



A STUDY ON EFFECTIVENESS OF SOCIAL MEDIA MARKETING

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ABSTRACT

Our research was on an emerging topic that suggested how important it is to explore deeper into the psychological and social aspects that drive the minds of the people to whom the products are marketed. In this study, we polled users to get a quick overview of the credibility of social media marketing. The primary goal of the research was to identify opportunities, capitalize on them, and protect consumers' perceived value. As we all know that, internet has opened up a plethora of opportunities for the average consumer, and we must be aware of the factors that influence their decision to purchase a product. We considered customer engagement to be dependent on three variables: content quality, user experience, and customer frequency of visit. Our hypothesis summarises these two factors, which are that the effectiveness of Social Media Marketing is positively correlated with customer engagement, and that the quality of content, user experience, and frequency of visit have a positive influence on customer engagement. The research was concluded by testing the hypotheses, and then based on the results, the recommendations were made.

Keywords: Social Media Marketing, Quality, Consumer Behaviour

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INTRODUCTION

Social media is gaining importance and spreading throughout Indian society. People are becoming more aware of the benefits of social media. Social media marketing has progressed from basic email and search to more sophisticated activities such as e-ticketing, online banking, e-retailing, and so on. In India, social media is reaching new heights (Gopinath & Irismargaret, 2019) Many people are using social media networks such as Whatsapp, Face book, Instagram, and Twitter, because they are finding it easier to spread the word about them across the web as consumers find it easy to connect with one another through these sites (Gopinath & Kalpana, 2019). The trend is thriving as many businesses invest heavily in social media optimization for their products or services with the goal of increasing brand awareness, lead generation, and customer loyalty (Gopinath, 2019a).

OBJECTIVES OF THE STUDY

- The prime objective of the study is to determine various factors which lead to the usage of social networking sites.
- To study the effect of gender and age on the usage of social networking sites.
- To Maintain customer relationship through social media marketing
- To Access the social media as a stress buster
- To study the impact of social media marketing on social identity

SOCIAL MEDIA MARKETING

Social Media marketing is a form of Internet based marketing that uses social networking sites as a marketing instrument. The main aim of social media marketing is to create content that the users will share with their social media network which will help the company to increase brand exposure and broaden customer reach.

PROS AND CONS OF SOCIAL MEDIA MARKETING

Pros of Social Media marketing:

- The Social Media marketing is cost effective than any other form of marketing. Creating Profile in the Social Media platform is not costlier (Gopinath, 2019b).
- Social Media marketing helps to build the brand name for companies, and it helps to establish the company as an authority in the market (Gopinath, 2019c).
- The companies become popular through Social Media Marketing in term that they are found everywhere by the customers and anyone, anywhere can access company's social profile. Thus engaging and interacting with the customers becomes easy.
- It is easy for others to communicate with company and the company can also answer all queries and issues promptly.

Cons of Social Media marketing:

- A presence in social media would necessarily mean that company is going to get flooded with rave reviews (Usharani & Gopinath, 2020a; 2020b).
- Chances are a higher visibility will get a few negative comments or reviews.
- Lots of creativity and time is required to make the Social Media marketing successful.

- Though at the onset it seems to be costless, the resources are to be paid to create the profile, update it and answer to the queries posted by clients, on regular basis (Unnamalai & Gopinath, 2020). There is a lot of understanding involved in Social Media marketing. It is possible for the employees to leak out information through the media and if company does not check the profiles several times, it could find out that some of the latest news have been pre-released, resulting in more negative press (Kavitha & Gopinath, 2020).

REVIEW OF LITERATURE

Social Media network are applications that allow users to build personal web sites accessible to other users for exchange of personal content and communication. Social Media according to Bowden and Lewis can be characterized as: online applications, platforms and media which aim to facilitate interactions, collaborations and the sharing of content.

According to Forrester research study (2011)¹ by **Ernst. J, David M. and Cooperstein, Dernoga M, (2011) companies** (brands) are gradually shifting their advertising priorities to align better with today's buyers. Today's buyers are tech savvy and Social Media maniacs. Therefore it is the proliferation of the Social Media network services in brand management and marketing that bring us to the attention of Social Media networks. First, the researcher will define Social Media and then outline those networks that are driving the debate.

Cheung et al. (2011)² have initiated a study exploring customer engagement in online social platforms. The authors of the research-in-progress paper have defined it as “the level of a customer's physical, cognitive, and emotional presence in connections with a particular online social platform”. The conceptual model developed suggests that customer engagement in an online social platform is a construct comprising vigor (level of energy and mental resilience), absorption (level of concentration and engrossment) and dedication (sense of significance, enthusiasm, inspiration, pride and challenge) towards the online social platform, which are driven by involvement and social interaction.

According to Kozinets et al. (2010)³As brands continue to infiltrate relations within social networks, the “self-interested logics” of the market may undermine the “sharing/caring” communal ideal and threaten the traditional social contract of the group. Interaction with these brands in terms of adding content, providing comments and spreading messages therefore causes tension for the individual engaged and makes them less likely to share content with their strong ties.

According to (Warc, 2012a)⁴ the context of online Social Media has become of great interest to marketing practitioners as the new Social Media platforms quickly emerged as valuable tools central to their effort of customer engagement.

SCOPE OF THE STUDY

The research can be extended to a larger sample and across more cities and towns. The finding of the research can be subject of in-depth research which could be conducted using focus groups customer service and ethnographic studies. Limited variables were used in the present study.

STATEMENT OF THE PROBLEM

All business owners now have the opportunity to engage with their current and potential consumers online and promote and sell their goods and services thanks to the rising popularity of social media platforms. However, managing a social media account takes time, and online fraud will reduce the amount of reliable customers who will buy their goods and services. This study tries to determine and assess the benefits and drawbacks of social media marketing for business owners and how it aids in client outreach.

HYPOTHESES OF THE STUDY

Hypothesis 1:

Null hypothesis:

There is no significance difference in general usage of social media from the preferred social media platform

Alternate hypothesis:

There is significance difference in general usage of social media from the preferred social media platform.

Hypothesis 2:

Null hypothesis:

There is no association between gender of the respondents with the current use of social media

Alternate hypothesis:

There is association between gender of the respondents with the current use of social media

METHODOLOGY

Primary Data

Data were collected by administrating in person.

Secondary Data

Secondary data were collected from Journal, Books, Newspapers and Websites.

Sampling Design

For the purpose of the study 250 respondents were selected by convenience sampling method.

Questionnaire Design

The phases of questionnaire were given below:

First phases: demographic variables

Second phases: service providing variables

In these questionnaire dependent variables is services and independent variables.

First phases: Demographic variables

Second phases: Service providing variables

Tools used:

The data were analyzed by using **SPSS**. The various statistical tools used for this study. **ANOVA & CHI** Square Analysis.

LIMITATION OF THE STUDY

This most common limitation that marketers face. When you use social media platforms like whatsapp, Face book, Instagram, Twitter or any other for your products or services then people get direct access to post their views

- The study is based purely on primary data
- The study limited to the area of Trichy
- Random sampling has been adopted thus providing defective
- Due to time constraints the study was limited to interviewing hundred social media users only.

DATA ANALYSIS AND INTERPRETATION

Totally 250 questionnaires were distributed. A questionnaire was posted on various social media platforms like facebook, Instagram, Whatsapp. However the responses received was 199. The data has been collected all respondents irrespective of any demographic variables. The primarily analyzed by statistical software **SPSS** used to summarize the data and also used excel for preparing charts and graphs.

Table 1

ANOVA					
Preferred social media					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	108.425	8	13.553	56.973	.001
Within Groups	45.436	191	.238		
Total	153.862	199			

The above table shows the one-way analysis of variance values along with the degree of freedom $F(8,191) = 56.973$, $p < 0.05$. The calculated p value is 0.01 which is less than 0.05 Thus the Null hypothesis is not accepted. Hence there is significance difference in general usage of social media from the preferred social media platform.

Table 2

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	85.795 ^a	11	.001
Likelihood Ratio	101.190	11	.001
Linear-by-Linear Association	37.394	1	.001
N of Valid Cases	199		

From the above table Pearson chi square value of 85.795 (df=11, N=199), $p < 0.05$ The calculated p value is 0.01 which is less than 0.05 is significant Thus the Null hypothesis is not accepted therefore there is association with the use of social media among the gender

CONCLUSION

These are some of the notable mistakes done by companies due to which they lose out on the benefits of social media, especially in the context of marketing (karthick et al., 2020a). The researcher personally believes that in order to take the maximum benefit out from social media for marketing and promotion, it is necessary for businesses to first develop an effective marketing strategy. That strategy should be in alignment with the organizational goals and objectives. The researcher further analyses that it is also important that the business should be actively handling and managing all of its social media profiles, blogs and accounts and promptly respond to peoples` queries and comments.

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