



A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING WITH SPECIAL REFERENCE TO FACEBOOK

Dr. S. Suguna

*Associate Professor, Department of Commerce with Professional Accounting,
Dr. N.G.P. Arts and Science College, Coimbatore*

J. Nithin Arun Raj

*171pa139, B.Com. (PA), Department of Commerce with Professional Accounting,
Dr.N.G.P Arts and Science College, Coimbatore*

ABSTRACT

Online media promoting has become the most impressive mode for organizations looking to reach out to their possibilities and clients. Given the wide reach of SMM, firms are progressively depending on it, In request to accomplish their advertising and marking goals .By supplanting the customary methods of promoting, online media has given new occasions to firms to lock in shoppers in social cooperation on the web. The goal of the current examination is to explore the capability of web-based media promoting as a successful showcasing apparatus that makes a difference them to influence impression of clients and eventually impact their buy choices. The study expects to feature the preferences that organizations gain by successful utilization of SMM.

INTRODUCTION

Social media are interactive Web 2.0 Internet-based applications. User-generated content, such as text posts or comments, digital photos or videos, and data generated through all online interactions, are the lifeblood of social media. Users create service-specific profiles for the website or app that are designed and maintained by the social media organization.

They introduce substantial and pervasive changes to communication between businesses, organizations, communities and individuals. Social media changes the way individuals and large organizations communicate. These changes are the focus of the emerging field of techno self-studies. In America, a survey reported that 84 percent of adolescents in America have a Facebook account. Over 60% of 13 to 17-year-olds have at least one profile on social media, with many spending more than two hours a day on social networking sites.

STATEMENT OF THE PROBLEM

Businesses are extensively making use of Social media in framing their marketing strategies. The main goal of this study has been to study the impact of social media and how it influences consumer's perception in turn to affect their buying behaviour. This study would be able to bring out whether advertising on social media does influence the consumer's buying behaviour so that companies can decide whether to continue with traditional marketing practices or whether to incorporate social media in their marketing strategies. Social networks refer to the connection, relationship and interactions that happen within the social media platforms.

Scope of study

The scope of this study is very wide because there are so many companies which are being involved in it now and will be involved in the future. This was citation briefing earlier, as the current companies that may be dealing with moving into social media are by far not the only ones that are



affected or will be affected in the future. Another reason that scope of the study is so broad is that it can be developed to include those that are not yet connecting to social media advertising but will be in the future.

Objective of study

- To analyse the socio demographic data with their personal factors.
- To study about the marketing strategies of social media marketing in current generation.
- To study and demonstrate the links between social media marketing efforts and their consequences.
- To study about the positive impact on the respondents of perception on online advertisements.
- To know about the acceptance of social media advertisement and marketing strategies among youths.

STATISTICAL TOOL USED

1. Simple Percentage Analysis
2. Rank Analysis
3. T- test Analysis

Limitation of study

- The sample units are confined to only Coimbatore city.
- The study is done without any mediating variable that can alter the relationship.
- Time of the study was limited only 6 months.
- The number of the respondents was limited to 120 only.

REVIEW OF LITERATURE

Bashar, Ahmad & Wasiq (2012)¹ has done an empirical research to understand the effectiveness of social media as a marketing tool and an effort has been made to analyse the extent social media helps consumers in buying decision making. Results of paper suggested that the medium is growing very fast and holds huge potential but is still in its nascent stage in India. Therefore, it is time for the companies to make effective strategies and execute them to win larger share of business through this revolutionary medium and become the innovative firm of coming future.

Yadav (2012)² has made an attempt to set up the significance of social networks as an advertising medium and evaluated the existing advertising methods that are in trend via certain case studies and concluded that social websites are not just a tool to interact with the different people but also medium to reach the prospective customers. **Akrimi and Khemakhem (2012)³** argued that social websites play a very important role to influence the buyers. Facebook has more than a billion users since its beginning in 2004. Social networks have strongly changed the spread of information by making it really easy to share (Akrimi and Khemakhem, 2012). As high-profile people are connected to Facebook, it is measured that if businesses are not available on Facebook, then it has no existence in the online world. Facebook has become an essential part to communicate strategies and facilitate marketing activities. It acts as an essential channel to position firms and its brands in the market (Khan & Khan, 2012).

DATA ANALYSIS AND INTERPRETATION

The data collected from the samples have systematically applied and presented in the tables under various headings in the following pages. They were also arranged in such a way that, a detailed analysis can be made so as to present suitable interpretation for the same. The data have been analyzed using the following statistical tools.

- Simple percentage analysis
- Rank analysis
- T- test Analysis

SIMPLE PERCENTAGE ANALYSIS

The percentage analysis is mainly employed to find the distribution of different categories of respondents. As the value are expressed in percentage it facilitates comparison and standardization. The analysis describes the classification of the respondents falling under each category.

**FORMULA
PERCENTAGE=**

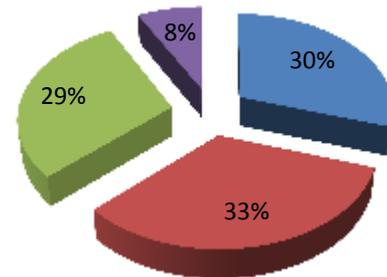
$$\frac{\text{Number of respondents}}{\text{Total number of respondents}} * 100$$

TABLE NO: 1**Earning members in a family**

S. No.	Earning members in a family	No. of respondents	Percentage
1.	One member	39	30%
2.	2-4 members	43	33.07%
3.	5-7 members	38	29.23%
4.	Above 7 members	10	7.69%
	Total	200	100 %

*Source: Primary Data***Earning income in a family**

■ One member ■ 2-4 members
■ 5-7 members ■ Above 7 members

**INTERPRETATION**

The above table shows that 30 % of the respondents family has one earning member, 33.07 % of the respondents family has 2-4 earning members, 29.23% of the respondent family has 5-7 earning members and 7.69 % of the respondents family has above 7 members.

INFERENCE

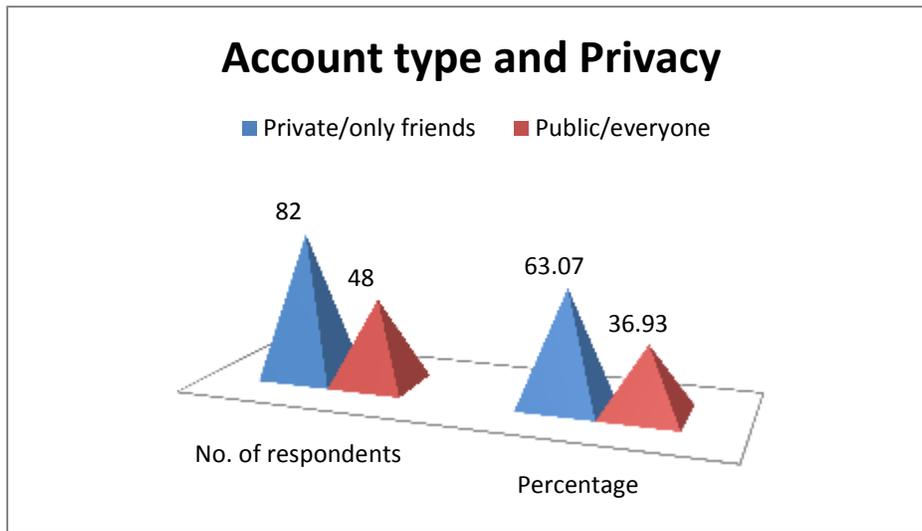
It is inferred that majority (33.7 %) of the respondents family members has 2-4 earning members.



TABLE NO:2
Account type and Privacy

S.No	Account type and privacy	No. of respondents	Percentage
1.	Private/only friends	82	63.07%
2.	Public/everyone	48	36.93%
	Total	130	100 %

Source: Primary Data



INTERPRETATION

The above table shows that 63.07 % of the respondents are having private/friends only account type and 36.93% of the respondents are having a public/everyone account type.

INFERENCE

It is inferred that most (63.07 %) of the respondents are having private/friends only account type.

RANK ANALYSIS

A Rank analysis is any of several statistics that measure an ordinal association. The relationship between ranking of different ordinal variables or different ranking of the same variable. Where a “ranking” is the assignment of the label “first”, “second”, “third”, etc. to different observations of a particular variable. A rank analysis measures the degree of similarity between two rankings, and can be used to assess the significance of the relation between them.

**TABLE NO: 3**

S.NO.	FACTOR	1	2	3	4	5	TOTAL	RANK
1	High quality	8(5) 40	12(4) 60	18(3) 90	9(2) 45	17(1) 17	320	3
2	slogan	6(5) 30	12(4) 60	13(3) 65	24(2) 120	10(1) 10	325	2
3	Precise information	6(5) 30	16(4) 80	18(3) 90	13(2) 65	13(1) 13	335	1
4	Brand image	20(5) 100	12(4) 60	7(3) 35	9(2) 45	15(1) 15	240	5
5	High quality audio/video	27(5) 135	11(4) 55	7(3) 35	10(2) 50	8(1) 8	315	4

Source: primary data

INTERPRETATION

Among the various factors listed above the respondents have their own preferences towards different factors, which they feel as important. The respondents felt that precise information is the important facility, so this factor is most important thus it ranks number 1.

Apart from precise information the respondents prefer slogan factor is important thus it ranks number 2.

Nowadays peoples prefer high quality, thus it ranks number 3, apart from these the respondents also prefer high quality audio/ video and it ranks number 4. Apart from these the respondents prefer brand image and it ranks number 5.

INFERENCE

It is lucid that precise information was given the first rank; slogan factor were given the second rank and high quality having third rank, fourth rank was given to the high quality audio/video and finally, the fifth rank was given to brand image

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

PERCENTAE ANALYSIS

- Majority (54%) of the respondent under the age – group of 19-25 years.
- Majority (57%) of the respondents are Female.
- Majority (76.15%) of the respondents are unmarried.
- Majority (52.30%) of the respondents income are Rs.2,50,001 – Rs.5,0,000.
- Majority (49.23%) of the respondents are graduate.

- Majority (60.76%) of the respondents are Students.
- Majority (42.30%) of the respondents are using social media for 1-3 years.
- Majority (60%) of the respondents are using social media for 1 hour – 2 hours in a day.
- Majority (69.23%) of the respondents are using other services provided in online by using social media account.
- Majority (91.53%) of the respondents are following other pages in social media.
- Majority (90%) of the respondents account type are private.
- Majority (50%) of the respondents are addicted to social media.
- Majority (55.38%) of the respondents are using social media to connect with people.
- Majority (93.07%) of the respondents see the advertisement in social media by mistake.
- Majority (95.38%) of the respondents exit when they watch videos after the advertisement.
- Majority (86.15%) of the respondents says that advertisement is not useful for them.
- Majority (70%) of the respondents says social media advertisements are sometimes eye catchy.
- Majority (93.84%) of the respondents are influenced by social media platform.
- Majority (63.84%) of the respondents are neutral to increase the brand awareness by ampute influencer.
- Majority (86.92%) of the respondents are satisfied by social media marketing.
- Majority (100%) of the respondents recommend social media to others.



SUGGESTIONS

- This study suggests that the social media influencer should concentrate under the age group of above 35 years.
- Most of the respondents are witnessing social media advertisement for the Brand Image.
- Most of the respondents says social media advertisements are sometimes eye catchy, if it were more attractive, they would use more promptly.
- Most of the respondents feels that they exit from videos as they mistakenly clicked on it, so videos should be informative.
- The social media should concentrate more in privacy factor concept. A non-aggressive in privacy factor lead to misruption in respondents view.

CONCLUSION

The study concludes that the users are preferring social media especially Whatsapp and Instagram. From the survey younger generation and middle age are more interested in social media, the buying behavior is governed predominantly by the need of power and respect for the iconic brand and users are mostly employed females, 19-25 years of age, including some students. Most of the customers are attracted to the new release of updations, users are addicted to the social media platforms. Most of them prefer to use social media to connect with people. Most of the users recommend social media marketing to others.

REFERENCE

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