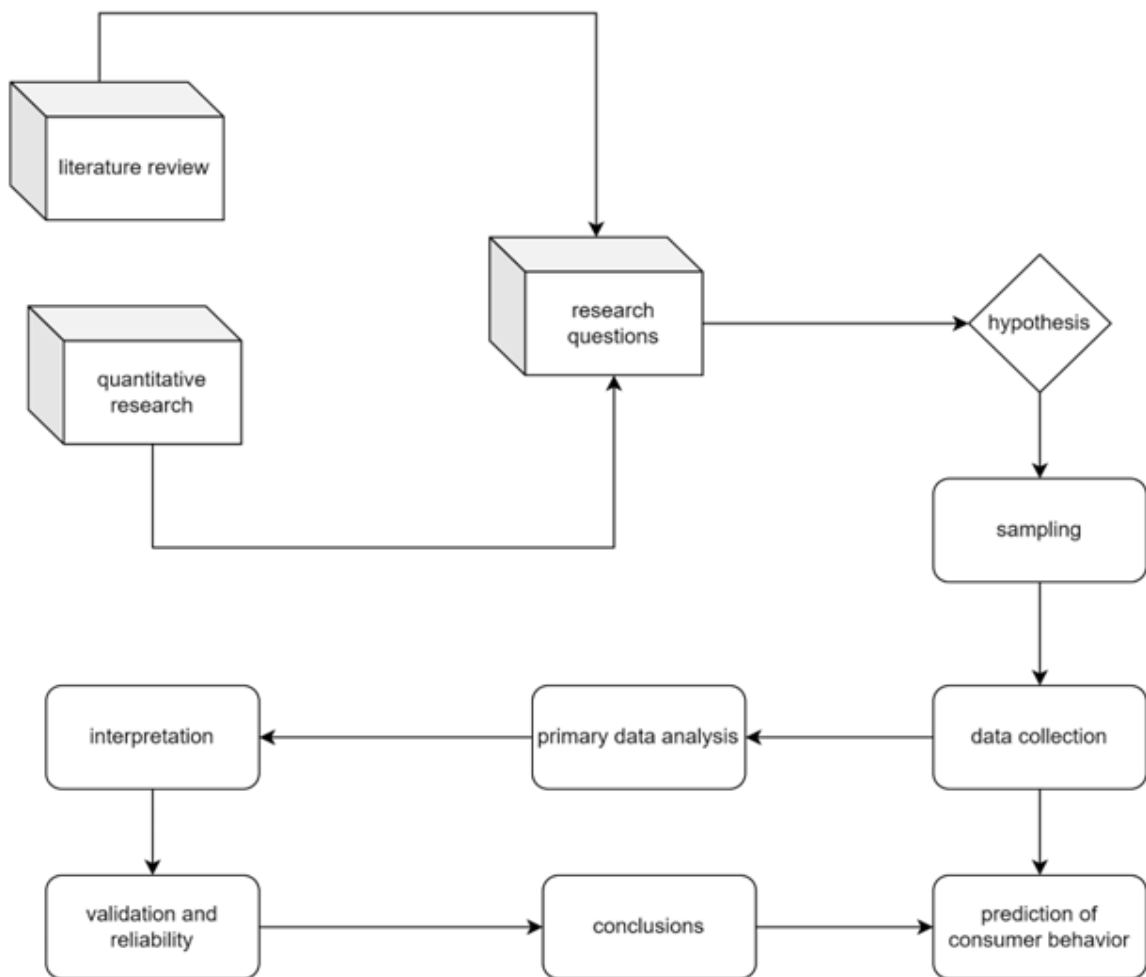


*Figure 2: Research Methodology*

*Sources: Author's Survey*

The Likert approach of questionnaire construction was used in the questionnaire design. Open-ended and closed-ended questionnaires were taken into consideration. As an add-on to the study, semi-structured interviews were used to probe clients who, due to time constraints, might not be able to complete the questionnaires for the study.

### *Research Process*

In constructing this thesis, both primary and secondary data were utilized. The method, location, and timing of data collection are the fundamental distinctions between primary and secondary data.

The researcher used a flowchart that depicted the study's framework to validate the intended investigation. The approach described below characterizes a complete discovery of the planned investigation.

## ORGANIZATION OF THE STUDY

The study's final report was structured as follows:

- Theoretical part:

  o Conduct a literature review for Supercool Star Technical Services LLC Dubai on the impact of social media as a promotional approach.

- Practical part:

  o Describe the organizational framework and business operations of Supercool Star technical services LLC.

  o Examine and evaluate Supercool Star technical services LLC client behavior.

  o Create a project to improve Supercool Star technical services LLC's servicing.

  o Propose a marketing plan to execute and improve Supercool Star technical services LLC's service.

  o Discuss the project's expenditures duration, and risk aspects.

# I.   THEORY

# 1 INTRODUCTION TO LITERATURE REVIEW

Social media marketing has emerged as a crucial component of modern marketing strategies, providing businesses with extensive opportunities to engage with their target audience and enhance brand visibility. Supercool Star Technical Services LLC, a prominent company in the technical services industry, recognizes the significance of social media marketing in achieving its marketing objectives. This literature review aims to explore existing research and literature on effective social media marketing strategies that can be employed by Supercool Star Technical Services LLC to optimize its online presence and drive business growth.

The 4Ps (product, price, location, and promotion), which make up the main paradigm of the social marketing framework, are broken down into components that are specific to each discipline ( Kotler et. Al, 2000).

**The Evolution and Significance of Social Media Marketing include:** Social media marketing has evolved rapidly over the years, shaping consumer behavior and purchase decisions. This section examines the historical development of social media marketing and highlights its relevance in the contemporary business landscape. It explores the impact of social media on brand awareness, customer engagement, lead generation, and customer loyalty. Additionally, it discusses the unique characteristics and advantages of various social media platforms commonly used for marketing purposes.

**Key Social Media Marketing Strategies:** This section delves into essential social media marketing strategies that have proven to be effective for businesses. It emphasizes the importance of defining clear objectives and goals for social media campaigns. Furthermore, it explores target audience identification and segmentation, enabling Supercool Star Technical Services LLC to tailor their content and messaging to specific customer segments. It also discusses content creation and curation strategies, emphasizing the significance of relevant, engaging, and shareable content. Visual media, such as images and videos, and the power of storytelling in social media marketing are also highlighted.

**Building and Managing a Strong Social Media Presence:** Creating and managing an effective social media presence is crucial for Supercool Star Technical Services LLC's success. This section explores the practical aspects of selecting appropriate social media

platforms based on the target audience and business objectives. It emphasizes the importance of consistent branding across different platforms and the creation of a compelling company profile. Additionally, it discusses strategies for increasing follower engagement, managing online reputation, and effectively handling customer feedback and complaints.

**Leveraging Social Media Advertising and Influencer Marketing:** Social media advertising and influencer marketing are two powerful tools for expanding the reach and building brand credibility. This section explores various social media advertising options, including paid campaigns, sponsored posts, and targeted ads. It also examines the role of influencer marketing in reaching a wider audience and leveraging influencers' social influence to promote Supercool Star Technical Services LLC. The process of identifying relevant influencers, negotiating partnerships, and measuring the effectiveness of influencer campaigns is also discussed.

## 1.1 BACKGROUND OF THE PROJECT AND JUSTIFICATION

In the past, advertisements were placed in publications, on television, on radio, and through direct email, all of which were conventional, non-targeted methods. These days, businesses compete physically for consumers' attention. Due to competition, businesses and marketers are constantly looking for novel and innovative ways to reach customers. Social media as a phenomenon has emerged as a result of this. This type of media refers to a collection of user-generated content produced by customers to inform one another about goods, services, people, and problems. The use of social media has grown significantly in recent years, having a significant impact on a variety of consumer behavior traits, including awareness, information seeking, opinion development, attitude formation, purchase behavior, and post-purchase communication and evaluation. The interactive feature of social media, or the ability for individuals to offer comments or elements to exchange ideas that originates from a genuine source, distinguishes this compared to other traditional marketing channels such as mail or email (James et. Al, 1998). The phrase advertising comes from the Medieval Latin verb advertere, which means "to direct one's attention to" an idea, good, or service by announcing an oral or written statement in society (Danesi, 2015). Online settings in that individuals construct a self-descriptive account and then link to others whom they know on

the site, forming a circle of individual connections (Judith Donath, 2004). Today, businesses across all industries often copy one another's change initiatives to stay competitive, making organizational innovation, fresh thinking, and successful practices essential (Theodore E. Zorn, 2000).

The following questions are assisted in finding a solution by a technical feasibility study:

1.        Does the organization have the technology required to complete the project?

2.        Are there individuals with high technical skills who can produce the item with the aid of current technology and do it on schedule and within a budget?

3.        Do you know anyone who has the high-level technical ability to build the product using the latest technologies while staying on budget and on time?

4.        Is there room in the budget for the company to add extra technical resources (TR)?

5.        Is the technology currently in use the best option for the product team to expedite the development and stay under budget?

A technical feasibility analysis for your business concept should include the steps such as making a preliminary analysis, determining the projected income, making a market analysis, establishing a business plan, creating a project balance sheet from day one and examining the information, and choosing a choice. The following points should be properly analyzed when creating a thorough feasibility report:

1.        Utilize the templates and resources at your disposal to assist you in compiling and obtaining reliable information.

2.        Ask clients, product designers, developers, and other team members for their opinions and suggestions.

3.        Ask the core team members technical questions to examine and obtain trustworthy data.

4.        If at all possible, contact the market survey out to a team of market researchers with relevant experience and knowledge.

5.          Divide the study into sections and assess the data you gather at each stage independently.

6.          Assemble the comments from each stage, then create the final review without prejudice.

 The report identifies the project's objectives and scope. For the feasibility study's correctness to be confirmed, a well-defined scope is essential. Moreover, list the areas of the company that have an impact on the current project, either directly or indirectly.

## 1.2   MARKETING

Marketing is a well-developed methodical art whose norms are always changing in response to the requirements and advances occurring both within and outside it. To establish itself in the new eta, it has begun adjusting to the new virtuous ways to deal with the new business concepts or trends. The importance of marketing in business growth remains unchanged, but how it is carried out is changing dramatically as a result of improvements made by satellite communication and highly sophisticated technological gadgets (Saravanakumar, 2012).

Most individuals feel that marketing is only about advertising and selling. However, numerous specialists agree that promotional activities and sales merely scratch the outermost layer of marketing. Marketing is not only useful in achieving goals, but it is also a long-term plan for preserving them. It is the practice, collection of institutions, and procedures for producing, conveying, providing, and exchanging value-added solutions for customers, clients, partners, and society as a whole. Some of the most significant components of marketing are Creating value, Communicating value, Delivering value, and Exchanging value.

Marketing is a multifaceted practice that incorporates numerous operations. Yet its final objective is to provide value to clients while still meeting the company's business objectives.

## 1.3   DIGITAL MARKETING

Digital marketing refers to any sort of marketing that uses an electronic device or a digital medium. Companies use digital platforms such as search engines, social media, electronic

mail, and their online presence to connect with both present and prospective clients. This sort of advertising is sometimes referred to as "online advertising," "internet advertisement," or "web advertising."Digital marketing is described as the utilization of a wide range of digital methods and platforms to interact with people wherever they devote the majority of their time: online. From the website of an organization to its online branding resources - digital advertising, email marketing, online brochures, and many more - "digital marketing" encompasses a wide range of approaches. (Desai, 2019)

Digital marketing is the execution of digital mediums to advertise goods or services. It can encompass websites, social media, email, smartphone apps, and other digital platforms. Digital marketing is a broad word that incorporates a wide range of marketing operations, such as Pay-per-click (PPC) advertising, Search engine optimization (SEO), Content marketing, Email marketing, social media marketing, etc. Thus, digital marketing may be an extremely efficient method for attracting a big audience and producing leads and revenues. Any organization which desires to be successful in digital marketing must have a good awareness of the newest trends and best practices.

## 1.4 INTRODUCTION TO SOCIAL MEDIA

The term "social media" refers to Internet-based tools that let users produce, share, or just consume content created by others, or content that has been placed together by other people. For instance, social networking sites, blogs, wikis, RSS feeds, user-generated content organizers like Yelp and TripAdvisor, and location-based services like Google Places or Foursquare. Social networking environments are appealing to businesses looking to increase exposure and engage with broad audiences as well as stakeholder communities directly as a result of social media's rising dissemination as well as acceptance across numerous cultures (Zorn et. Al, 2000).

A digital space where individuals who have a shared interest can congregate and exchange ideas, responses, and perspectives is what is known as social media (Weber, 2009). In 1971, Philip Kotler and Gerald Zaltman introduced the concept of social marketing. Primarily, social advertising is utilized to convince individuals to modify their conduct for social advantages that involve increasing health, avoiding injuries, conserving the surroundings, or supporting positively the society (Kotler and Lee, 2008). Social media has been pervasive in the past few years, with the most prominent applications being social networking, content

sharing, as well as internet access. Because of its dependability, stability, and instantaneity, social media brings up an extensive variety of opportunities for organizations like internet advertising. Social media marketing refers to promotional activity that takes place on social media platforms. Organizations may now quickly, efficiently, and rapidly reach out to targeted customers with the help of social media advertisement ( Rubathee Nadaraja et. Al, 2013).

This thesis mostly focused on social media marketing in the context of the United Arab Emirates (UAE). Therefore, this information is on Social Media User Growth and Popular Messenger Apps in UAE, the 10 Most Used Social Media Platforms, and Social Media User Growth in UAE, respectively.
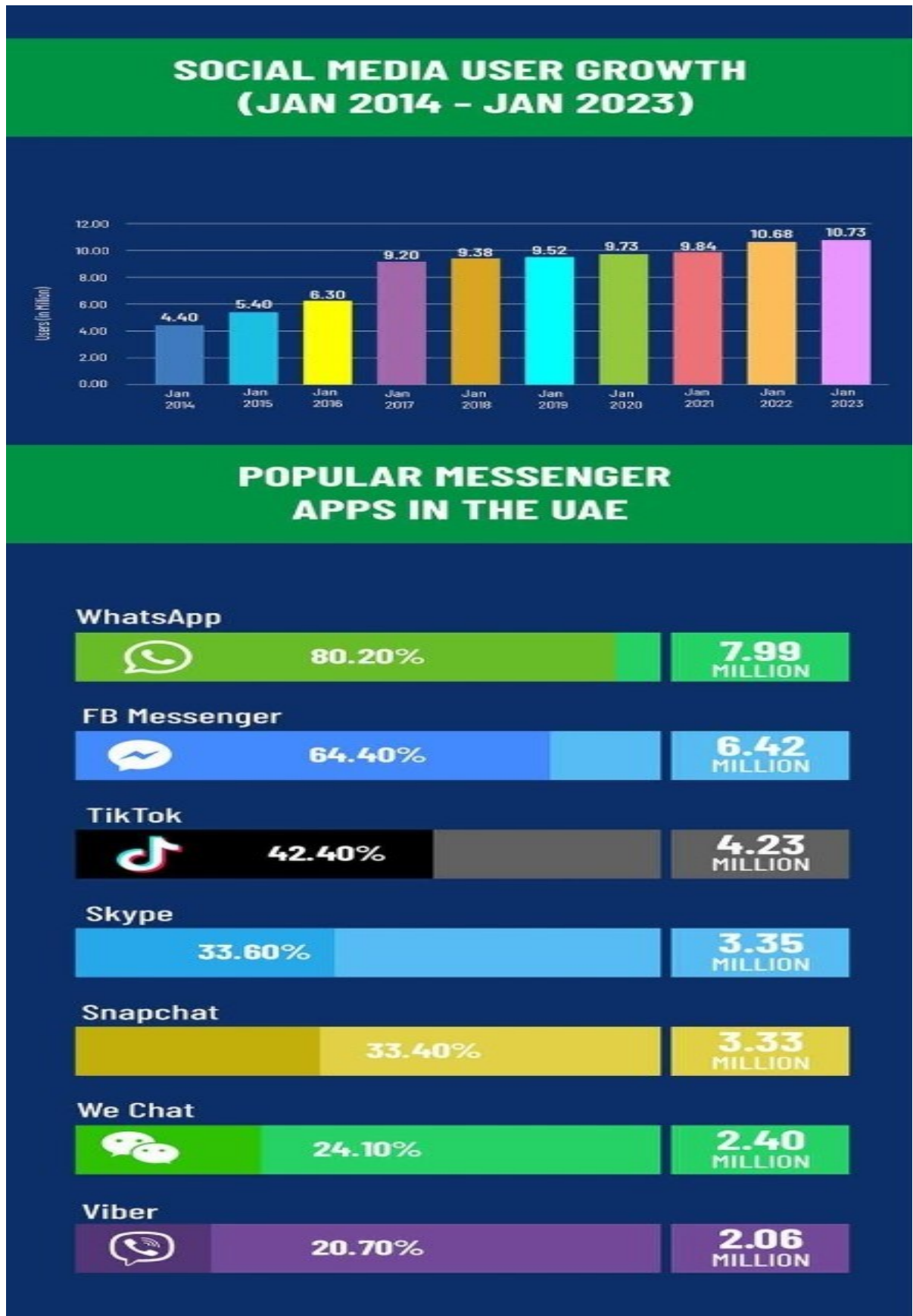
*Figure 3: Social media User Growth and Popular Messenger Apps in UAE*

*(Source: UAE Social Media Statistics 2023)*
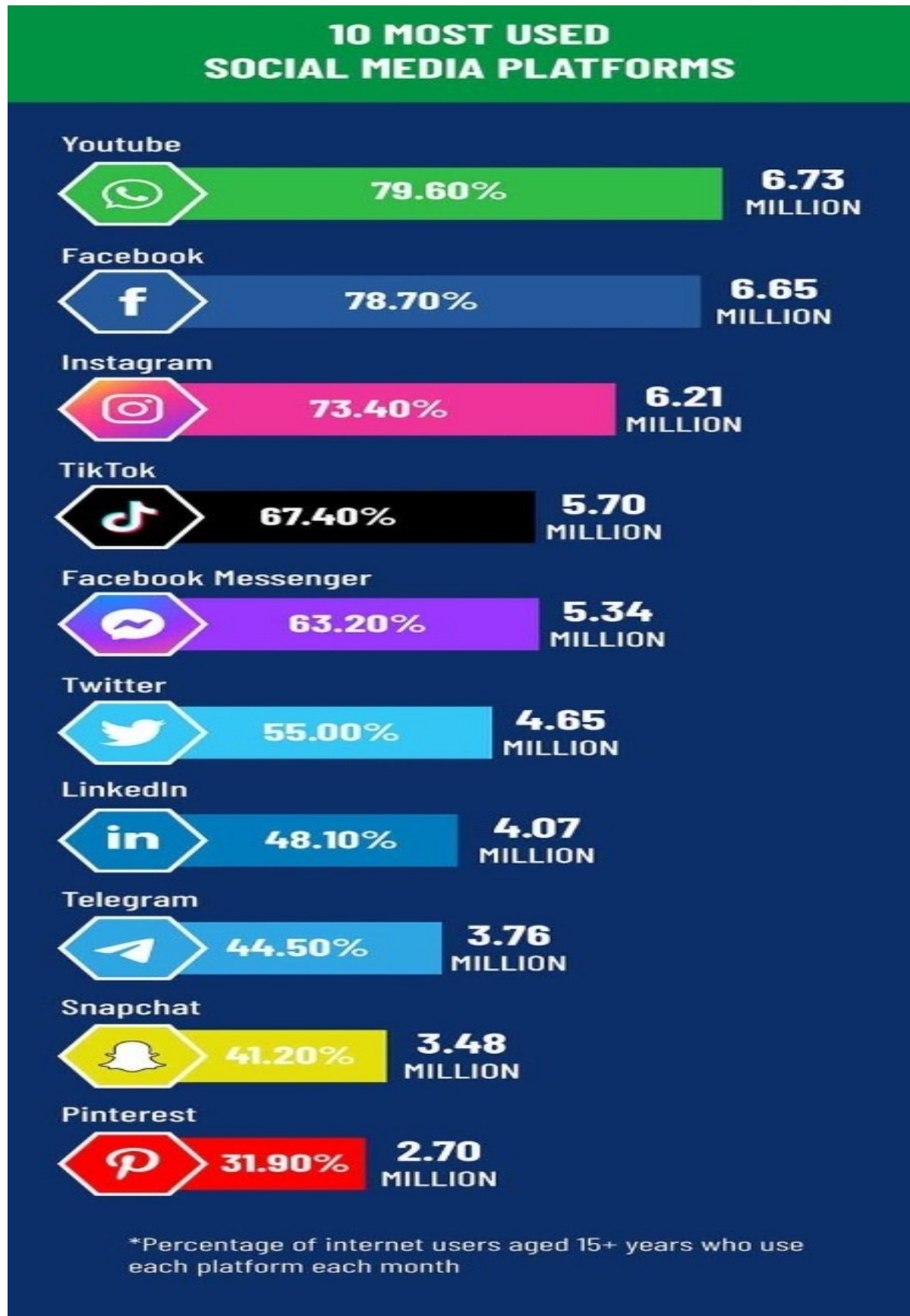
*Figure 4: 10 Most Used Social Media Platforms*

*(Source: UAE Social Media Statistics 2023)*

## Social Media User Growth in UAE (2014 – 2023)

| Years | Users |
|-------|-------|
| 2023 | 10.73 Million |
| 2022 | 10.68 Million |
| 2021 | 9.84 Million |
| 2020 | 9.73 Million |
| 2019 | 9.52 Million |
| 2018 | 9.38 Million |
| 2017 | 9.20 Million |
| 2016 | 6.30 Million |
| 2015 | 5.40 Million |
| 2014 | 4.40 Million |

*Figure 5: Social Media User Growth in UAE*

*(Source: UAE Social Media Statistics)*

## 1.5 SOCIAL MEDIA MARKETING

Social media is developing into an essential advertising and communications platform for businesses, organizations, and institutions of all kinds, including those associated with the government too. Furthermore, social media is culturally important because it has become the main medium in which many people receive massive quantities of information, share content and certain aspects of their lives with others as well, and receive information about the globe around them. Social media is constantly evolving. Social media as we know it today is not the same as it was even just a year before and it will undoubtedly be changed a year from today (Appel, 2019).

The fast adoption of social media marketing has coincided with an increase in internet capacity, technology, smartphones, and tablets (Tenaiji, 2014).

It can be attributed mostly because social networks continue to innovate, both technologically (e.g., large platforms frequently introducing new tools and services) and consumer-wise (e.g., people finding creative uses for social media) (Appel, 2019).

Additionally, social media platforms like Facebook encourage a close relationship between a product and a person, creating various marketing opportunities. In a similar vein, blogs along with other kinds of social media offer a space for leaving comments on any event that has to be highlighted and can be utilized as a form of advertising along with a popular advertising tool (Bajpai, 2012)

There are several ways to think about social media. In reality, it refers to a group centered around software digital technologies which supply individuals with electronic spaces through which they may exchange and gain digital information or content through an internet-based social network. These technologies frequently appear as both applications as well as websites. Social media here refers to popular websites and applications like Facebook, Instagram, and Twitter. In reality, social media may be viewed as a distinct type of digital platform that advertisers can utilize to interact with consumers. Instead of perceiving social networking sites as only digital media with specialized technical services, we could imagine them in more general terms as places where people undertake important portions of their lives online. From this perspective, social media is not so much about particular platforms

or technologies and more about the things people do there. As of now, the focus has mostly been on sharing knowledge, which is commonly referred to as an instance of (online) word of mouth in advertising and marketing (WOM) (Appel, 2019).

The three major trends have emerged in the present atmosphere that is going to mold the social media landscape shortly. Themes such as omni-social presence, a growing number of influencers, and trust and privacy concerns could reflect our modern digital and social media ecosystem. And each of these fields will have an impact on a variety of stakeholders, including individual social media users, corporations and brands that make use of social media, and public policymakers (e.g., governments, and authorities) (Appel, 2019). Social media marketing has a wide scope, from defenders to explorers, a culture that encompasses the opposites of conservatism and modernism, structures that fall somewhere between bureaucracies and systems, and a governance spectrum that runs the gamut from dictatorship to anarchy (Felix et al., 2017).

## 1.6 SOCIAL MEDIA MARKETING PLATFORMS AND TOOLS

Social media has evolved into an important marketing tool. It can be utilized for marketing, distribution, and research. Recruiters for marketing jobs often seem to be looking for "digital natives." Consumers and organizations are increasingly using these kinds of applications. Most commonly, social networking sites are employed as strategic marketing instruments and distribution methods for promoting the launch of new products and services. Hundreds of millions of people throughout the world are drawn to enormously popular social networking platforms such as Facebook, Twitter, YouTube, and LinkedIn (Razimi, 2021).

## 1.7 SOCIAL MEDIA MARKETING STRATEGIES

To determine the channel-specific success determinants of social media marketing for startups and SMEs, these tactics and possibilities will then be further examined inside three different social media platforms. A social media marketing strategy is described as "a goal-directed planning process for developing user-generated content, driven by a collection of online apps, to build a distinctive and valuable competitive position" ( Effing et. al, 2011). In addition, this identified seven essential components of a marketing strategy, which are given as follows:

> ➢ Audience Targeting

> ➢ Channel Selection

> ➢ Objectives

> ➢ Resources

> ➢ Guidelines

> ➢ Supervision

> ➢ Content Activity

Customized addressing is needed for diverse target groups across multiple social media channels. The phrases and tools that are most frequently used on the Social Web are listed below. Although not comprehensive, this list does introduce some of the most well-known terms and tools.

**BLOG**

A website with frequently updated entries (posts) arranged in reverse chronological order and usually featuring a comment section where readers can share their thoughts on the information they have read. Since Flickr is a photo-hosting website, businesses can contact them to add a user-friendly visual element to their operations and appeal to their target markets in a more modern and visual way.

**FLICKR**

It's a well-known platform for sharing and uploading pictures. Since Flickr is a photo-hosting website, businesses can contact them to add a user-friendly visual element to their operations and appeal to their target markets in a more modern and visual way.

**GOOGLE BUZZ**

Users of Google Mail, also known as Gmail, have access to Google Buzz, a social networking platform. Users could share material from sites like Google Reader, Picasa, Twitter, YouTube, Blogger, and others either publicly or privately to a group of friends using Google Buzz, which was integrated into Gmail.

**DIGG**

One of the most well-known social bookmarking websites is Digg. The most well-known social news website on the Internet is Digg. If the blog article appears on the home page of Digg, a lot of people may visit it. We can use Digg to find blogs and blog posts that are interesting. By sharing entries and leaving comments on one another's, Digg can help to establish connections with other bloggers who share our interests.

**SOCIAL BOOKMARKING**

The technique for keeping track of Websites in one place online for later use or to share with other Internet users. Social bookmarking features are available on websites like Yahoo! Buzz, Digg, StumbleUpon, and Reddit.

**STUMBLEUPON**

One of the most well-known social bookmarking websites is StumbleUpon.The site's traffic, exposure, and overall PageRank can all be enhanced by StumbleUpon. Not only will the website gain exposure, but it will also draw visitors with related interests. StumbleUpon provides a fantastic analytics feature that enables users to track and keep an eye on the origins of their traffic.

**INSTAGRAM**

Marketing on Instagram entails utilizing their website or application to boost an organization's exposure, viewers, inquiries, and transactions. Since it is currently the most popular social media platform for individuals in the age range of 16 to 34, Instagram is a very effective promotional tool for businesses, entrepreneurs, and creators. Strategies for marketing consist of:

➢ Paid content
➢ Influencer marketing
➢ Organic content
➢ Shopping tools

Instagram has more than 800 million unique users each month, so advertising there is undoubtedly worthwhile. This not only provides your company with another route for communicating with your audience, but many people have also had success making direct

purchases through the platform, thus Instagram is an excellent platform for growing awareness of a business along with customer interaction.

Once companies add participation on Instagram in their promotional plans, companies in fashion, catering, traveling, beauty, home decoration, landscaping, and events, as well as different fields of businesses experience outstanding results.

**FACEBOOK**

Over the years, there have been periods of growth and decline for many social media platforms, but Facebook has remained a major player. With almost 3 billion active users each month, Facebook is by far the most widely used site for social networking. This suggests that it's a great place for the business to be visible. But one needs to understand how to create an efficient Facebook advertising approach. Brands can perform sales using their business's page and convert it into a kind of secondary website, fully optimizing it. Facebook enables you to start a store, offer products and services to those who are your target audience, and post various types of material (such as photographs, carousels, videos, and links). For these reasons, you shouldn't disregard it. The Sprout Social Index for 2022 indicates that consumers and marketers continue to select Facebook as their primary social media platform for connecting with their intended audience.

**LINKEDIN**

LinkedIn influencers can be seen as some of the most dependable and respectable brand ambassadors because it is a professional network. As we all know, building relationships with influencers and acquiring new clients is crucial. Using LinkedIn for influencer marketing initiatives could bring in new, devoted clients. As a result, having a LinkedIn Company profile gives the best access to free marketing possibilities and raises the legitimacy of your company. If you don't already have a reliable website, you can utilize this page to increase search engine awareness of the company.

**YOUTUBE**

The three main ways that advertisers utilize YouTube are as follows:
Produce original videos YouTube serves as an interface, particularly for publishing videos. Creating excellent videos is essential to obtain channel growth. In connection to influencers

Brands spent more than 600 million dollars on YouTube influencer advertising in the year 2021, and for a valid cause.

**TWITTER**

Through Twitter's many ad options, they may target audiences according to demographics, location, interests, and various other criteria. Sponsored and organic social media content should work in tandem to help the brand reach its goals. Finding the ideal balance of purchased and organic content is work, but doing so is essential for any company to succeed on social media. Publishing user-generated material became simpler than ever as blogging platforms like Blogger and WordPress, which require very little technical expertise to use, entered the online conversation. People joined for a variety of reasons. The barriers to entry into the social Web were broken down by these free technologies and the expanding affordability of high-speed Internet access (users no longer had to pay per hour of use, as monthly costs became the standard). The party was open to everyone, and it continued to expand (Tatyana Dumova, 2013).

## 1.8 SWOT ANALYSIS

It is vital to assess the business's advantages and drawbacks to build a marketing plan. The term "SWOT analysis" refers to a beneficial method for examining the environment in which a firm or organization operates. "SWOT" is a simple way of categorizing both the internal and external circumstances affecting marketing as both favorable and undesirable aspects (Xi, 2021). In other words, the SWOT analysis framework is a useful tool for identifying and analyzing an organization's strengths, weaknesses, opportunities, and threats. The term SWOT is an acronym that represents these four words. The primary objective of conducting a SWOT analysis is to improve one's grasp of both internal as well as external concerns that impact business decisions and strategy formulation. By identifying these variables, organizations can make informed decisions and develop effective strategies to address potential challenges and capitalize on opportunities.
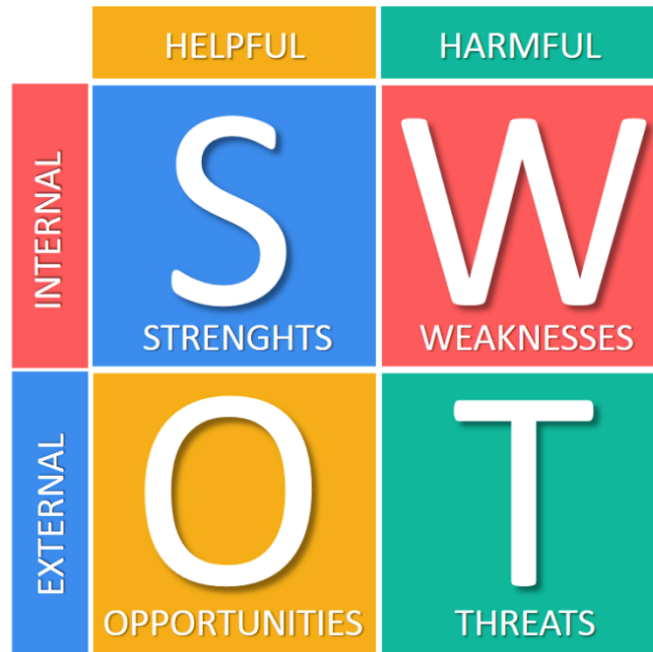
*Figure 6: SWOT Analysis*
*Source: business-to-you.com*

SWOT analysis is a valuable tool that can benefit various business functions, including business planning, strategic planning, competition analysis, marketing, and product development. Research reports can also be enhanced with the use of SWOT analysis.

Based on the questionnaire results, the SWOT analysis for "Supercool Star Technical Services LLC" revealed several key findings. The company has a good approach to meeting consumer expectations and delivering high-performance services. However, there is a need to increase the company's visibility and popularity. To achieve this, the company should focus more on advertising and leverage social media. Additionally, the emergence of new companies targeting the same market presents a potential threat to the concerned firm.

## 1.9   INTRODUCTION TO CONSUMER BEHAVIOR

Marketing begins and ends with the consumer; thus, consumer purchase decisions demonstrate how successfully the company's advertising approach fits marketing demands. The behavior of consumers encompasses the psychological processes that customers go through to comprehend what they desire. Identifying structures that address those demands, which makes purchasing decisions such as whether to buy products or services and, if so, which kinds of brands along with where, interpreting tips, making plans, as well as carrying

out these plans such as comparison shopping or actual product purchases, Completely, modern and professional marketing employees strive to understand consumers and the responses they provide, and so analyze the key characteristics of their purchasing habits (Kuldeep Chand Rojhe, 2020).

Every study on consumer behavior research will come with its own set of difficulties as well as approaches. Researchers, still use identical fundamental processes in the development of any sort of research project: research goals; research layout; sampling method; data collecting; analyzing the data as well as reporting. To understand how customers interact with your organization, an evaluation of customer behavior must consider factors that are qualitative as well as quantitative. Based on shared interests, customer groups are initially transformed into buyer personas. Maintain a close watch on every group at the right point of the client journey after that to observe how the various personas communicate with your company. Ethical considerations that may occur are a crucial factor in the whole procedure of research design. These ethical problems may arise during gathering data (e.g., protecting the confidentiality of respondents, obtaining informed permission from respondents), when analyzing the data (e.g., avoiding intentional misinterpretation of outcomes or improper use of a data analysis approach), and sometimes when submitting the findings (e.g., authorship and proper acknowledgment). ManyA number of associations (for example, ESOMAR or the American Marketing Association) set standards as well as codes of behavior. Nonetheless, these ethical difficulties can be most effectively addressed when all stakeholders engaged act ethically (Polymeros Chrysochou, 2017).

Continuous technology disruptions in the service sectors have affected contemporary business procedures all around the world. Because of the constant shift in total customer behavior in online as well as offline commercial settings, service providers are being compelled to reconsider their present business approaches to comprehend the disruptive conduct of customers and the variables that are causing this. To follow the increasing upheaval in consumer behavior in various service sectors, an integrated literature review (ILR) approach has been used (Prakash Singh et.al, 2022).

### 1.9.1  DEFINITION OF CONSUMER BEHAVIOR

Under the relevant literature, the term consumer behavior can be defined across a variety of contexts and situations. Regarding the research context, there are a few matches but also certain discrepancies in the idea of consumer behavior. As a result, there is no general description of this term. A general understanding of consumer behavior, on the other hand, pertains to impressions of behaviors, lifestyles, attitudes, and behaviors. Customers' or consumers' behavior depicts the way they analyze, pick, buy, repurchase, and utilize, along with order concepts, goods, and services to satisfy their wants as well as their necessities. Therefore, consumer behavior focuses on the various perspectives, decisions, and actions, along with the underlying motivations of consumers in the marketplace (Dr. Theophile Bindeoue Nasse, 2021).

The study of consumer behavior is still a relatively new field of study. From supplier to purchaser, the market has changed. As a result, companies now place more importance on consumers than on goods, and they closely monitor consumer behavior. Buyer behavior has emerged as an independent field beyond advertising because of consumer-oriented advertising. Consumers are being treated carefully, as seen by increased protection of customers as well as regulation. Due to the complexity of human behavior, marketers face a tremendous hurdle (Priyabarta Roy et.al, 2022).

### 1.9.2  FACTORS INFLUENCING CONSUMER BEHAVIOR

Marketing begins and ends with the end user. As a result, customer buying choices demonstrate how effectively a company's advertising plan fits marketing demand. Consumer behavior encompasses the psychological processes that customers go through to comprehend their needs. Finding structures for resolving these requirements, making purchasing decisions such as whether to buy items or services and, if so, which kinds of brands and where, interpreting tips, making strategies, and carrying out these strategies such as comparison shopping or actual product purchases, Without a doubt, modern and professional marketing workers strive to understand consumers and their answers, and so analyze the key characteristics of their purchasing habits (Dr. Moumita Ghosh, 2019).

## 1.10 EXTERNAL INFLUENCES ON CONSUMER BEHAVIOR

Along with internal issues, outside forces can have an impact on consumer behavior. These elements are not individualized and are independent of the person.

### 1.10.1 CULTURAL FACTORS

In general, culture is an integral component of each community along with a significant influence on human desires as well as conduct. Marketing professionals need to pay great attention when examining the cultures of various groups of people, places, or even entire nations because the impact of culture on consumer behavior differs from nation to nation (Asifo Shah, 2014).

### 1.10.2 SUBCULTURAL FACTORS

We humans have many subcultures within a given cultural community. These communities hold identical principles as well as convictions. This may include individuals from different racial groups, faiths, and castes, in addition to geographical locations. This client sector makes up the whole customer segment (Mallika Rangaiah, 2021).

There are numerous subcultures within each cultural group. The beliefs and values of these subcultural groupings are similar. People from diverse religions, castes, geographic locations, and nations can make up subcultures. By themselves, these subcultures constitute a client segment. Each culture also has a variety of subcultures, such as those based on religion, age, region, gender identity (male or female), position, etc.

1. Religions (Christianity, Hinduism, Islam, Sikhism, Jainism, etc.): A Hindu bride often dresses in a red, maroon, or other vividly colored lehenga or saree on her wedding day, as opposed to a Christian bride who wears a white gown. In Hindu culture, it is forbidden to wear white on auspicious days. Muslims, meanwhile, prefer to wear green on important occasions. Hindus consider beef consumption to be sinful, whereas Christians as well as Muslims absolutely like it. Muslims view consuming pork as sinful, in contrast with Hindus. Overly brilliant and brightly colored things would not be appealing to a sixty-year-old. He would rather have something simple and elegant. Teenagers, in contradiction, support eccentric fashion and vibrant colors.

2. Gender (Male/Female): Men buying fairness creams are often ridiculed because, in our culture, only women are supposed to use and purchase cosmetics. Men are viewed as being physically robust, tough, and attractive in their natural state.

3. Status (Upper Class, Middle Class, and Lower Class): The usual propensity of upper-class people to spend money on opulent stuff like pricey gadgets, vehicles, clothing, etc. Seldom would you come across someone from a lower class buying expensive goods. A person who struggles to make ends meet would choose to spend money on necessities for survival. Those from the middle class are typically more interested in purchasing goods that will safeguard their future (Himanshu Rajak, 2020).

### 1.10.3 DEMOGRAPHIC AND SOCIAL FACTORS

Geographical differences may be very significant for certain products or services. In the United States, for instance, the North and the South as well as the East-West and the West coasts have quite varied tastes in food, starting with what they eat for breakfast to what they like they drink with dinner. These spatial inequalities are considerably more pronounced globally. For instance, in the United Kingdom, those in the North like white pickled onions while those in the Southern region enjoy brown varieties (Rakesh Kumar, 2019).

Families, roles, and prestige are the most influential social elements influencing consumer behavior. People's buying and consuming habits are directly influenced by social variables. Consumer behavior has an impact not merely on people and their societies, but additionally on governments and economies too (Yakup Durmaz et.al, 2021).

### 1.10.4 REFERENCE GROUPS

A reference group is a collection of people who have influenced an individual's views, attitudes, and behavior. Advertisers frequently employ a group scene to promote their goods, such as a family eating morning cereal or a neighbor taking in the house's paint job. Moreover, groups are one of the main facilitators of consumer socialization. Our lives and decisions are influenced significantly by a variety of reference groups. Since a large portion of human conduct between birth and death is devoted to identifying with other groups. An

example of a housewife's reference groups would be her family, close friends, neighbors, and clubs. They may be trying to fit in with that group by dressing like them and taking on their behaviors.

1. Primary Reference Groups: It is a group that the individual regularly interacts with in person and with whom he shares similar values, attitudes, and standards of conduct. It was described by Berkman and Gilson as a group that had relationships that were like familial relationships. Families, playmates, neighborhood friendship groups, peer groups, and closely knit workgroups can all be included. A limited number of people who are close friends with one another and routinely communicate with one another make up such a group.

   Characteristics: Because of the tiny size of these groupings, individuals interact with one another informally. These organizations often have a greater impact on us than the larger ones to which we belong. Instead of official regulations, the members' informal understandings kept these groups together. These teams have many different duties and pursuits for each member of the partnership. For instance, the principal relationship between a husband and wife. When they engage, each of them takes on a different role. Depending on the circumstances, each of them will have a different role to play than the others. In approving a $10,000 purchase of his wife's ornament collection, the husband will act as the financial controller. Once more, he will adopt a different persona when engaging with his wife since he anticipates a sacrifice from her. Interest is a factor in why there is such diversity in roles. The husband will probably take on distinct responsibilities in the two scenarios because his interests differ in each. A primary group's members freely and frequently exchange information with one another. We speak extremely casually among ourselves and are least concerned with the words we use and the amount of time we spend with our main groups.

2. Secondary Reference Groups: One may be a member of secondary groups with whom he may occasionally or sporadically associate. Far bigger

groups of people that are frequently geographically distant and use primarily impersonal communication means-retain identification and interaction are kept in touch by secondary groups. Secondary groups are those that exhibit little interactivity among their members. Secondary reference groups, such as political parties, unions, sporadic sports teams, etc., are ones where relationships between members are largely impersonal and structured. The secondary group members lack the closeness of personal participation. There are established criteria for membership in secondary reference groups. Members may be required to pay their dues or even to attend meetings dressed in a particular uniform.

Characteristics: They influence how people become socialized. You probably already know that socialization is how people learn or become aware of certain behaviors and lifestyles.

People can fully express their personalities with the aid of their primary reference groups. The fundamental groupings play a role in determining an individual's personality. Members who care about and are devoted to one another support one another in overcoming their weaknesses, which results in the development of the person's whole personality. They support the growth and assessment of one's self-image.

You were briefly introduced to the concept of self-image or self-concept in the last lesson. An individual learns to define who they are as people through interactions with other members of primary groups; in other words, experiences like this help them build a sense of who they are as a person.

## 1.11 INTERNAL INFLUENCES ON CONSUMER BEHAVIOR

Each client is, in some ways, a distinct problem-solving unit. Although they can be divided into useful divisions, a marketer must look at the internal dynamics that affect consumers to completely comprehend the entirety of the purchase process. These are motivation and personality, learning and socialization, and lifestyle. Internal impacts primarily stem from a consumer's lifestyle and mindset. These are the individual beliefs, sentiments, attitudes, habits, motivations, and memories of consumers. These internal factors may also be referred

to as psychological factors. Internal effects show how people engage with the world around them, recognize their emotions, gather and analyze information, establish ideas and beliefs, and take certain actions.

### 1.11.1 PERCEPTION

It relates to consumers' knowledge, feelings, and views about a company, its brand, as well as its goods and services. Consumer perception can be influenced by both direct and indirect contact with a brand's products and services; it is not just reliant on advertising or the inherent value of the good or service in question. From unfavorable brand connections to positive or even sentimental brand attachments, customer behavior and perception of brands are not always dictated by rationality. The Harvard Business Review claims that the secret to long-term commercial success is the emotional connection to a brand. Customers who have grown close to a company are 50% more valuable than the average customer and highly satisfied customers. These customers are referred to as "fully connected." As a result, brands can have a significant impact on how customers see them if they can win people over by creating emotional connections with them.

Perception influences not only each purchase but also the long-term interactions that consumers have with brands. This is frequently demonstrated by customer retention rates and brands' capacity to continue obtaining insightful input from devoted customers. Due to the significance of customer perception, every interaction a business has with its clients should aim to positively influence that perception. Also, brands need to comprehend which components have the biggest and most lasting effects on how consumers perceive them. These components can be both concrete and ethereal, but specialists in insights, CX, and UX have the power to influence both.

Tangible factors that influence customers' perceptions include: -

1. Price: Pricing a brand's products should always be a key component of a thorough business plan. However, it is important to recognize that customer perceived value (CPV) is influenced by context. As any dealer in modern art can attest, lower prices aren't always better.

2. Branding: The company's logo, artwork, and even packaging all conveys information about it and its brand. To help businesses stand out from the competition, marketers should make sure that these components meet and beyond customer expectations.

3. Servicing: Customer perception will be shaped by service quality, and if customer support operations are lacking, even businesses with great products risk going out of business. After either great or extremely poor service experiences, customers are more likely to post online evaluations, which can increase or decrease company exposure.

Less-tangible factors that influence customers' perceptions include: -

1. Advertising: Customers can be persuaded in both positive and bad ways by marketers' messaging strategies and the media they choose to use.

2. Reputation: Reputations for brands are created over time and can last for a long time. They develop from client encounters with goods and services as well as second and third-party contacts (i.e., media coverage). While marketers try to gauge their online reputations, unforeseen events can have an immediate impact.

3. Influencers: Aside from the client's own experience, influencers are among the most important variables influencing customer impression. Consumers who have used a product, service, or brand directly have the greatest chance of influencing other potential customers during the organizing stage. Researchers must first learn more about customer experience (CX) and how it affects how customers perceive value to understand customer perception (CPV). Although many company executives recognize the need for a positive CX, Forrester Research reports that customer experience quality has declined for 19% of firms as of 2022.

How to Measure Customer Perception?

When customer perception is measured, a flood of insightful data about consumers is produced. A brand can learn more about how customers see it when it performs a

deep dive and measures customer perception. Customers' interactions with and responses to your brand are visible to you.

4. Analyzing Website Traffic: By providing the answers to these questions, analyze the trends in user activity on the website. It enables us to determine whether brand perception has changed over time.

1. How many users entered your business's Website into the search box?

2. Who has opened an email you've sent?

3. Have any clients downloaded your documents?

The website's traffic analysis can reveal information about how customers are feeling. Nonetheless, it's crucial to hunt for hints in the appropriate places.

1. Online Customer Reviews: Create Google alerts so it will be informed when reviews are submitted. This allows for ascertaining what customers are saying about the product. right away and gauging whether it is influencing future customers' perceptions positively or negatively. There are numerous product review websites with extensive databases of user reviews, including G2Crowd, Yelp, AppExchange, Angie's List, Salesforce, etc. The reviews may be consulted by your consumers before they make a purchase.

2. Analyzing Social Media Conversations: One of the best ways to gauge consumer perception is using this strategy. Finding out what people are saying about your brand on social media is a terrific place to start. Online shoppers utilize social media to share their opinions about brands they've used for goods and services, whether they like them or not. Tracking brand mentions by companies or brands might result in an honest feedback database. Insights on consumer perceptions of your brand, opportunities to manage your brand's reputation, and knowledge of how customers engage with your brand's goods or services will all be provided.

### 1.11.2 LEARNING AND MEMORY

By learning and experiencing, businesses and customers expand their understanding of the products and markets in the area. Most likely, a consumer who purchases a product but is dissatisfied with it won't do so again. Complimentary samples of the product, such as free candies and beverages at the grocery store, are another effective

marketing strategy. Their goal is to introduce the goods to the clients in a useful way. All businesses want to draw attention to the benefits of their goods and services. They educate the consumer about these aspects to change their behavior. The effect of attitudes, ideas, values, and sentiments comes through education. We can learn a lot from our family influences, cultural socioeconomic status, and lifestyle choices. Learning may be defined as any modification to the organization or information sto red in memory over time. It is the output of data processing. It results from the processing of information. The secret to consumer behavior is learning. We use our personal experience, advertising, and mass media as well as our culture, subculture, socioeconomic class, and family friends to learn. This in turn affects our decision to make a purchase. It is a sustained modification of behavior. Both overt and open behavior can be seen, and unobservable behavior is an example of behavior. Learning is a shift that happens fairly frequently. Our past experiences are emphasized in learning.

Based on the publication Consumer Behaviour. From a European perspective, the way a thing looks, feels, tastes, or smells influences how customers judge it. However, it is said that a product may receive many years of brand or retailer loyalty if it is successful in meeting the unique demands or wishes of consumers.

Customers have gathered earlier learning experiences in their minds. Memory is the collective store of past events. Long-term memory and short-term memory are two different types of memory.

1. Short-Term Memory: It is the memory that is active and being used, and it can be recalled instantly. It is also known as the working memory, and one can use it and refer to it as needed. A piece of information that can be repeated continuously in short-term memory can be used to solve problems. When elaborate activities are taken into account, five engagements are carried in the memory. To understand and evaluate information and add new aspects to memory, elaborate activities draw on previously acquired experiences, values, attitudes, beliefs, and feelings.

2. Long-Term Memory: It is stored permanently in the consumer's mind. It is active and can hold a wide range of data, including concepts, judgments, guidelines, procedures, affective states, etc. This is significant to the marketer since a brand's image and the ideas that consumers have heard about a brand are composed of a variety of factors, and when a certain brand is mentioned, consumers may associate the brand with a variety of meanings.

Marketers work to establish their brands in consumers' eyes. It has to do with how consumers remember the brand in comparison to similar goods. By doing this, the marketer aims to improve the perception of his brand among consumers while also enhancing the perception of the goods and the establishments. As a marketer learns more about consumer preferences over time, the position of the product changes. Most consumers have a vision of the "perfect brand" and strive to emulate it as closely as possible. Also, the marketer strives to give a product by positioning and repositioning it such that it resembles the consumer's ideal brand as closely as feasible. To accomplish this, determine the relevant dimensions.

### 1.11.3 MOTIVATION, PERSONALITY AND EMOTIONS

Many methods have been used to investigate personality. Personality is influenced greatly by your upbringing, experiences as a young child, and other social factors. The definition provided here focuses on the inner qualities that set one person apart from others. No two people are exactly alike, and the inner qualities that make up a person's personality are a unique combination of elements. Being able to divide consumers into several categories based on one or even many attributes thanks to the concept of personality is useful. If every person had a unique personality, it would be impossible to divide consumers into segments, and there wouldn't be much of a need for marketers to create goods and run advertising campaigns that are specifically aimed at certain divisions.

The three main theories of personality are as follows. There are many more, but these three were picked because they are crucial to understanding how personality and consumer behavior are related.

1.      Freudian theory: The id, the superego, and the ego are three interconnected systems that, according to Freud, make up the human personality. The id is described as a "warehouse" of instinctive and primal urges, including fundamental physiological wants like hunger, thirst, and sex, which the person seeks instant gratification for without considering the best way to do it.

2.      Neo-Freudian personality theory: Neo-Freudian theories focus on social interactions as opposed to Freud's theories, which were heavily based on development. These connections are made to lessen tension or inferiority complexes. People can also be categorized based on how they interact with others: whether they are obedient, combative, or detached. An aggressive person wants respect, a docile person wants attention, and a distant person wants independence and escapes from responsibility. What makes this research particularly intriguing is how it has revealed that these various personality groupings differ in their brand usage.

3.      Trait theory: Trait theory is more quantitative and concentrated on measuring personality than Freudian and Neo-Freudian theories, which are more qualitative. Consumers' openness to novel experiences (innovativeness), connection to material belongings (materialism), and propensity to accept or reject goods created abroad can all be assessed using tests (ethnocentrism).

### 1.11.4 PSYCHOLOGICAL INFLUENCE

The first level of Maslow's hierarchy is occupied by physiological requirements, such as hunger, thirst, and other primal urges.

No matter their development level, all living things have physiological demands. Throughout nature, physiological needs are constant and recurring. Most highly effective marketers are aware that social and cultural factors affect consumer behavior and brand loyalty. Market research in these areas is a routine practice that enables marketing experts to create successful campaigns that address customer needs. Beyond these things, it can be very helpful for marketing experts to think about how consumer psychology can influence the purchases people make and the kind of loyalty they form to a brand. In this article, we discuss seven consumer psychological factors to consider when marketing goods or services, as well as the importance of psychological factors in marketing.

**Five-factor model of personality**

| Core Trait | Manifestation |
|---|---|
| • Extroversion | • Prefer to be in a large group rather than alone, Talkative, Bold |
| • Instability | • Moody, Temperamental, Touchy |
| • Agreeableness | • Sympathetic, Kind, Polite |
| • Openness to experience | • Imaginative, appreciation of art, find novel solutions |
| • Conscientiousness | • Careful, precise, effcient |

*Figure 7: Five Factor Model of Personality*
*Source: Hawkins Mothers Baugh*

A five-trait model of a person's personality is used in psychology. Personality traits are regarded as thoughts, feeling, and behavior patterns that are reasonably consistent throughout a person's life. The extraversion, neuroticism, openness to experience, agreeableness, and conscientiousness characteristics make up the five-factor model. Assertive, active, and sociable behaviors are indicators of extraversion, also known as urgency. Neuroticism can be identified by irritable and moody behaviors, which are essentially the same as emotional instability. Openness to experience, often known as intelligence, describes a person's curiosity, deliberation, and aptitude for mentally demanding work. Empathic, compassionate, and friendly behaviors are signs of agreement. Finally, conscientiousness refers to a person's feeling of duty and responsibility as well as foresight. The lexical hypothesis, which postulated that over time, the fundamental characteristics of human nature have been stored in language, served as the foundation for the development of the five-factor model in the 1980s and 1990s. The goal of a personality psychologist, according to this theory, is to select the core personality characteristics from the countless adjectives used to describe people and differentiate them based on their behavioral tendencies. Yet, the

five-factor model will probably remain a well-liked attribute model of human personality for the foreseeable future.

Researchers and practitioners have found the five variables to be very helpful in a range of fields,                                                          including the social, clinical, and industrial-organizational domains. The model has undoubtedly spurred a lot of research and discussion, and it has significantly contributed to reviving the field of personality psychology. According to psychoanalytic theory, this is part of the human psyche that is perceived as the "self" or "I" and has perception-based contact with the outside world. It is believed to be the component that acts, plans, recalls, assesses, and in other ways responds to the physical and social environment around it.

While considering these parameters it is possible to analyze various theories relating to marketing strategy development.

Theorem of Herzberg: Frederick Herzberg created a two-factor hypothesis that separates satisfiers from dissatisfiers (factors that produce satiation) (factors that cause satisfaction). The presence of satisfiers is required for purchase motivation; the lack of dissatisfiers is insufficient. For instance, a computer without a guarantee is a disappointment. Yet, as a product guarantee is not a source of intrinsic satisfaction, it does not serve as a satisfier or buy motivator. Usefulness is more satisfying.

# 2 MARKETING MIX

Marketing Mix comprises a combination of tactical advertising instruments in which every component of the Marketing Mix may be managed by the organization to determine the response which is required for a company's business operations which originates from the target market as one of its purposes (Kotler et. al, 2001). Analysis of the consumer, the good or service, the mediums, the advertisements, and the pr icing are perennial issues in marketing management. Analysis of the consumer, the good or service, the mediums, the advertisements, and the pricing are perennial issues in marketing management: Product, Place, Promotion, and Price (McCarthy, 1960).

## 2.1 PRICING

Price is one of the marketing mix elements which can mean many things to the consumer about a product. These include many concepts such as quality, prestige, performance, and durability (Alisan Baltaci, 2008). From the standpoint of the creator, the Internet allows for real-time pricing changes, which might give rise to harmful rivalry for prices and a fall in the margins of profit (Allen & Fjermestad, 2001).

Marketers create a broad pricing plan that corresponds to the goals and core principles of the company. Usually, this price strategy is incorporated into the organization's long-term strategic plan as a whole. This approach makes ensuring that the pricing strategy is compatible with other aspects of the advertising strategy and also offers broad direction for price-setters. The general approach to pricing (i.e., the pricing strategy) remains consistent for the planning outlook time frame, which is normally 3-5 years, however, in certain sectors, it might have a longer term of 7-10 years, even though the actual price of services or products may change in reaction to varied situations (Smith. T, 2011).

## 2.2 PRODUCT

The term "product" implies the goods or services that a firm provides for selling. The "quality, features, benefits, style, design, branding, packaging, services, warranties, guarantees, life cycles, investments, and returns" are considered while making judgments about a product (Blythe et. al, 2009).

Four crucial questions are addressed by a product/market approach for a business. What goods will be provided (i.e., the depth and breadth of the product line), Who will be the

intended audience, or the limits of the market sectors to be served? What distribution routes will be employed to get the goods to those customers? What distinguishing qualities and additional benefits will our items offer that clients won't find in competing products? (Steven. C. Wheelwright et. al, 1992).

## 2.3 PLACE

Products are developed to be offered to consumers; they must then be prepared for them at a convenient location wherever consumers may easily transact. The commodity must therefore be available in the town's markets. These encompass an extended network of people and entities, such as wholesalers, distributors, and vendors, who mold the business's distribution system. Either selling straight to customers or doing this via distributors is an option for the firm. Even sales to consumers directly may be planned (Burnett, 2008).

## 2.4 PROMOTION

The term Promotion is defined as "the advertising intended for making the offer aware to prospective consumers as well as encourage consumers to learn more about it Marketing, public relations, direct selling, as well as promotion of sales are examples of promotional aspects (Blythe et. al,2009). Promotion helps the trader and sales force to show the product to the customers in an effective manner and encourage them to purchase. Promotion depends on many mixtures of its components which are used to realize the organization's marketing objectives. Advertising is a strong element of the promotion mix ( S. D. Singh, 2012).

*Figure 8 : 7P Model*
*Source: Slidehunter*

Customer engagement with the 7 Ps of marketing means empowering, and motivating customers in contributing to the marketing functions. Nowadays, marketing strategies are not only limited to the people of the organization. The customer also puts valuable inputs to them. For example"My Starbucks Idea" allows the customers to be a part of New Product Development wherein they get to suggest a new idea, an improvement to existing products, etc. Unlike the product, services allow the consumer to come to the "factory" and get the customer to interact with the 7 Ps of marketing (Mou Saha, 2020).

As consumers' behavior changes, the marketing mix is not only concerned with 4P but also developed into 7P (Harrington et al., 2017) which are mentioned as (additional 3Ps) as follows:

## 2.5   PEOPLE

People element could be defined as the role of humans in the delivery of goods or services that can affect consumer perceptions (Kukanja et. al, 2016). When people are the product, they impact public perception of an organization as much as any tangible consumer goods. From a marketing management perspective, it is important to ensure that employees represent the company in alignment with broader messaging strategies (Rafiq et. al, 2016).

## 2.6 PROCESS

The element of the process includes the facilities in buying and selling, and the quick response of sellers to meet the demand of consumers, the agile response to consumers' complaints for products and services (Yarimoglu, 2014).

## 2.7 PHYSICAL EVIDENCE

Physical evidence refers to the non-human elements of the service encounter, including equipment, furniture, and facilities. It may also refer to the more abstract components of the environment in which the service encounter occurs including interior design, color schemes, and layout. Some aspects of physical evidence provide lasting proof that the service has occurred, such as souvenirs, mementos, invoices, and other liveries of artifacts (McLean. R, 2002).

## 2.8 THE ROLE OF SELLING AND SALES MANAGEMENT IN MARKETING

Even though modern technology has greatly accelerated the pace at which goods and services can be produced and distributed and has made it easier for organizations to communicate, the most unpredictable factor in how effectively a business interacts with its clients is still human performance. The most direct point of contact between a company and its clients is represented by the sales operations. The heart of business activity, sales activities, plays a crucial role in creating revenue. Sales operations now include not only traditional salespeople but also a variety of customer-facing professions such as telephone sales, customer service, or technical advisers. The management of sales operations will be significantly impacted by the Internet and other electronic communication channels, which will be one of the biggest difficulties for the sales manager of the future (Bill Donaldson, 1998).

Success in commercial markets requires competent sales function management. As a result, practitioners are becoming more and more interested in enhancing the effectiveness of their sales functions. Nevertheless, there is evidence suggesting that academic research in the field may be losing ground to other areas of the marketing discipline. Fortunately, developments in the field of selling and sales management, as evidenced by the planning of specialist

conferences/meetings and the creation of special journal issues, promise to raise the status of sales within the marketing academic community (George. J. Avlonitis et.al, 2010).

There is a long and illustrious history of technology-based research in the field of sales. Sales research is transitioning into a new technology paradigm because of the influence of laptops and computers, the growth of the Internet's influence, applications for customer relationship management and sales force automation, and additionally the involvement of social media (James Mick Andzulis, 2012).

### 2.8.1   INTRODUCTION TO THE ROLE OF MARKETING

Most of us mistakenly believe that marketing solely involves selling and advertising, yet it encompasses much more. We frequently encounter television commercials, marketing material, sales calls, and internet adverts on the websites we visit. Five steps are involved in marketing; Understanding client needs and wants, creating a marketing strategy, creating marketing programs for delivering value, and developing strong customer relationships make up the first four processes (Philip Kotler et. Al, 2001).

The fundamental idea driving marketing is a human need. Physical wants for warmth, food, clothes, and safety are among them, as are personal needs for knowledge and expression as well as social needs for acceptance and love. If any of these wants are not addressed, a person will try to curb their desire or search for something to satisfy it. Depending on their society, people respond to such situations in different ways.  People may attempt to lessen their wants in a less advanced civilization, whereas, in an industrial society, people may seek to create or obtain things that can satisfy their desires (Philip Kotler et. Al, 2001).



*Figure 9: Marketing process*
*Source:                                     Author's                                     Perspective)*

### 2.8.2 DIGITAL MARKETING

The idea of digital marketing has grown and given businesses new ways to connect with their present and potential clients. Internet marketing and digital marketing should not be confused. Since it goes beyond internet marketing, the word "digital marketing" is more inclusive. Along with platforms like social networking, search engines, display, etc. Various additional digital platforms, such as smartphones, television, and radio, are also included (Andres Barrios et. Al, 2021). Digital marketing is the practice of marketing through online channels that may be accessed by computers, smartphones, tablets, and other electronic devices, including websites, email, applications, and social networks (Singh. et Al, 2018). Digital marketing is a strategy for promoting goods and services using computers, cellphones, mobile devices, and other digital devices and modern businesses need digital marketing since it's the quickest way to reach customers in any location within the limit. The most popular online communication channels are Online websites, Social Media platforms, E-mails, and Search Engine Marketing – including pay-per-click (PPC) and search engine optimization (SEO), Display Advertising, Online Public Relations, Affiliate Marketing, etc. Several other words are used as synonyms to convey related ideas in the field of Internet marketing. E-commerce, for instance, refers to the idea of sales and purchases made online or by other electronic means. Marketing experts are under pressure because of the quick changes in media usage and new technology. According to 76% of marketers, the industry has changed more recently than it has in the previous 50 years. There are conflicting information now about how higher institutions are using social media as a marketing tool. A large body of research supports the inclusion of social media in marketing strategies (often as the main method of contact with potential customers). The strategies for creating a social media marketing plan will be influenced by the survey results and the literature review. The 21st-century marketing instrument is, in a nutshell, digital marketing. It has many advantages over traditional marketing, including the fact that it is more interactive for interacting with both local and international audiences, that data is immediately available, that results are much simpler to gauge, that social media allows businesses to interact directly with customers and develop strong relationships with them, that it enables 24/7 marketing and attracts the most energized crowd, etc. (Smith. K et.al, 2001).

### 2.8.3 SOCIAL MEDIA MANAGEMENT IN MARKETING

The way people utilize social media has changed. People and businesses now utilize social media to communicate and look for information for both professional and personal purposes.

This change in social media usage presents a significant potential for businesses to understand user demands and sway their "buying decisions". " Businesses may study and benefit from the "big data" that is becoming more widely accessible to the public on various social media platforms. Social media marketing offers businesses numerous channels through which they may connect with a broad audience and interact with both current and potential clients. Businesses employ a wide variety of marketing strategies and approaches to reach their target demographic and potential clients. Their ability to connect with potential clients in a more individualized way is made possible by these techniques and tactics. By selecting the demographics, geography, and other personal information that enables them to target the audience with traits, businesses can communicate with their audience through social media marketing. Additionally, by segmenting the data it has acquired, the business may make sure its target market has been reached.

There are several ways that social media marketing can help a business. An organization can reach a large audience by organizing marketing campaigns. Customers are not the only audience in the majority; other participants may also include stakeholders, staff members, bloggers, and potential customers. The larger reach of social media marketing is another advantage. In comparison to offline sources, the resources on social media platforms are more extensive and varied. Transparency in business is another benefit of social media. Since social media attracts a sizable audience that is either directly or indirectly tied to or affiliated with the firm, the corporation involved in social media marketing is compelled to be honest. Additionally, those connected to the organization are curious about every aspect of it (Shaik Parvez et. al, 2020).

### 2.8.4    PUSH MARKETING VS PULL MARKETING

A company that offers commodities (goods or services) or both may perceive the market in a push- or pull-oriented manner. From a solely push advertising approach to a pure pull method of advertising, businesses may be seen almost anywhere. A strategy based on pull marketing places more emphasis on the demands of the market than a strategy based on push marketing does on the organization's assets, competencies, and capabilities. The majority of businesses employ a combination of push and pull marketing techniques. Any modification of merchandise to client demands must properly suit the competencies and capabilities of the company or its network or those that can be acquired within an acceptable period and at an affordable price. As a result, a business strikes a balance between whatever could fairly

provide (push) and what the market requires (pull). The expansion of information about consumers has facilitated a change toward an even more pull-oriented marketing approach for several organization categories, particularly in fast-moving consumer goods. The downside of using a whole pull advertising approach is that the business might pay excess attention to too numerous kinds of customers, which could end up resulting in a to-low ratio among sales and the expense of producing the offers for them to continue to exist in the marketplace (Christina Grundstrom, 2015).
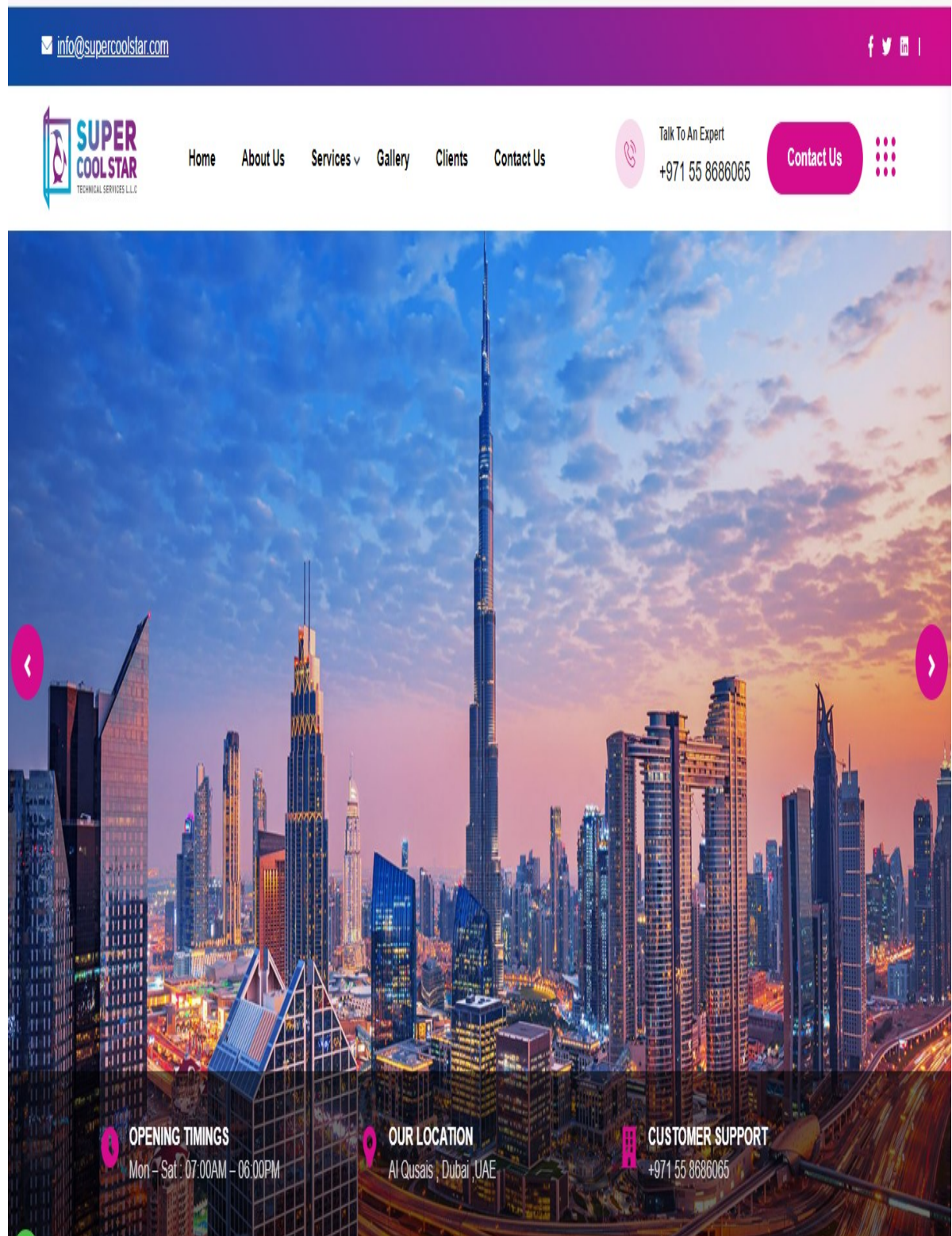
# II.   ANALYSIS

# 3 INTRODDUTION

## 3.1 BUSINESS OVERVIEW- COMPANY PROFILE

The current part of the project concentrates on the analytical challenges that arise from the perspective of the company and its consumer base in general. To modify marketing strategies for Supercool Star Technical Services LLC, the researcher plans to study customer as well as company emotions regarding client demands or expectations. The following chapter discusses the outcomes of both the company and the customer in terms of sales and marketing.

Super Cool Star Technical Services LLC Dubai was founded in 2016 with the sole focus on air conditioning. The company has steadily developed to become the leading HVAC (Heating, Ventilation, and Air Conditioning) system developer, vendor, installation, service provider, and repairer (Split, Duct able, Window, Package unit Cassette, Free stand, HVAC). It specializes in international quality technical services for industrial, commercial, and residential air conditioning and refrigeration devices. Local markets are covered at a reasonable cost and with a competitive return to the partners. With high-quality Air Conditioners and spare parts, the company provides the greatest quality services. It offers an innovative and highly experienced crew that provides consumers with phone assistance around the clock for any service or issue that they may be experiencing with new or existing air conditioners. The team first examines the situation and then takes appropriate action. The company's goal was to become the region's top service and repair company for refrigeration, heating, ventilation, and air conditioning systems by the year 2019. The company's clear mission was to supply local markets with commercial, industrial, and residential air conditioning systems of worldwide quality while maintaining fair prices and a profitable return for its shareholders. The company's principles must be upheld to achieve long-term development and financial success. These values include conducting business with integrity and honesty as well as developing lasting connections that benefit both parties' customers as well as suppliers. Al Mulla Construction, Mohd & Obaid Al Mulla LL Real Estate, AL Gebra Contracting LLC, and others are just a few of the organization's delighted clients.

*Figure 10: The website interface of Supercool Star Technical Services LLC, Dubai.*

*Source: www.supercoolstar.com*

## 3.2 MARKETING ANALYSIS OF SUPERCOOL STAR TECHNICAL SERVICES

Supercool Star Technical Services LLC, like every other firm, seeks to thrive in the commercial world. Companies typically examine their market share before accomplishing these business goals. To rethink Supercool Star Technical Services LLC's marketing and sales strategies, the author reviewed the company's market share by studying prospects and problems that could stymie the business's development, considering the company's SWOT and PESTLE situation.

According to the research findings, the market growth during and after the COVID-19 era has had a neutral impact. However, the technical support outsourcing market is experiencing significant expansion due to the rising demand for cost-effective solutions to enhance efficiency, even though outsourcing may compromise the quality of technical assistance. Our team of research experts has analyzed historical data to identify the primary market factors that affect the technical support outsourcing sector, including the impact of the COVID-19 pandemic. By conducting a comprehensive analysis of the drivers, companies can determine their end goals and improve their marketing strategies to gain a competitive edge.

Social media marketing is a low-cost way for businesses of all sizes to connect with potential clients and customers. Supercool Star Technical Services LLC Dubai is now operating without appropriate social networking platforms such as Facebook, Instagram, and LinkedIn. Furthermore, the author concluded that this company is foregoing crucial opportunities to identify, engage with, and do business with its target audience. A well-executed social media marketing strategy can generate brand advocates, new leads, and increased revenue.

### 3.2.1 SWOT ANALYSIS SUPERCOOL STAR TECHNICAL SERVICES LLC DUBAI

Supercool Star Technical Services LLC Dubai provides technical services to its clients in Dubai. A SWOT analysis can help a company identify its strengths and weaknesses within in addition to potential threats and opportunities from outside.

TABLE 1: Strengths and weakness of Supercool Star Technical Services LLC Dubai

| STRENGTH | WEAKNESS |
|---|---|
| **Workforce with experience:** The company offers a team of professional technicians who possess the necessary expertise to offer clients excellent services. | **Limited resources:** The company's resources are constrained, which could hamper its capacity to grow activities. |
| **Diverse service options:** The firm provides an extensive selection of technical services, allowing it to capture customers from many industries. | **Customer connectivity is limited** |
| **Strong online presence: The organization has a user-**friendly website with details concerning the services supplied, making it easy for customers to obtain the services. | **Inefficient management of brand** |

TABLE 2: Opportunities and Threats of Supercool Star Technical Services LLC Dubai

| OPPORTUNITIES | THREATS |
|---|---|
| **Developing need for technical services:** As the requirement for technical services in Dubai grows, Supercool Star Technical Services LLC Dubai has a chance to improve its share of the marketplace. | **Economic insecurity:** Financial instability in the vicinity might have harmed the company's operations. |
| **Government policies:** The Dubai government has implemented measures aimed at promoting foreign investment, which has resulted in a favorable climate for the corporation to flourish. | **Political unrest:** Unrest in politics can affect the company's processes, resulting in financial erosion. |
| **Increase in population** | **Growing rivalries:** The technical services industry in Dubai is very competitive, which may hinder the company's potential to raise its market share. |
| **Increasing demand for air conditioning systems because   of changing lifestyles and climate** | **Rising rivalries:** The Dubai technical services business is very competitive, which may |

| | hinder the company's potential to grow and dominate the market. |
|---|---|
| | |

Finally, Supercool Star Technical Services LLC Dubai provides advantages such as staff members, a diverse range of services, and a solid internet footprint. The company's weaknesses include a small market share and inadequate resources. However, rising demand for technical services, as well as favorable government policies, create a potential for the organization. Economic and political uncertainty, as well as increased competitiveness in the industry, pose dangers to the company.

### 3.2.2 PESTLE ANALYSIS

PESTLE evaluation is an analytical approach that aids companies in recognizing and examining the external macro-environmental factors that have an impact on their operations, goods, or services. Factors related to politics, economy, society, culture, technology, law, and the environment are often referred to as PESTLE.

These six groups represent the key elements that shape the business environment, and companies cannot avoid their impact. However, digital marketers or companies can use PESTLE analysis to identify major issues or opportunities within these frameworks and develop strategies to leverage them for digital marketing. By understanding these external factors, organizations can make informed decisions about how to adjust their marketing plans and adapt to changes in the market.
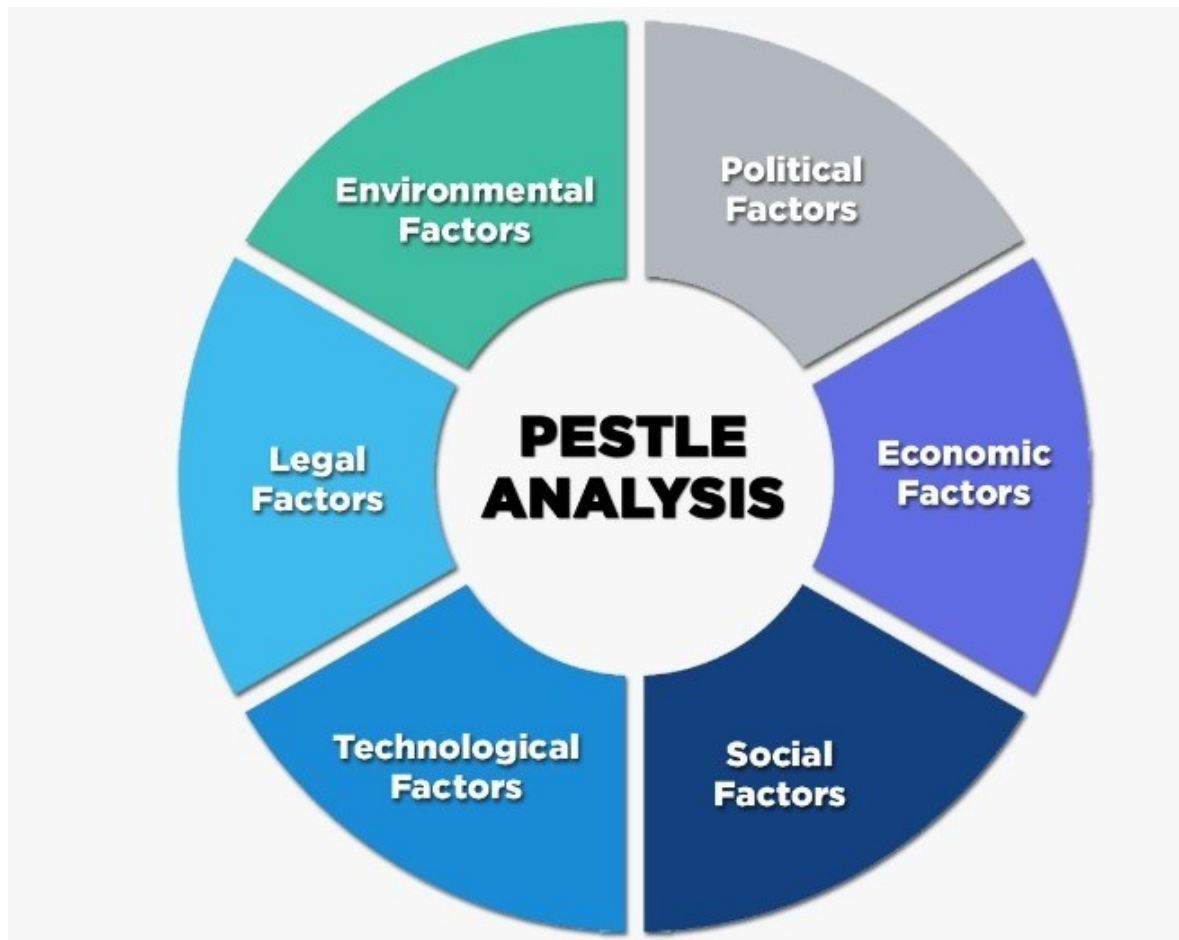
*Figure. 11: Diagrammatic Representation of PESTLE Analysis*

*Source: Enterslice*

1.  **Political Factors:**

The extent to which a government affects the economy or any industry is determined by factors related to politics. A government, for example, can introduce a new tax or charge, which may alter the whole revenue-generating system of an organization. Political influences frequently impact businesses including the way they conduct business. Organizations need to be ready to react to the present along with projected future legislation as well as alter their advertising plans effectively.

The Pestle assessment criteria could encompass governmental stability or instability, the extent of corruption, tax laws, foreign trade policy, voter involvement rates, and the number of governmental demonstrations. Government budget size, press freedom, government

regulation and deregulation, special tariffs, political action committees (PACs), government participation in unions and agreements, competition law, level of government subsidies, bilateral relations, import-export regulation/restrictions, trade control, and lobbying activities are a few other factors to consider.

Dubai's political atmosphere seems to be stable and business-friendly. The administration welcomes international investment and has an established record of advancing the economy. However, there are certain risks that to consider such as the possibility of regional instability in politics or changes in government policy that could affect enterprises.

Changes in government policy, laws, or taxation are examples of political issues that could have an impact on Supercoolstar Technical Services LLC Dubai. For example, if the government imposes a tax on air conditioning units, then it may find it costlier to run, resulting in a decline in demand for their services.

And Political factors are the effects of the governing body and political environment on an organization's operations. In the scenario of an emerging air-conditioning service company in Dubai, the following political concerns should be considered:

**Government regulations:** To operate legally and meet safety and environmental standards, the corporation has to adhere to the government's licensing requirements, permits, and laws.

**Political stability:** Dubai's political stability fosters a positive atmosphere for business and encourages investors. A stable political environment fosters a sense of security and promotes long-term commercial growth.

## 2. Economic Factors:

Economic factors are drivers of the prosperity of an economy which may possess a direct impact on an organization as well as long-term effects. For instance, a hike in inflation within the economy will alter how firms price their products and services. Furthermore, it will affect the buying power of consumers as well as modify the models of demand and supply for that particular economy.

These variables may be included in a pestle analysis: the rate of GDP growth, the rate of interest growth, the rate of inflation, the rate of exchange, the tendency for unemployment, trends in the financial markets, price fluctuations, credit availability, the amount of disposable income available to consumers and businesses, the propensity of people to spend, deficits in the Federal Budget, trends in gross domestic product, etc.

The financial environment in which firms must operate is the main topic of the economic section. It takes into consideration several factors, such as interest rates, inflation rates, GDP, the unemployment rate, levels of disposable income, and the overall expansion or contraction of the economy as a whole. The financial crisis in the final decade of the 2000s had a significant negative impact on numerous enterprises. When the unemployment rate increased, consumers were less likely to invest in luxury goods like televisions and automobiles. Bank failures contributed to a considerable tightening of the lending markets during the financial crisis. For instance, the extremely difficult lending market caused a sharp decline in demand for new homes, which was devastating for those who work in the home-building industry.

The Dubai economy is fast expanding and is likely to keep continuing to do so in the decades to come. This provides chances for firms, but it also means that there is an abundance of competitiveness. Because the expenses of doing business in Dubai are rather high, businesses must be efficient and competitive to thrive. However, Changes in general economic conditions, including rates of interest, inflation, or unemployment, could all have an impact on Supercool star technical services LLC Dubai. For instance, if the country's economy enters a recession, demand for Supercool star technical services LLC Dubai's services may fall as businesses and consumers reduce their spending.

## 3. Social Factors:

Social variables analyze the market's social environment and evaluate elements such as cultural norms, demography, population statistics, etc. These issues deal with prevalent attitudes and beliefs among people. Since they directly affect how marketers view clients and what drives them, these factors are very crucial.

A pestle study may take into account factors such as the number of people as well as growth rate, immigration, and emigration rates, distribution of wealth, social classes, religious

beliefs, attitudes toward saving, investing, and retirement, product quality, customer service, family size, and structure, lifestyles, concern for health, purchasing habits, ethical concerns, cultural norms, as well as principles.

Social sector alterations can occasionally result from unforeseen causes. The majority of the American workforce was males before World War II. Nevertheless, businesses were forced to primarily depend on female workers while millions of men were dispatched to Europe as well as Asia to fight during the war. A lot of executives during that point in time had disgusting attitudes toward women. For instance, take a look at a few of the suggestions made to male managers of female employees during the July 1943 issue of Transportation Magazine:

- Older ladies who have never interacted with the public find it difficult to adjust and are more likely to be conceited and finicky. It's always wise to drive home the value of politeness and friendliness to elder women.

- According to general observation, "husky" girls—those who are just a touch overweight—are more composure and effective than their underweight sisters.

- Every female should receive enough rest breaks throughout the day. You must take into account several aspects of female psychology. If a girl can keep her hair neat, put on new lipstick, and wash her hands multiple times a day, she will feel more confident and more effective.

Changes in demography, such as population growth, age distribution, or education levels, are examples of social factors that could have an impact on Supercool star technical services LLC Dubai. For instance, if the population of Dubai grows significantly, there may be a rise in demand for air conditioning services as additional residents move into homes and businesses that require air conditioning. And Dubai's population is rapidly expanding and diversifying. This opens chances for organizations that can meet the requirements of a varied consumer base. However, it also implies that corporations must be attentive to cultural diversity and be wary of the possibility of societal upheaval. Subsequently, the social component of Supercool Star Technical Services LLC Dubai can have a significant impact

on its profitability. The Company may enhance its chances of success in a highly competitive environment by recognizing the social factors in its operation.

**The company can also do the following to deal with social factors:**

- Target their advertising efforts toward Dubai's expanding population.
  This could include placing ads in local newspapers and magazines, as well as adopting social media to reach out to potential clients.

- Provide air conditioning services customized to meet the requirements of various cultures.
  This might involve delivering various kinds of air conditioning units or multilingual customer assistance.

- Remain current on government rules and regulations.
  This will assist in ensuring that the organization complies with all relevant laws and regulations.

## 4. Technological Factors:

These elements include technical advancements that may have a positive or negative impact on the marketplace and the day-to-day functioning of a business. This is true of automated processes, R&D, and also the level of technical expertise that an industry possesses. Technology has three unique influences on advertising and its administration, including (i) novel ways to deliver services and goods, (ii) novel methods for distributing goods and services, and (iii) new methods to understanding target audiences.

The following technological factors may be considered when conducting pestle analysis: incentives for technology, automation, research and development activities, technological shift, catching up with technological advances, innovation level, technology specialization, web infrastructures transmission infrastructure, technology life cycle, etc.

The technological area is focused on enhancing the goods and services offered by science. Examples of pertinent variables include shifts in the pace of new product creation, rises in

automation, and improvements in the provision of services. The rapid speed of technological advancement is one distinguishing aspect of the modern period. Gordon E. Moore, a co-founder of Intel, put out a theory that would later become known as Moore's law in 1965. According to Moore's law, microcircuit technology should nearly double its performance every two years. Over the years since it was proposed, this law has proven to be highly accurate.

And Dubai is a tremendously dynamic city that is at the forefront of technological advancement. This opens possibilities for organizations that can adapt to emerging innovations and give clients unique solutions. However, it also implies that organizations must constantly be creative to stay above the competition. Also, the changes in technology, such as the generation of new air conditioning units or the introduction of new technologies for repairing air conditioning equipment, are examples of technological aspects that could have an impact on supercool star technical services LLC Dubai. In this regard, if an improved energy-efficient air conditioning unit emerges, this could contribute to a boost in demand for supercool star technical services LLC Dubai's services as companies and households attempt to conserve savings on their utility bills.

## 5. Environmental Factors:

Environmental factors include everything that has an impact on the environment or is affected by it. Because of the rising cost of raw materials, rising emissions, the need to examine a company's ethics and sustainability, government-set carbon footprint standards, and other issues, environmental considerations are becoming considerably more crucial.

Government-set carbon footprint targets are one example of a factor that can be classified as both political as well as environmental. Weather, climate change, pollution targets, greenhouse gas emission factors, climate management, and environmental policies, NGOs' pressure/compliance burden, water and land use and biodiversity, natural disasters, air pollution, water pollution, recycling standards, attitudes favorable to green goods/products, encouraging renewable and clean energy sources, and so on are just a few examples of environmental factors that could affect a pestle.

The physical environments in which companies function are covered in the field of environment. It takes into account elements including variations in the weather, pollution levels, and natural disasters. Municipalities, for instance, have been compelled to chemically treat their water supply due to the threat of pollution. The taste of the water is diminished while its safety is increased by these substances. This has opened doors for companies that sell better-tasting water. Plenty of customers choose to buy bottled water instead of drinking cheap but tasteless tap water. The Beverage Marketing Corporation reports that the typical American's consumption of bottled water jumped from 1.6 gallons in 1976 to 28.3 gallons in 2006 (Earth911). Currently, around a third of Americans typically use water that is packaged.

Changes in the environment, such as climate change, the weather, or catastrophes caused by nature, are examples of environmental factors that could have an impact on Supercool star technical services LLC Dubai. As an example, if there is a heat wave in Dubai, demand for air conditioning services might rise as people strive to maintain their comfort. And Dubai is a hot and arid city. This presents issues for organizations that must control their energy consumption and garbage disposal. However, it also presents an opportunity for companies who can find sustainable answers to these difficulties.

## 6. Legal factors:

The Dubai legal framework is founded on Islamic law. This implies that businesses must be informed of the particular regulations that apply to their sector and be ready to follow them. The authorities are also quite stringent about enforcing intellectual property rights, so firms must be cautious not to infringe on the legal rights of others.

As a whole, the PESTLE inquiry for Supercool star technical service LLC Dubai reveals that several aspects must be considered by organizations when doing business in this sector of the market. Political, economic, social, technological, environmental, and legal elements all have a role in determining whether or not a business succeeds or fails in Dubai.

Here are some extra hints for Dubai-based businesses:

➢ Establish contacts with local businesses and government officials. That will assist you in understanding the market and obtaining the assistance you require to flourish.

➢ Invest in employee training and development. This will enable them to be more efficient and respond to shifting market demands.

➢ Be willing to invest in technologies. This will assist you in increasing your effectiveness and providing excellent service to customers.

➢ Be mindful of variations in culture in Dubai. This will assist you in avoiding any gaffes that could harm your public image.

➢ Have patience. In Dubai, it takes time to create a successful business. Don't expect to become recognized quickly.

### 3.2.3 ASSESSMENT OF THE FIVE FORCES BY PORTER

The five forces model, developed in 1979 by Michael E. Porter of the Harvard Business School, looks at five different factors that affect a company's potential to succeed in comparison to its rivals. A SWOT analysis is a type of microanalysis that concentrates on the data and analysis of a single organization, whereas Porter's Five Forces is a type of macroanalysis that looks at the economy of the industry as a whole.

RIVALRY AMONG
EXISTING COMPETITORS:

- Number of competitors
- Diversity of competitors
- Industry concentration
- Industry growth
- Quality differences
- Brand loyalty
- Barriers to exit
- Switching costs

**THREAT OF NEW ENTRANTS**

THREAT OF NEW ENTRANTS:

- Barriers to entry
- Economies of scale
- Brand loyalty
- Capital requirements
- Cumulative experience
- Government policies
- Access to distribution channels
- Switching costs

**BARGAINING POWER OF SUPPLIERS**

**RIVALRY AMONG EXISTING COMPETITORS**

**BARGAINING POWER OF BUYERS**

BARGAINING POWER OF SUPPLIERS:

- Number and size of suppliers
- Uniqueness of each supplier's product
- Focal company's ability to substitute

THREAT OF SUBSTITUTE PRODUCTS:

- Number of substitute products available
- Buyer propensity to substitute
- Relative price performance of substitute
- Perceived level of product differentiation
- Switching costs

**THREAT OF SUBSTITUTE PRODUCTS**

BARGAINING POWER OF BUYERS:

- Number of customers
- Size of each customer order
- Differences between competitors
- Price sensitivity
- Buyer's ability to substitute
- Buyer's information availability
- Switching costs

*Figure. 12: Porter's Five Forces*

*Source www.blogspot.com*

Porter's Five Forces analysis is a methodology to analyze an industry's competitive landscape. It examines the following factors that determine business rivalry and economic potential:

1. **Rivalry among established businesses:** The equilibrium of the relationship between rivals can affect the kind of rivalry. because customers can readily move to rivals selling identical goods or services in situations where are many competitors, it creates a significant level of competitive rivalry. comparable-sized businesses are more likely to compete fiercely than big as well as small enterprises alike. A rising marketplace enables each organization to increase business, but a stagnating market necessitates market theft. As such, it is important to maintain a close watch on the expansion of the market.

   The level of competition among existing enterprises in an industry is a significant factor of profitability. The competition is fierce in the case of Supercool Star Technical Services LLC Dubai. There are numerous additional air conditioning service firms in Dubai, all of which compete for consumers. To keep ahead of the competition, the company must continuously provide competitive costs and outstanding customer service.

2. **Buyers' bargaining power:** When discussing clients, it is important to note that this term can also refer to the companies or clients who ultimately use the goods. The term "bargaining power" indicates a consumer's ability to negotiate a reduction in the rates that businesses in a sector impose or a rise in the price of an organization by requesting improved product or service quality. By minimizing the prices and raising costs, powerful purchasers can squeeze profits from a business. They make significant purchases. People have complete knowledge of market conditions and products. Superior standard products have been prioritized. They represent a real danger of reverse integration. As a result, they are seen as a danger.

   Buyers' bargaining power refers to their capacity for negotiating cheaper prices or more favorable conditions from sellers. Buyers have strong

bargaining power when it comes to air conditioning service. This is because there are numerous air conditioning service companies, and buyers may quickly move to another supplier if they are dissatisfied with the cost or service. This implies that Supercool star technical services LLC Dubai needs to be cautious to maintain competitive pricing and outstanding customer service to prevent losing consumers to competition.

3. **Supplier bargaining power:** This force examines a company's supplier's power and capacity to influence price increases, which would reduce a company's profitability. The quantity of raw material providers and other resources is also evaluated. Suppliers have more influence the more scarce the supply is. There are more suppliers available to businesses, which benefits them.

   Supplier bargaining power refers to the ability of suppliers to charge higher prices or degrade the standard of their products or services. Supplier negotiating power is quite limited in the case of air conditioning service. This is true since there are numerous suppliers of air conditioning spares and equipment, and the company can easily switch to a different source if it is dissatisfied with the selling price or performance of the products or services.

4. **The threat of new entrants:** Newcomers to the industry offer fresh capabilities and a desire to increase their market share. The obstacles to entering a certain industry determine how significant the danger is. The threat to incumbent players decreases as these entry barriers rise. The need for economies of scale, high brand loyalty from existing customers, expensive capital expenditures (such as significant investments in marketing or R&D), the requirement for cumulative experience, government regulations, and restricted access to distribution channels are a few examples of entry barriers. The threat of new entrants refers to the chance that new enterprises may enter the sector. In the industry of air conditioning services, the threat of new entrants is comparatively modest. This is due to substantial initial expenses as well as additional obstacles to entry, which include the requirement for specialized equipment and experience. But there is always the risk that a fresh

organization with a distinct business plan or product and service offering would enter the marketplace and disrupt the competition.

5. **The threat of substitutes**: Newcomers to an industry bring with them fresh capabilities and a drive to expand their share of the market. Depending on the obstacles to entry into a particular business, the threat's seriousness can vary. The threat to current players is diminished the higher these entrance barriers are. Examples of entrance obstacles include the need for economies of scale, high brand loyalty from existing consumers, expensive capital expenditures (such as significant investments in marketing or R&D), the requirement for accumulated experience, regulatory restrictions, and restricted access to distribution channels. Other possibilities for the products are the end force. Businesses can increase prices and lock in favorable terms if there are no relevant alternatives. Whenever close substitutes are available, customers may forgo an organization's goods, decreasing its influence.

The threat of substitutes is defined as the existence of alternatives that can meet similar requirements of consumers. The threat of substitutes is relatively strong in the case of the air conditioning servicing business. Window units, portable air conditioners, and central air conditioning units are all options for cooling a home or workplace. This means that the organization will be forced to compete against these different goods and services to attract and keep clients.

In summary, the competitive landscape in Dubai for air conditioning service providers is moderate. Numerous enterprises compete for customers, and buyers have considerable power over negotiations. To keep ahead of the competition, the company must always innovate and improve its services.

## 3.3 COMPETITORS

Supercool Star Technical Services LLC Dubai competes in the Dubai air conditioning service sector with an array of other companies. The following section of the research will look at a few of Supercool Star Technical Services LLC Dubai's competitors in the air conditioning services business in Dubai.

## 3.4 MAJOR COMPETITORS OF SUPERCOOL STAR TECHNICAL SERVICES LLC DUBAI

### 3.4.1 KNOX TECHNICAL SERVICES LLC

One of its key competitors is KNOX Technical Services LLC, which is recognized as one of the top and cutting-edge providers of repair and maintenance services in the Emirate of Dubai. Emaar, Nakheel, and Union Properties' homes and business premises are maintained by KNOX in communities like Meadows, Springs, Lakes, Emirates Hills, Arabian Ranches, The Villa, JBR, JLT, Jumeirah Islands, Jumeirah Park, Umm Suqeim, Al Wasl, Green Community, DIP, Motor City, Victory Heights, Palm Jumeirah, and Jebel Ali Free Zone, among others. Ac duct cleaning and maintenance are a threat to Supercool star technical services LLC Dubai.

### 3.4.2 AL BADER AIR CONDITIONING

Al Bader Air Conditioning is one of Dubai's major air conditioning service providers. This organization has been in operation for more than 20 years and has a name for offering outstanding service.

### 3.4.3 EMPOWER (EMIRATES CENTRAL COOLING SYSTEMS CORPORATION)

Empower is a government-owned corporation in Dubai that offers district air conditioning services to over 1,000 structures. It is a key player in the air conditioning industry, providing several different services such as installation, maintenance, and repair.

### 3.4.4 DUBAI AIRCONDITIONING AND MECHANICAL SERVICES (DAMAC)

DAMAC is an independently operated business providing residential and commercial customers with air conditioning and technical services. It has a staff of professional specialists and provides a variety of services such as setting up, upkeep, and repair.

### 3.4.5 NACRC (NATIONAL AIR CONDITIONING & REFRIGERATION FIRM)

NACRC is an independently owned firm that has been in operation for more than thirty years. It offers residential and commercial customers air conditioning and refrigeration services. It employs a team of skilled experts and provides an array of services such as installation, maintenance, and repair.

These are just a handful of the numerous rivals in the Dubai air conditioning service sector that Supercool star technical services LLC Dubai encounters. To flourish, the company must distinguish itself from its competitors by providing excellent service at an affordable cost. It additionally needs to concentrate on consumer satisfaction and relationship engagement.

Here are some ways Supercool star technical services LLC Dubai might set itself apart from the competition:

➢ Provide a broader range of services, such as installation, maintenance, and repair, a
s well as 24-hour emergency assistance.

➢ Provide incentives for long-term contracts.

➢ Provide financing solutions to consumers that need to pay for their services in instal
lments.

➢ Obtain certification from a credible organization, such as the National Air Conditio
ning Contractors Association (NACCA).

➢ Participate in business exhibitions as well as industry gatherings to stay current on
air conditioning advancements in technology.

➢ Develop partnerships with other related businesses, such as suppliers and distributo
rs.

➢ Participate in the community by sponsoring local events or donating to charitable or
ganizations.

To bring in and keep clients, Supercool Star Technical Services LLC Dubai must compete in price, quality, and customer service. To compete with its competition, Supercool star technical services LLC Dubai can concentrate on the following elements:

1. Price: Supercool Star Technical Services LLC Dubai may offer competitive prices by bargaining with suppliers, improving efficiency, and employing successful advertising techniques.

2. Quality: Supercool Star Technical Services LLC Dubai may deliver superior service by employing experienced and competent employees, using premium components and machinery, as well as offering superb client service.

3. Customer service: Supercool Star Technical Services LLC Dubai may give exceptional service to its clients by being attentive to client requests, swiftly and effectively addressing difficulties, and giving straightforward guidance.

Supercool Star Technical Services LLC Dubai may position itself as an industry player in the Dubai air conditioning service market by implementing these actions.

## 3.5 THE NEED TO PRECIPITATE AND STRATEGIZE FOR THE RESEARCH

Social media marketing is a strong tool for reaching a big audience, increasing awareness of the business, and generating leads. However, if you begin using social media, you need to have a solid plan in place. This plan should be founded on research into your target audience, rivals, and social media channels they use.

The research phase of the project will entail collecting data on the subjects that follow:

➢ Who is your intended audience?

➢ What are their passions?

➢ What are their annoyances?

➢ What are your rivals doing on social media?

➢ What are their advantages and disadvantages?

➢ Social media platforms: Which social media channels does your target audience use? What are they doing with them?

## 3.6 DEFICITS REGARDING BRANDING AND SELLING STRATEGIES GIVEN SPACE FOR RESEARCH

Social media marketing has become a necessity for modern brands. Here are some compelling facts that highlight the power of social media:

1. The daily average for social media use among every individual worldwide is around 2 hours and 27 minutes.

2. In 2021, 77% of social media marketers rated social media marketing as somewhat too extremely effective.

3. Advertising on social networks has an impact on almost 80 percent of the buying choices made by customers.

The significance of social media advertising in the current corporate environment is highlighted by these facts. Businesses can communicate with the market they are targeting, increase brand recognition, and boost sales by utilizing social media networks.

# 4   CUSTOMER ANALYSIS

The objective of the current section is to give a thorough explanation of the study technique and design utilized to look at customers' attitudes on adopting social media as a promotional strategy, to forecast customers' brand preferences for Supercool Star Technical Services LLC, to learn about the company's marketing and sales techniques used to sell its goods and services, and to investigate consumers' perceptions of the company's brand preferences.

This chapter covers the following topics:

I. Data collecting methods.

II. Demographics.

III. Sample size and sampling.

IV. Validity and dependability.

## 4.1   METHOD OF DATA COLLECTION

The success of goals and plans in social media marketing can be enhanced by supporting them with information. Social media data analytics can provide this information, helping you understand what works and what doesn't. It can also help you tailor your social media marketing plan to each social network by collecting data and refining your strategy based on demographics or geographic location.

To collect and analyze social media data across platforms, a social media analytics tool like Hootsuite Analytics can be used. This tool can provide context to the data, enabling a better understanding of how the audience behaves across channels and allowing for an adaptive platform-specific approach. Hootsuite Impact can also monitor social media data directly related to corporate goals and offer helpful competitive benchmarks for larger social media marketing teams with more intensive data analysis needs.

First-party data is collected directly from customers through websites, social media platforms, applications, polls, etc. Due to growing privacy concerns, first-party data has become more important than ever. It is trustworthy, accurate, and valuable, as there are no intermediaries involved, and enterprises are the exclusive proprietors of it. A different business that acquires customer data may sell it or work in cooperation with it to collect second-party data. First-party and second-party data are collected from trustworthy sources

and can be utilized to obtain insights, build precise prediction models, and expand operations.

Without any direct relationship between the business and its clients, third-party data is collected from a third party. It is common practice to collect this kind of data from many sources, compile it, and then sell it to companies for use in marketing campaigns like cold calling or mailing lists. While using third-party data can help businesses target their audiences more precisely and reach a broader audience, there is no guarantee that the data gathering will be reliable or compliant with privacy laws. Thus, caution should be exercised while working with third-party data.

## 4.2 POPULATION

The collection and examination of a preset list of characteristics about populations and groups of people is the basis for a demographic assessment, sometimes referred to as a demographic market analysis. These characteristics are not the same as those used in psychographic or lifestyle analysis. The demographic analysis seeks to determine the number of people who belong to each sort of demographic category that can be found in a target market. This occurs because of the market being targeted being made up of numerous demographic subgroups that come together to make a broader group that comprises all of the intended consumers.

To create profiles of customers and classify the market, demographic analysis is employed. Through the help of each of these market research approaches, the target market can be segmented into smaller, simpler-to-target groups that are simpler for management. A demographic assessment looks at the transformation of people as well as the composition of a target market.

This entails assessing migration, birth, and death. Demographic analysis is used to examine how a population has evolved in addition to examining the makeup of a target market. This entails assessing migration, birth, and death. Additionally, it can use longitudinal studies and longitudinal surveys to further examine how demographics have changed.

They allow researchers to study populations in time. A demographic study considers all factors that allow researchers to estimate the size as well as dynamics of populations. The two approaches listed below can be utilized to collect data.

> ➢ Identifying the population's segments and subgroups
> ➢ Learning about the various groups as well as industries that make up the population.

Creating a detailed portrait of the characteristics which typical members of each of those industries exhibit.

## 4.3  SAMPLING AND SAMPLE SIZE

When surveying a significant group of respondents, the phrase "sample size"—which is frequently used in statistics and market research—always comes up. The method of doing an extensive demographic study is involved. When surveying a big number of participants, it is possible to be interested in the entire group, but it is not practicable to get responses or results from every single participant. So, a random selection is made to create a representative sample of the population.

If the sample size is too small, the results may not be statistically significant, and there may be a disproportionate number of outliers and anomalies present, which can bias the results and fail to provide a true representation of the entire population. On the other hand, if the sample size is too large, the study becomes complicated, expensive, and time-consuming to conduct, and the benefits of more accurate results do not outweigh the disadvantages. Thus, selecting a suitable sample size is crucial to ensuring that the results of the research are statistically important as well as representative of the community despite adding extra expenditures or challenges.

## 4.4  RELIABILITY AND VALIDITY

The purpose of marketing research is to obtain accurate and dependable data. The purpose is thwarted if the information is incorrect, out of date, or incomplete. Decision-makers need research on marketing facts that they can use to guide their decisions. Errors are certain to creep into the measurement process. The two kinds of errors are systematic error and random error. Both affect how accurately and correctly measurements are made. Although

systematic error increases as sample size increases, random error can be decreased by expanding the sample along by paying greater consideration to the research process. Although it is exceedingly difficult to avoid systematic errors, their impact can be reduced. The level of precision and uniformity that the measurement exhibits over some time is referred to as reliability. There are currently three methods for assessing reliability:

**1.Test-Based Reliability**: Reliability between tests occurs when the same instrument and subject group are used for both tests. Given that the measurement tool and the individuals are identical, inconsistencies are attributed to random error rather than to problems with the testing apparatus. There are three possible problems:

> 1) Individuals who previously completed the survey or used the measurement tool once may experience effects when doing the second survey.

> 2) Environmental changes, outside causes, as well as individual characteristics may affect response.

> 3) Finding the same subjects can be challenging.

**2.Equivalent Form Reliability**: A second measuring instrument that is identical to the first is created in this case and applied to the same individuals. There could be three problems:

> 1) It is challenging to design a second poll with fresh questions that will provide the same outcomes.
> 2) Responses may be impacted by changes in the environment, external variables, and individual factors.
> 3) Finding the same subjects can be challenging.

**3.Internal Consistency Reliability**: Compared to test-retest or analogous form approaches, internal consistency reliability is more frequently used. It entails employing a single measuring device while evaluating its accuracy using various samples or products from each scale. By doing this, the issues that can arise when a survey instrument is used twice are removed.

Validity is a term that describes a measurement scale's ability to measure what it promises to measure and how free of systematic and random error it is. Instead of the other way

around, a measurement must be accurate to be reliable. Validity can be evaluated in four different ways. Face validity describes the situation in which a researcher or panel of experts thinks an instrument accurately measures the desired result. The smallest degree of validity is achieved since it is based on the subjective opinion of the instrument's creator or of other marketing research experts. Researchers employ a scientific method called the validity of content to assess the suitability of the items used to test a concept or construct. The steps in the procedure are as follows:

1) Literature review

2) Discussion with a panel of experts

3) Pretesting the instrument using all of the items found in the first two steps

4) Scale reduction through data analysis.

A measurement's predictive validity examines how well it can foresee future actions or behavior. Construct Validity is the most challenging to acquire and, in the case of marketing research firms, is more theoretical than practical. The measurement's construct validity is evaluated along with the measurement's logical consistency with underlying theories to determine how effectively it captures the construct or notion under examination. The tool used for measurement must not only record the construct that is intended to evaluate but also be founded on ideas that are accepted by research experts. Construct validity is rarely discussed in the actual business realm of marketing research, even though such conversations are common in academia. Convergent validity examines whether constructs that ought to be related are connected by the strength of their correlations. Discriminant validity refers to the ability of the items created to measure one construct.

## 4.5 ANALYZING DATA AND RESULTS

Data collection is the process of gathering and analyzing data on variables of interest in a structured as well as methodical way to address specific research questions, test hypotheses, and evaluate findings. Marketers can gain insights from social analytics on what type of advertising, merchandise, and content is trending online. Companies can use this data to find top content, brand influencers, and other things.

Marketers should keep a close eye on each online conversation regarding their brand, paying attention to keywords, tone, and other factors. By contrasting real perception with the desired perception, marketers can assess whether a brand is positioned correctly. Thanks to data collection and analytics, brands can change content based on audience attributes. This provides the customer with a personalized experience, which is more potent than impersonal brand-owned content. With the use of social network analytics, marketers can focus on their audience and use the data to boost engagement and conversions. Consumers today appreciate in organizations an image of authenticity and dependability, which personalized marketing may convey.

Every heating and cooling company is unique. Finding the HVAC firm that can offer the greatest service while fitting the demands and budget can be difficult. The professionals at the concerned firm have worked hard since 2016 to gain the trust of every client they serve, as seen by the opinion and parametric evaluations received in the questionnaire.

# 5   ASSESSING DATA AND RESULTS

HVAC companies can learn how to reach their target demographic most effectively by analyzing their marketing efforts. They also offer details on the level of industry competition, which can be used to choose pricing strategies and other elements that affect revenue. To avoid duplication with other businesses in their industry space, HVAC businesses might use a marketing strategy to identify who and where their competitors are. This part concentrates on the findings and data analysis while keeping the focus on the research topics that are consistent with either the Super Cool Star Technical Services LLC. Frequent maintenance increases the lifespan of the system and lowers the possibility that soon need to invest a significant sum in an HVAC installation. Similar to how regular checkups can extend human life, your HVAC doctor comes to the home. The study that is conducted based on certain factors is to be taken care of in molding the results evaluated here.

## 5.1   STATISTICAL ANALYSIS FROM CONSUMERS OF SUPER COOL STAR TECHNICAL SERVICES

Consumers enjoy conversing. They will discuss both positive and negative experiences as well as everything in between. Customers enjoy listening, too. The following customer service statistics will demonstrate that many people place more faith in social media comments or reviews from other customers than they do in advertising for your actual business. Delivering first-rate customer service is extremely beneficial for your business's marketing initiatives, especially when done in the open on social media. Studies and results under observation reveal that 71% of younger consumers with this level of response rate think their experience has significantly improved, and things only got worse from there. The second exciting statistic is that more than 70% of consumers believe that the company is collaborating on their behalf. The company is addressing its issues on time. 35% of the people say that more advertising and strategic modes are needed for the company to gain more popularity.

## 5.2 RELATIONSHIP BETWEEN GENDER AND THE USE OF TECHNICAL SERVICES

The use of information technology in today's homes, businesses, and government agencies has significantly increased. Women still face considerable disadvantages compared to men in many nations in areas including education, politics, and employment discrimination, despite institutional efforts to minimize gender inequality. Mayeux noted that when managing their commercial enterprises, women encountered more hurdles than men in terms of sociocultural, educational, and technological issues. It is found that research on the differences between males and females has concentrated on a range of subjects, such as email, information retrieval, e-learning, communication technology, as well as internet buying habits. In general, the studies indicated that males outperformed women in these areas. Researchers in Norway analyzed 684 mobile chat service users and discovered that men regard mobile chat services as being more beneficial than women. Women are more probable than men to utilize technological advances that require fewer efforts, according to Venkatesh and Morris's (2000) study of 342 employees of a corporation using the Technology Acceptance Model (TAM). Also, they claimed that women had poorer perceptions of ease of use than males did because they experienced greater degrees of computer fear (OECD, 2018). As online communities have grown in popularity, more and more people are joining them to suit their demands for personalized learning. A study was conducted to ascertain whether and how user behavior in online tech groups differs.

To study the sentimental tendencies as well as activity of male and female users on various topics, as well as their correlation as well as mutual influences, text data from the Python Technology Community has been examined by employing the LDA (Latent Dirichlet Allocation) model, sentiment analysis, and regression analysis (Bing Sun et. Al, 2020).

## 5.3 INTERVIEW

The information was collected, and the questionnaire survey queries were validated via qualitative interviews. The telephone conversation was held with the marketing manager of Supercool Star Technical Services LLC Dubai, who oversees sales and marketing strategies for the company. The interview assisted in determining the company's thoughts toward the business's advertising features, procedures, or types of marketing tactics performed and about the overview of the services which are provided by the company. The

interview results were utilized to develop the questionnaire, which was distributed to a broader sample of current and potential consumers. The results of the interviews can be found in the thesis appendix (Appendix P I).

### 5.3.1 SUMMARY OF QUALITATIVE RESEARCH

In the beginning, it is critical to identify the general description about the services which Supercool Star Technical Services LLC Dubai offers toward the core areas of specialization, which include installation, repair, maintenance, and energy efficiency improvements for residential, commercial, and industrial clients. In addition, the organization has highly qualified staff members who are certified in HVAC systems. As a result, they may function with a variety of HVAC systems, including split systems, central air conditioning units, heat pumps, ductless mini-splits, and more. Furthermore, the organization conducts a 24-hour emergency hotline, to guarantee staff members may be accessed regardless of the moment.

Since satisfaction with customers is a key priority, the company has a dedicated customer care team to resolve any problems or difficulties as soon as possible. Now, Supercool Star Technical Services LLC lacks a social media presence. The company, however, appreciates the potential advantages it may provide in terms of brand recognition, consumer interaction, and lead creation when they use the latest technological advances. As a result of this, the organization has been investigating the implementation of social media marketing methods to improve its online visibility.

The company realizes that by building an impressive social media presence, business can successfully connect and engage with its target audience, exhibit its expertise in the HVAC industry, and ultimately drive business growth. The company is also eager to investigate the prospect of employing tailored advertising campaigns on social media platforms to broaden their audience and attract new clients. In addition, they were going to actively interact with their audience by promptly and personally replying to comments, messages, and queries. Developing connections with followers and cultivating a feeling of community would be critical components of the company's social media marketing plan.

Overall, the company acknowledges that embracing social media marketing methods could be a beneficial move for Supercool Star Technical Services LLC in developing its online presence, communicating with potential clients, and establishing itself as a trustworthy HVAC service provider.

## 5.4 DESCRIPTIVE STATISTICS FROM THE SURVEY

About 60.2% of the people from 128 responses are males. They are satisfied with the firm's attachment to people. But also, there is a need to gain popularity to achieve high better standards. The survey is aligned with the fact that there is a need to boost publicity by increasing the influence of digital media. 71% of the people concentrated on this dilemma. Then the suggestion by almost 35% relies on giving priority to publishing advertisements to media like magazines etc.
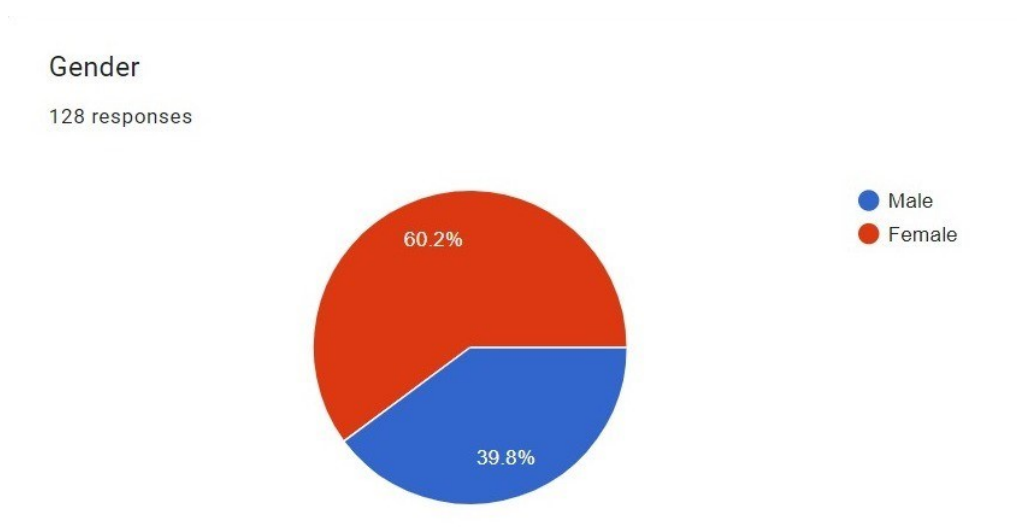


*Figure 13: Gender of Customers of Supercool Star Technical Services LLC*
*Source: Researcher's own Work.*

This study aims to benchmark the data that is the result of a conducted survey on Supercool Star Technical Services LLC through online and offline-based questionnaires. In total, 128 responses are to be obtained from different age groups. Of these, 60.9% of people belong to the age group of 21-30 years. It is to be observed that 24.2% belong to the age group 31 to 40 years. The noted peculiarity is 13.3% of the respondents were from 20 years and below.
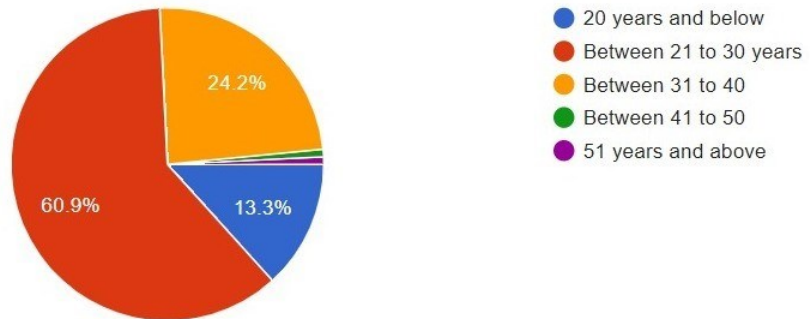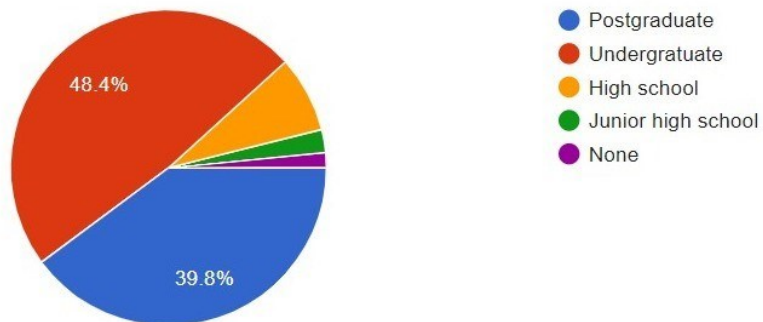
*Figure 14: Age of the customers of Supercool Star Technical Services LLC*
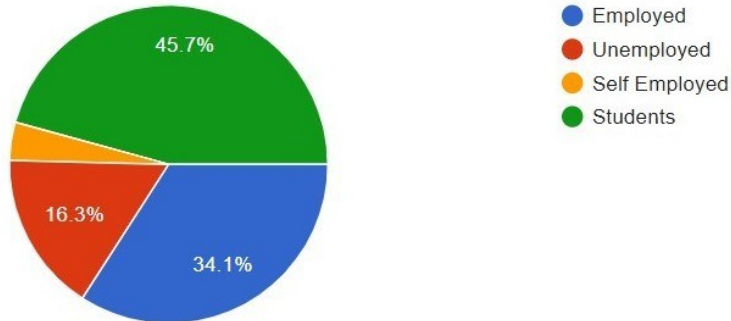*Source: Researcher's own work.*



*Figure 15: Educational level of respondents*
*Source: Researcher's own work*

The pertaining results have shown that a higher number of people that responded to the survey were Undergraduates (48.4%), followed by postgraduates (39.8%). The remaining respondents were from other educational levels. People with higher education are concentrated mostly on social media networks and can be assessed according to this obtained result.

Occupational Level

129 responses



*Figure 16: Occupational level of respondents*
*Source: Researcher's own work.*

From the obtained results of the respondents, a greater number of people who responded to the survey, 45.7% of people are employed, followed by students (34.1%), again followed by unemployed ones (16.3%). Analyzing it on a cross fold path, a greater number of employed persons and students are focusing on social media network platforms.

Are you on any social media platform

128 responses
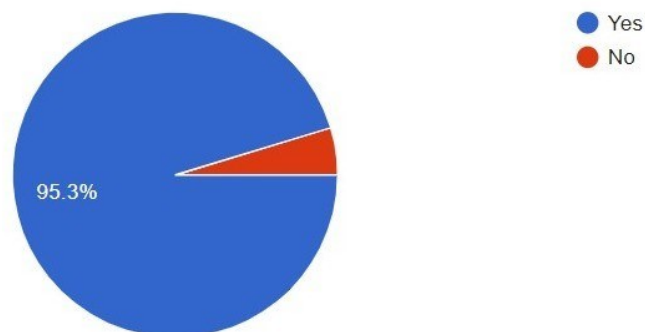


*Figure 17: Social media platform of respondents*
*Source: Researcher's own work*.

From the 128 responses, it is to be found that 95.3% of the respondents rely on at least one of the social media platforms. Concentrating more on social media platforms will create good growth for the focused company, i.e., Supercool Star Technical Services LLC.
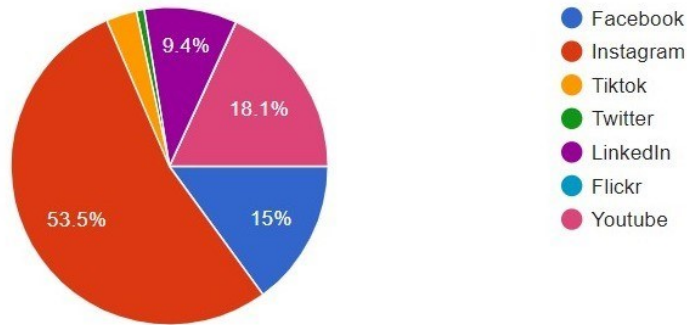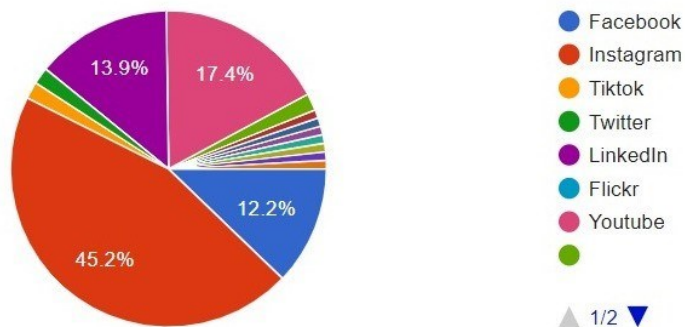


*Figure 18: Social media platform frequently used by respondents.*
*Source: Researcher's own work*

The available results show that a greater number of respondents were concentrated on Instagram (53.5%). It is then followed by YouTube (18.1%) and Facebook (15%). LinkedIn is used frequently by a considerable percentage of the respondents (9.4%).



*Figure 19: Companies/ brands followed by respondents in social media.*
*Source: Researcher's own work.*

The study helps to reveal the fact that a greater number of people are following companies/ brands on Instagram (45.2%). Next to that YouTube followers for some brands or companies (17.4%). LinkedIn followers are also there which helps to achieve the popularity of a specific brand/ company (13.9%). It is then followed by Facebook (12.2%) and other platforms.
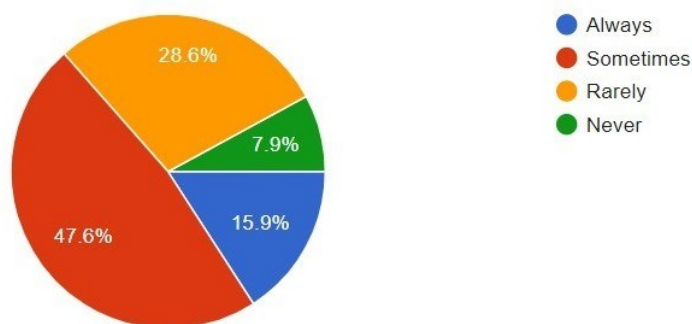


*Figure 20: Engaging with posted contents of companies by respondents.*
*Source: Researcher's own work*

Next ascertaining the answer to the question can be found using the question that whether the respondent engages with the contents posted by companies. A higher number of respondents rely on the fact that they sometimes engage with the posted content by the companies (47.6%). Some people answered that they rarely engage with the posted content of companies (28.6%). Several people always concentrated on these contents (15.9%) and many people never concentrated on these kinds of things (7.9%).

If a company you are interested in does not have a social media presence, how does it affect your perception of the company?

128 responses



- Severe
- Moderate
- Mild
- I don't care

35.2%

14.1%

10.2%

40.6%
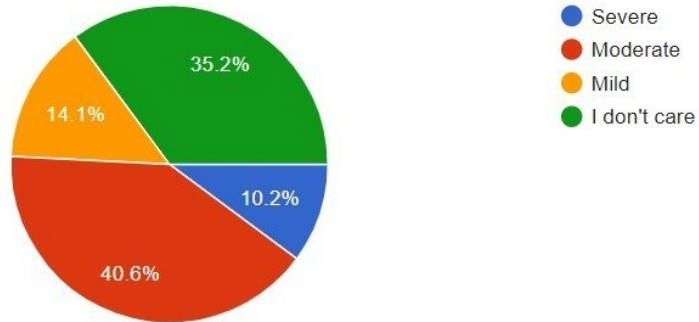
*Figure 21: Social media presence of company and perception by respondent*
*Source: Researcher's own work*

A higher number of respondents if a company does not have social media presence, then it moderately affects the perception of the company (40.6%). Several respondents don't care anything about this perspective (35.2%) while some think that it will affect the perception in mild (14.1%) and some believe that it will severely affect the perception (10.2%).

How likely are you to follow or engage with a company on social media if they had a strong presence?

126 responses



- Always
- Sometimes
- Rarely
- Never

17.5%

52.4%

24.6%
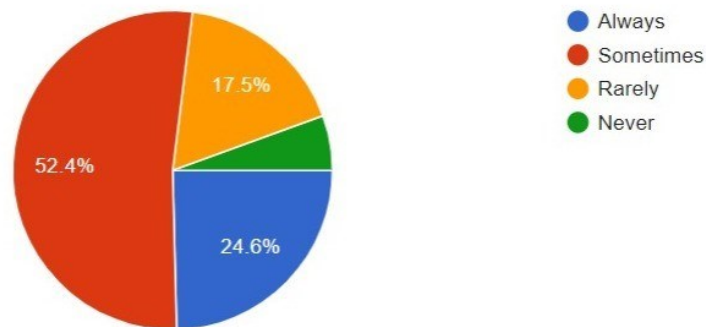
*Figure 22: Engage with a company on social media with strong presence by respondent. Source: Researcher's own work*

The statistical study analyzes the truth that if a company has a strong presence in social media, then people may engage with that company (52.4%). About one-fourth of the respondents showed the opinion that they always engage with the company with a strong social media presence (24.6%). Some people were interested in rarely engaging with such companies (17.5%) and the rest showed that they never engaged with such companies.

## 5.5 MAJOR REASON FOR BRAND REFERENCE OF LOCALLY BRANDED TECHNICAL SERVICES

The development of a brand has become challenging in the era of Facebook and YouTube. This was not the anticipated result of the circumstance. A decade ago, most companies declared that a new era of great branding had begun. To bury businesses across the digital landscape, they hired swarms of technicians and creative agencies. Buzzwords like "viral," "memes," "stickiness," and "form factor" are being used to describe branding. But despite all the publicity, these programs have only produced a little amount of progress. Even though its proponents claim otherwise, branded content is an outdated mass media idea that has been repurposed for the digital age. In the early years of that era, businesses used methods from popular entertainment to establish their brands; they used music, empathic characters, cinematic gimmicks, and short-form storytelling to captivate consumers. Ads like "I Can't Believe I Ate the Entire Thing" for Alka-Seltzer, "Frito Bandito" for Frito-Lay, and Farrah Fawcett's "Creaming" Joe Namath with Noxzema all made their way into popular culture by making viewers laugh. The fact that the entertainment media were oligopolies and there was little cultural competition meant that this early type of sponsored content succeeded. Three networks in the US produced television content for roughly 30 weeks each year before switching to reruns. Distribution of movies was limited to neighborhood movie theaters, and magazine competition was limited to titles that could be displayed on drugstore shelves. Companies that specialize in consumer marketing might pay their way to fame by promoting their brands in this strictly regulated cultural setting.

## 5.6 CONSUMER'S AGE REGARDING THE CHOICE OF TECHNICAL SERVICE

Long before the concept of an "influencer" existed, young people fulfilled that cultural need by creating and interpreting trends. A new generation of influencers is currently emerging. Those who fall within the Gen Z category—roughly categorized as those who were born between 1995 and 2010—are true digital natives because they could use the internet, social media, and mobile devices from a young age. The hypercognitive generation has emerged because of this environment, and they are particularly skilled at synthesizing offline and online experiences with the knowledge they have gleaned from a variety of sources and comparing them. The current climate only means a change in focus with certain benefits; it does not spell the end of market research. Future market research is likely to place more of an emphasis on monitoring and responding to customer decisions as they are made, rather than projecting their long-term preferences. Instead of gauging the preferences, expectations, contentment, and loyalty of specific customers, marketers must routinely monitor the information that is easily accessible to the public on user forums, review sites, and other social media. Compared to other payment methods like cash, cheques, or purchase now, and pay later, most bank customers prefer to use cards as their primary means of payment (BNPL). Consumers of all ages are most likely to choose a card when dining out (75%), shopping for groceries (75%), or buying concert or sporting event tickets (77%). While using credit is typically a preferred method for making large purchases—51% of customers prefer using credit for in-person purchases over $500 and 56% prefer using credit for the same amount online—age is a significant factor.

## 5.7 COUNTRY OF ORIGIN VRS PATRONAGE OF TECHNICAL SERVICES OF LLC

Customers throughout the world now have more accessibility compared to ever before to a variety of products and services from different countries. Additionally, people worldwide are getting more conscious of the goods and services that can be provided worldwide due to developments in satellite communication, transportation, television outreach, Internet access, as well as education. Consequently, the significance of country-of-origin images for goods to affect consumer behavior is quickly expanding. Organizations with both domestic and foreign roots can improve their promotional strategies, methods, and processes by

recognizing how the images for imported items differ from those for native ones. This empirical research study aims to investigate the social media marketing strategies for Supercool Star Technical Services LLC, Dubai.

## 5.8 DISCUSSIONS WITH THE MANAGEMENT OF THE FIRM

Consequently, two issues are the main emphasis of this discussion. First, there hasn't been much spoken about the circumstances in which strategic dialogue, debate, and discussion can take place and lead to observable results in the company. According to this argument, research efforts should be conducted to uncover and assess conversation management techniques and develop organizational environments that support them. Secondly, the belief that the wide range of terms currently being used to convey a very similar meaning (i.e., spoken communication) is a sign of a lack of theoretical integration. Examples include good, innovative, free, constructive, conversation, dialogue, and discussion.

## 5.9 SERVICES AWARENESS CREATION BY SUPERCOOL STAR TECHNICAL SERVICES LLC

Supercool Star Technical Services serve the best quality services with high-quality Air conditioners & spare parts and have an innovative & highly professional team who helps customers around the clock with phone assistance for any service or issue they face with new or installed Air conditioners. They provide a wide range of products and services, such as Air conditioning units, Installation and maintenance of air conditioning, Repair of air conditioning, Cleaning, and sanitizing of air conditioning, and Supervision and control of air conditioning.

The company promotes its products or services over a variety of media, which include: -

➢ Online marketing: They promote their products and services through their website.

➢ Print advertising entails placing advertisements in local newspapers and periodicals. Direct mail: They send direct mail to prospective customers.

➢ Public relations: They collaborate with local businesses.

➢ Word-of-mouth: They urge their clients to tell their friends and relatives about their company's activities.

Product or service awareness generation activities by Supercool Star Technical Services LLC have been profitable for building brand recognition and producing leads. Sales increased by 20% in 2022 compared to the previous year's results. Consumers also gave them excellent reviews of their offerings and services. The following are a few more ideas to boost product or service awareness: -

1. Ensure that the company website is up-to-date and simple to operate.
2. Publish interesting material for your social media platforms.
3. Use social media to run targeted advertisements.
4. Place targeted advertisements on social media and other online platforms
5. Participate in the neighborhood's activities.
6. Collaborate with other companies in the field.
7. Provide complimentary items or services as trials or samples.

By using these suggestions, you can raise product or service awareness and generate leads for your company.

## 5.10 EFFECT OF COUNTRY OF ORIGIN ON SUPERCOOL STAR TECHNICAL SERVICES LLC

The business is situated in Qusais, Dubai, United Arab Emirates. It doesn't have branches at all. Super Cool Star Technical Services LLC, founded in 2016 with a focus solely on-air conditioning, has steadily advanced to become the leading designer, supplier, installer, servicer, and repairer of Heating, Ventilation, and Air Conditioning systems (Split, Duct able, Window, Package unit Cassette, Free stand, HVAC). The company concentrates on providing professional services of the highest caliber for air conditioning and refrigeration equipment used in commercial, industrial, and residential settings. They offer reasonable rates and competitive returns to their partners in the local market, which is included in their market coverage.

# 6 A PROJECT TO IMPLEMENT SOCIAL MEDIA MARKETING STRATEGIES FOR SUPERCOOL STAR TECHNICAL SERVICES LLC DUBAI.

## 6.1 SITUATION ANALYSIS

Service sales can be challenging! It can be challenging to brag about and discuss how beneficial a service is to prospective clients when a company doesn't have a physical product to demonstrate, unlike a product-based business. Service-based companies need to be a little more inventive when developing their social media marketing approach. Every one of us occasionally needs some inspiration to start our creative fire. This project envisages finding an answer to the question that how to advertise service-based businesses on social media and how to use it as a marketing tool.

## 6.2 PROJECT ACTION PLAN FOR SUPERCOOL STAR TECHNICAL SERVICES LLC

### 6.2.1 OVERVIEW OF THE PROJECT

Supercool Star Technical Services LLC is a top technical services supplier in Dubai. The organization provides a variety of services in the air-conditioning service industry. This project's purpose is to implement social media marketing strategies that could help Supercool Star Technical Services LLC in reaching more consumers and promote its products and services effectively.

Here are a few samples of social media marketing objectives that the firm under preference can adopt to increase the goals.

1. Spread the word about your name to increase brand awareness. If you would like to create true and lasting awareness of your company, avoid publishing solely promotional messaging. Pay close attention to content that emphasizes your personality and values instead.

2. Create leads and sales: If followers complete purchases offline, online, or employing social media, it is never by mistake. Thanks to social media, they have a way to make money. The finest example is someone updating clients about new products and promotions.

3. Expand the brand's audience: Another component of doing this is identifying the most crucial discussions about your business and sector. It is nearly hard to search through your social media networks without listening or looking for specific keywords, phrases, or hashtags. You may reach new audiences (and expand your core audience) far more quickly by keeping a watch on these conversations.

4. Increase Community involvement: Since social media involvement is crucial, it's wise to consider novel strategies for gaining new fans. According to Sprout Social's 2022 Index TM research, consumers want to view content that highlights a brand's products, services, and personality as well as customer recommendations.

## 6.3    PLANNING, MARKETING AND SELLING STRATEGIES

Services marketing can help businesses that provide their customers with a service grow both their income and brand recognition. Instead of focusing on selling physical goods, service marketing promotes immaterial transactions that benefit customers. Advertisers utilize powerful service marketing strategies to gain the confidence of customers and highlight the importance of their services. Businesses could base their service marketing strategies on the promotion of concepts, advantages, and promises to help them sell their services.

### 6.3.1    VISION OF SUPERCOOL STAR TECHNICAL SERVICES

'To be the leading Service provider and repairer of Heating, Ventilation, and Air Conditioning and refrigeration systems and allied products in the region by the year 2023 '- this was the mission behind the company. It was achieved yet more must be focused to become highly popular in the servicing field.

### 6.3.2 MISSION STATEMENT OF SUPERCOOL STAR TECHNICAL SERVICES LLC

The core purpose of Supercool Star Technical Services LLC is to "install and service international quality air-conditioning units for industrial, commercial, as well as home usage for local markets at an acceptable cost and competitive return to their partners.

### 6.3.3 GOALS OF SUPERCOOL STAR TECHNICAL SERVICES LLC

Superior Service, Teamwork, and Reliability are the company's mottos and are associated with its client satisfaction approach. 'To conduct their business with the utmost integrity and honesty, and to establish and maintain mutually beneficial relationships with their clients and suppliers to accomplish continuous growth along with profitability,' the values state. These could shape the essential ideals as well as ambitions.

## 6.4 STRATEGIES

### 6.4.1 STRATEGIES

1. Make a thorough follower persona: social media follower persona is practically the same as a customer persona. The only difference is that you're envisioning the person who follows your social accounts rather than the person who buys your product or service.

2. Choose the objectives and KPIs: The social media approach must be guided by a follower persona, and the same is true of your objectives. It can be expected to know how to approach something if we don't know what we're attempting to accomplish.

3. Look at what the rivals are performing: Regardless of the medium that they use, competition analysis is an important part of marketing. If the business uses social media, Google AdWords, or podcast advertisements as primary methods of advertising, the essence of the business is differentiating oneself from those who are competing.

### 6.4.2 IMPLEMENTATION OF STRATEGIES

These evaluations are a part of the implementation approach. Bring some attitude, humor, and personality to the group. Consider the fact that social media is called that for a purpose. While it's true that some individuals use social media platforms like LinkedIn and Twitter to keep up with news in their fields or around the globe, most individuals engage in social media as a kind of entertainment. Your marketing communications must be correctly modified because if you utilize the same material in search or email marketing, for instance, your audience is going to remain uninformed of your brand. Talking to your audience in person, Twitter your followers, liking and commenting on their social media posts, and explicitly asking them to connect with your content are all effective ways of connecting with your audience.

## 6.5 TIME ANALYSIS OF THE PROJECT

After the work scope has been broken down into smaller tasks and responsibilities have been given, the project must be planned once it has been determined that it would be profitable and satisfactory. As a consequence, anticipate the time it will require to complete all of the assignments associated with the project. Taking this into account, the researcher will begin the project's time evaluation. The periodic analysis is critical to complete the project by the deadline. Priority efforts with short deadlines will be prioritized.

The Program Evaluation and Review Technique (PERT) and the Critical Path Method (CPM) are the ideal methods for analyzing project duration. The prior customer analyses will be used as a starting point for the project. Customer assessments can be used as a starting point because the firm in question already has marketing and sales plans in place. The researcher will utilize the PERT approach to determine the time necessary for finishing novel ideas as well as the key path to accomplish all project-related duties with Supercool Star Technical Service LLC.

To begin, you have to determine the tasks being performed, describe task dependencies, correlate project tasks, determine project time framework, and track the status of tasks when utilizing the PERT technique. While some projects can be handled concurrently, others have to wait until one or more prior tasks are completed.

The time frame for assessment is in weeks..

Table 3: Project Execution Plan
Source : Researcher

| ACTIVITY | DESCRIPTION | OPTIMISTIC | MOST LIKELY | PESSIMISTIC | PREDECESSOR(S) |
|---|---|---|---|---|---|
| A | Create a content plan for the social media network. | 1 | 2 | 3 | |
| B | Make designs for social media content. | 1 | 2 | 3 | A |
| C | Generate information for a variety of social networking platforms. | 3 | 4 | 5 | B |
| D | Investigate the statistics for social media engagement. | 1 | 2 | 4 | C |
| E | Recognize and react to input from customers | 1 | 2 | 3 | D |
| F | Create a plan of action to assist users. | 1 | 2 | 3 | E |
| G | Conduct network performance evaluation. | 5 | 6 | 8 | F, D |
| H | Examine rival's social media techniques. | 1 | 1 | 3 | G |
| I | Identify influencers to draw attention to your platform. | 1 | 1 | 2 | H |

**Table 4: Initiatives to implement and improve Supercool Star Technical Service LLC's social media platforms (own processing)**

| Activity | Activity time | Early Start | Early Finish | Late Start | Late Finish | Slack | Standard Deviation |
|---|---|---|---|---|---|---|---|
| Project | 23 | | | | | | 1.13 |
| A | 2 | 0 | 2 | 0 | 2 | 0 | .33 |
| B | 2 | 2 | 4 | 2 | 4 | 0 | .33 |
| C | 4 | 4 | 8 | 4 | 8 | 0 | .33 |
| D | 2.17 | 8 | 10.17 | 8 | 10.17 | 0 | .5 |
| E | 2 | 10.17 | 12.17 | 10.17 | 12.17 | 0 | .33 |
| F | 2 | 12.17 | 14.17 | 12.17 | 14.17 | 0 | .33 |
| G | 6.17 | 14.17 | 20.33 | 14.17 | 20.33 | 0 | .5 |
| H | 1.33 | 20.33 | 21.67 | 20.33 | 21.67 | 0 | .33 |
| I | 1.33 | 21.67 | 23 | 21.67 | 23 | 0 | .33 |

The table above illustrates the different time duration possibilities for completing the project. The POP-QM software results indicate that the project's optimistic (shortest) duration is 23 weeks. And the basic elements of all acts and gaps, such as the earliest start, earliest finish, latest start, and latest finish, are specified.
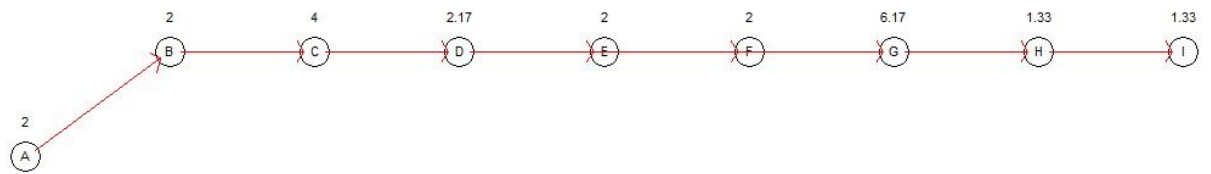
**Figure 23: critical path results of the project (own processing)**

**Solution Results Interpretation :-**

The project will be finished in the shortest possible time of 23 weeks.

This project's critical path for design or execution is

A→B→C→D→G→H→I. However E→F is the non-critical path.

## 6.6   COST ANALYSIS OF THE PROJECT

The main goal of this financial analysis is to project the costs of executing a social media marketing plan for Supercool Star Technical Services LLC Dubai. The organization may make informed judgments about managing resources and maximizing its advertising expenditures if they recognize all the possible expenses related.

The budget would mostly include direct expenditures such as market research and analysis, content creation, paid ads and promotional campaigns, promotion through influencers, monitoring and reporting, and managing the company's SMM. The content creation will be outsourced, and both direct and indirect costs will be considered.

Additionally, a cost-benefit assessment will be conducted to determine the strategy's effectiveness and productivity. This will let Supercool Star Technical Services LLC make sound choices concerning where to invest resources for social media marketing.

**Table 5: The cost of implementing and enhancing a company's social media profile (own processing)**

| STRATEGY | OBJECTIVES | COST (AED) |
|---|---|---|
| Market research and analysis | To estimate the expense of market research tools or services which offer data on the demographics, opinions, and attitudes of the target population. | 1300 |
| Content creation | Considering the prices charged by the content developers or agency used when outsourcing the development of content. | 1000 |
| Paid ads and promotional campaigns | Set aside funds for sponsored social media marketing. | 1300 |
| Promotion through influencers | Determine the influencers' charges or prices according to their reach and engagement when using them for advertisement. | 3000 |
| Monitoring and reporting | Invest cash in social media monitoring and analytics solutions that offer information about social media metrics, the participation of audiences, and the effectiveness of campaigns. | 1000 |
| Managing the company's SMM | Appoint individuals or hire social media management services to conduct day-to-day social media tasks such as organizing content, managing communities, and reacting to inquiries or concerns. | 1300 |
| **TOTAL** | | 8900 |

Besides the direct cost, the researcher discovered additional expenses that may be spent when developing social media networks. In summary, enhancing social media platforms can be an expensive endeavor; hence, before embarking on such projects, the researcher ought to carefully assess the extra costs associated.

| STRATEGY | OBJECTIVES | COST (AED) |
|---|---|---|
| Development and implementation costs | Incorporate any upfront fees for building and boosting profiles on social media, such as branding, designs, and profile customization. | 700 |
| Ongoing maintenance and optimization | Considering any payments for continuous maintenance of social media management tools, software for scheduling, or analytics platforms. | 1300 |
| Miscellaneous Costs | Include any extraneous costs that may occur throughout the implementation of the social media marketing plans, such as graphic design charges, stock image/video buying decisions, or social media contest awards. | 1000 |
| Costs related to legal procedures | Take into account any regulatory expenditures linked with social media marketing, such as brand registration, protection of copyright, or advisory fees to ensure that they comply with appropriate laws and rules. | 1000 |
| Infrastructure costs | Include any technological expenditures associated with social media marketing, which might include purchasing hardware, | 1000 |

| | software, or cloud storage for content development, data analysis, and data management. | |
|---|---|---|
| Training and Education | Invest funds for staff education and training to improve company social media marketing skills or engage external consultants for assistance. | 1000 |
| **TOTAL** | | 6000 |

*Table6: Additional costs associated with social media strategy improvements (own processing)*

Total budget of the project is = Direct cost + Overhead = 8900+6000 = 14900 AED

## 6.7 RISK ANALYSIS OF THE PROJECT

Successful marketing comes with significant responsibilities, and businesses must be aware of the potential risks and threats that come with using social media for marketing purposes. Social media accounts are often targeted by hackers, and data breaches can have serious consequences for both the business and its customers.

To mitigate these risks, businesses should develop a unique social media policy that includes expectations for password security, content monitoring, view lists, public interactions, security breaches, crisis management, and more. IT security staff should work closely with the marketing department to ensure that proper communication channels are maintained, and social network verification can be a valuable tool for preventing impersonation.

As a servicing company, Super cool star Services LLLC relies heavily on its website and must implement effective mechanisms to secure and protect its data. However, the company also needs to increase its advertising efforts through online platforms to stay competitive within its industry. By prioritizing both security and marketing, businesses can achieve long-term success and protect their brand reputation.

**Recommendations to the company- Supercool Star Technical Services LLC:**

1. Make the websites mobile-friendly.
2. Use social media aid- ads.
3. Promote audience engagement.
4. Curate a particular content strategy.
5. Set goals for social media marketing.
6. Figure out the best platforms.
7. Use high-quality visuals.
8. Use hashtags.
9. Figure out a responsive plan to direct messages.
10. Highlight reviews from satisfied customers.
11. Highlight important events.
12. Use data tracking.

### 6.7.1 STRATEGIES FOR REDUCING THE ABOVE RISKS

Brandfort can assist in defending your social media accounts from spam, phishing, and other problems with content moderation. They can persuade loyal followers or employees to click through to scam websites because they are displayed on your accounts. Even though you did not actively share the spam, you will still have to deal with the consequences. Spam comments can be automatically hidden by Brand Fort after being identified in a variety of languages.

## 6.8 PROJECT EVALUATION

There is a need to achieve proper methodology and marketing tools to get into a higher level of popularity among other AC/fabrication companies. The following strategies can help to achieve the desired parametric values.

1. Planning Marketing Strategy: Everything in marketing should begin with meticulous campaign preparation. A campaign must have a clearly stated goal. The marketers must further decide who they want to reach out to and

what sort of social media strategy they will employ, particularly if social media is going to be used for the campaigns. Marketers must be prepared to modify their plans as needed during the execution process in response to customer feedback. Choosing an existing social media application has many benefits because of the existing user base. Due to the rapid change in the social media scene, this can be a challenging undertaking. The social media platforms that were popular a few years ago are no longer popular, and numerous new platforms have appeared in recent years. Marketers are under a lot of pressure to maintain their marketing strategy and implement modifications to stay up with the changing environment as a result of the industry's rapid developments. Something that will encourage engagement with the Super Cool Star Technical Services LLC LLC as a conversation starter or point of engagement.

2.      Performance Measurement: One of the most important components of the marketing plan is performance measurement. It offers useful details regarding the objectives and results of the advertising campaigns. The set objectives can then be evaluated using this information to determine whether they have been met or not. The metrics offered by Google Analytics and the analytics metrics are covered in the section that follows.

1) Ad Metrics: Ads will be used for some of the marketing, thus getting to know the Ad Metrics is crucial. On the advertisements manager page, they are conveniently accessible, so have the most typical metrics like other websites that are similar. The following are the ones that will be employed in our study:

- ➤ Click-through rate (CTR)
- ➤ Cost per click (CPC)
- ➤ Cost per mille (CPM)
- ➤ Impressions
- ➤ Engagements
- ➤ Spend

The percentage of people that click on an advertisement after seeing it is known as the click-through rate (CTR). In most cases, it is computed by dividing the total

number of clicks that an advertisement received by the number of individuals who saw it before clicking. The cost per click (CPC) is the sum of money that an advertiser must pay each time one of their ads is clicked. The cost per mile (CPM) reveals how much money was expended to obtain 1,000 impressions of the advertisement. Impressions are the number of times an advertisement was seen. Engagement refers to all of the interactions with the advertisement. Clicks, closeups, and saves are all part of it. Spend refers to the overall sum of money spent on a certain advertising or marketing campaign.

These metrics provide insightful data for analyzing the advertising campaign. The conversion rate and return on investment should be given greater weight than these measures, which are nonetheless very helpful when determining how well a campaign is performing.

2) Google Analytics Metrics: Google Analytics is a free analytics tool that provides insight into how people find and interact with websites (Kaushik, 2009). It obtains all the information through a special piece of code that must be added to the website hosting the necessary data. When a person opens the website, a short JavaScript piece of code gets executed. It is accurate to say that Google Analytics aids marketers in making critical decisions based on the information gathered from users. Several of the most popular metrics in Google Analytics are listed below:

1. Users
2. Session
3. Duration
4. Bounce Rate
5. Conversion Rate

The first two metrics, Users and Sessions are the most important because they are interrelated and the differences between them must be well understood. The period between a user's first and last requests on a website is known as a session. In essence, it is a single visit that includes one or more page reviews in addition to other events, such as e-commerce transactions, etc. While the Users metric displays the number of distinct visitors to the website within the given period. The percentage of sessions with just a one-page review is known as the bounce rate. This statistic displays the

percentage of visitors that only saw one page of a specific website before leaving without looking around. The performance of the page may be usefully assessed with the use of this information, which also aids in the improvement of the website as a whole. Depending on the type of website, the average bounce rate can change. A website should be fine if it has a high bounce rate and decent conversion rates. For the e-commerce sector, the average bounce rate is roughly 30%. The session duration reveals the typical amount of time spent by a person while visiting. Because the time spent on the last page of a session is not taken into account by Google Analytics, the average session duration is often shorter than the time that users spend on a website. The Conversion Rate is yet another crucial indicator, particularly for e-commerce websites.

The relation between the questionnaire and the thesis report lies in their interconnectedness and the role each one plays in the research process. Let's explore the relationship in more detail:

Research Objectives: Both the questionnaire and the thesis report are integral components of a research study. The questionnaire is designed to collect data specifically related to the research objectives outlined in the thesis report. The report, on the other hand, provides a comprehensive analysis and interpretation of the collected data.

Data Collection: The questionnaire serves as a tool for gathering primary data from respondents. It helps to capture their opinions, experiences, and insights regarding social media marketing strategies used by Supercool Star Technical Services LLC. The questionnaire provides the raw data that is subsequently analyzed and discussed in the thesis report.

Analysis and Findings: Once the data from the questionnaire is collected, it is analyzed using appropriate statistical techniques. The analysis involves identifying patterns, trends, and correlations within the data. The findings derived from the analysis are then presented in the thesis report, demonstrating the relationship between the questionnaire responses and the research objectives.

Validity and Reliability: The questionnaire's design and administration must ensure validity and reliability to generate accurate and meaningful data. The thesis report discusses the steps taken to ensure the questionnaire's validity and reliability, reinforcing the credibility of the findings and their relevance to the research topic.

Discussion and Conclusions: In the thesis report, the data from the questionnaire is discussed and interpreted in the context of the research objectives. The report identifies key themes, highlights significant findings, and provides explanations for the observed patterns and correlations. The conclusions drawn in the report are based on a comprehensive analysis of the questionnaire data, reinforcing the relationship between the two.

Recommendations: The thesis report may also include recommendations based on the findings derived from the questionnaire. These recommendations are informed by the analysis of the data and aim to provide actionable insights for Supercool Star Technical Services LLC to enhance its social media marketing strategies.

In summary, the questionnaire and the thesis report are closely related as the questionnaire collects primary data, and the report analyzes and interprets that data to address the research objectives. The findings from the questionnaire directly inform the content and conclusions presented in the thesis report.

# CONCLUSION

Our daily lives are increasingly reliant on social media. Tens of hours are spent each week by users on social media, whether it is on their desktops or cellphones. Due to this, numerous businesses have invested a substantial sum of money in social media marketing. But these marketing activities are fruitless without a sound strategy and comprehension. Understanding the target demographic is the first step in creating any marketing plan. Not every customer that enters a store is the same. There are various groups of these tourists. While some of them are there to shop, others are merely pondering making a purchase, and a select few are unsure of their needs. To target the proper customers, a solid and focused marketing strategy is necessary. The development of the marketing plan is the second step. It entails a thorough examination of the company. Finding the interests and demographics of the current clients is part of this investigation. Because the company cannot find future clients if it does not understand these characteristics of current customers. Goal setting is another crucial component of the method. These objectives must be time-bound, meaningful, quantifiable, reachable, and explicit. All these considerations should be kept in mind while developing a marketing plan.

The data acquired can be extrapolated and applied to the social media programs of other businesses with comparable target audiences. The promotion of goods and services through HVAC social media is a crucial component of the advertising approach. A digital technology called social media marketing can be used to increase audience size and brand awareness to help a business attract more potential clients.

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## LIST OF ABBREVIATIONS

LLC    Limited Liability company

SMM    Social Media Marketing

UAE    United Arab Emirates

B2B    Business to Business

B2C    Business to Customer

## LIST OF FIGURES

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## APPENDICES

Appendix P I:     Interview: Marketing manager of Supercool Star Technical Services LLC Dubai

Appendix P II:     Questionnaire survey

# APPENDIX P I: INTERVIEW: MARKETING MANAGER OF SUPERCOOL STAR TECHNICAL SERVICES LLC DUBAI

**Can you provide an overview of Supercool Star Technical Services LLC and its core areas of expertise in HVAC technical services?**

Supercool Star Technical Services LLC is a leading HVAC company that specializes in providing a range of technical services related to heating, ventilation, and air conditioning systems. Our expertise includes installation, repair, maintenance, and energy efficiency improvements for residential, commercial, and industrial clients.

**What certifications or qualifications do your technicians possess, and how do you ensure their ongoing training and development?**

Our technicians are highly skilled and hold relevant certifications in HVAC systems. We prioritize continuous training and development programs to keep our team updated with the latest industry standards and emerging technologies.

**Can you tell me about the range of HVAC systems you work with? Do you specialize in specific brands or types of systems?**

Supercool Star Technical Services LLC works with a wide range of HVAC systems, including split systems, central air conditioning units, heat pumps, ductless mini-splits, and more. We are experienced with various brands and models, allowing us to provide comprehensive service regardless of the system type.

**How do you approach HVAC systém installations, and what factors do you consider during the process?**

We follow a systematic approach to HVAC system installations. Our team conducts a thorough assessment of the space, considering factors such as size, insulation, and ventilation requirements. We also consider the client's preferences and budget to design and install an efficient system that meets their specific needs.

**What maintenance services do you offer, and why is regular maintenance important for HVAC systems?**

We offer comprehensive maintenance services, including regular inspections, cleaning, lubrication, and performance optimization. Regular maintenance is crucial for HVAC systems as it helps prevent breakdowns, improves energy efficiency, extends equipment lifespan, and ensures optimal indoor air quality.

**How do you handle emergency repair situations, and what is your response time for urgent service calls?**

We understand the importance of prompt response during emergency repair situations. Our company operates a 24/7 emergency hotline, ensuring that our team can be reached at any time. Our goal is to provide a swift response and aim to be on-site within [insert estimated response time] to address urgent HVAC repair needs.

**What energy-saving solutions or technologies do you recommend to clients looking to reduce their HVAC energy consumption?**

We are committed to promoting energy efficiency and can offer several solutions to reduce HVAC energy consumption. These may include programmable thermostats, zone control systems, regular filter replacements, duct sealing, and the use of high-efficiency equipment. We assess each client's specific needs and suggest the most suitable options.

**How do you stay up-to-date with the latest advancements and trends in the HVAC industry?**

Supercool Star Technical Services LLC places a strong emphasis on staying abreast of industry advancements and trends. We actively participate in industry conferences, workshops, and training programs. Additionally, we maintain relationships with HVAC equipment manufacturers and stay connected to industry publications and online resources.

**What measures do you have in place to ensure customer satisfaction and address any concerns or issues that may arise?**

Customer satisfaction is a top priority for us. We have a dedicated customer service team to address any concerns or issues promptly. We also conduct post-service follow-ups to ensure that our clients are satisfied with the work performed. We aim to provide a seamless and positive customer experience.

**Currently, Supercool Star Technical Services LLC does not have an active presence on social media platforms. What are your thoughts on implementing social media marketing strategies to enhance the company's online presence and engage with potential customers?**

As the manager of Supercool Star Technical Services LLC, we understand the importance of social media marketing in today's digital landscape. While we currently do not have an active presence on social media platforms, we recognize the potential benefits it can offer in terms of brand visibility, customer engagement, and lead generation.

Considering this, we have been evaluating the idea of implementing social media marketing strategies to enhance our online presence. By establishing a strong social media presence, we can effectively reach and engage with our target audience, showcase our expertise in the HVAC industry, and ultimately drive business growth.

To kickstart our social media marketing efforts, we would begin by conducting a thorough analysis of our target audience and their preferred social media platforms. This research would help us understand where our potential customers are most active and tailor our strategy accordingly.

Next, we would develop a content plan that aligns with our company's values, expertise, and customer needs. This would involve creating informative and engaging content that educates our audience about HVAC systems, provides energy efficiency tips, shares maintenance advice, and highlights our industry knowledge and experience.

Additionally, we would explore the possibility of leveraging targeted advertising campaigns on social media platforms to expand our reach and attract potential customers. These

campaigns would be designed to reach specific demographics and geographical areas that are most relevant to our services.

Furthermore, we would actively engage with our audience by responding to comments, messages, and inquiries in a timely and personalized manner. Building relationships with our followers and fostering a sense of community would be a key aspect of our social media marketing strategy.

As we progress, it would be crucial to regularly monitor and analyze key metrics such as engagement rates, reach, and conversion rates. This would enable us to assess the effectiveness of our social media efforts, identify areas for improvement, and make data-driven decisions to refine our strategy.

Overall, implementing social media marketing strategies would be a valuable step for Supercool Star Technical Services LLC in expanding our online presence, engaging with potential customers, and establishing ourselves as a trusted HVAC service provider.

## APPENDIX P II: QUESTIONAIRE SURVEY

## A PROJECT TO IMPLEMENT SOCIAL MEDIA MARKETING FOR SUPERCOOL STAR TECHNICAL SERVICES LLC

**Gender**

Male

Female

**Age**

20 years and below

Between 21 to 30

Between 31 to 40

Between 41 to 50

51 years and above

**Educational Level**

Postgraduate

Undergraduate

High school

Junior High School

None

**Occupational Level**

Employed

Unemployed

Self-employed.

Students

Other

**Are you on any social media platform?**

Yes

No

**Which social media platforms do you use frequently**?

Facebook

Instagram

TikTok

Twitter

LinkedIn

Flickr

YouTube

**Do you follow any companies or brands on social media? If So, Which one?**

Facebook

Instagram

TikTok

Twitter

LinkedIn

Flickr

YouTube

**How often do you engage with content posted by companies on social media?**

Always

Sometimes

Rarely

Never

**If a company you are interested in does not have social media presence, how does it affect your perception of the company?**

Sever

Moderate

Mild

I don't care.

**How likely are you to follow or engage with a company on social media if they have a strong presence?**

Always

Sometimes

Rarely

Never

**Do you know Supercool Star Technical LLC Dubai?**

 Yes

No

**Are you okay with supercool not having a social media presence?**

Yes

No

**How likely are you to follow or engage with Supercool on social media if they had a strong presence?**

Always

Sometimes

Never

**What type of content do you prefer to see from the company on social media?**

Educational content

Behind-the-scenes content

Content about services

**What do you think about the tone and voice of the company's social media presence?**

 Friendly

Professional

Humorous

All the above Other