



A STUDY ON EFFECTIVENESS OF ONLINE MARKETING IN SOCIAL MEDIA

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ABSTRACT

Social media is engaging with customers online. Social media is an internet-based tool that is used for sharing and discussing information among human beings. Social media is all about networking in a way that adopts beliefs between parties and communities involved. Any website which permits the user to share their content, opinions, views and encourage communication building. It can be classified as social media. Some of the widespread social media sites are Facebook, YouTube, Twitter, Instagram, Scribd, etc. The main objective of this study is to find out the level of awareness in social media. The result of the study shows that the respondents have high level of awareness towards the social media.

Keywords: Social media, Facebook, YouTube, Twitter, Instagram, Scribd.

Introduction

The term "Social media" is derived from two words social implies the interaction of individuals within a group or community and media refers to advertising or communication of ideas, information through channels. Collectively social media refers to communication or publication stages that are produced and continued by the interpersonal interface of individuals through the specific medium or tool. Social media marketing is an attempt to use social media to persuade consumers.

Objectives

- To study the source of awareness in social media
- To identify the limitations of online marketing.

Statement of the problem

The social media marketing is not just about selling products but about building relationships with others who will eventually become the customers for the business. It also helps in reaching targeted and prospective customers. Even though the people use both traditional and digital advertising together the awareness level regarding the online marketing in social media is less. Hence an attempt is made to examine the level of awareness online marketing in social media networks.

Research methodology

Area of study

The study covers the respondents from Coimbatore city. Coimbatore is called as Manchester of South India. It is a major metropolitan city in Indian state of Tamil Nadu. It is a city that lives and breathes the essence of Indian culture with its renowned beauty.

Source of data

Both primary and secondary data are used in the study. Primary data have been collected from 100 respondents by administering a well-structured questionnaire schedule. Secondary data have been collected from authorized sources such as India post Database, various Journals, Libraries and Newspaper Articles.

Sampling design

Sampling design is a technique adopted for selecting the samples from a given population. The sampling design used for this study is Homogeneous purposive sampling.

Tools

- Percentage analysis
- Weighted average rank analysis
- Chi- square analysis

Limitations

- The study is confined to Coimbatore city only.
- The results are based on the data collected from 100 respondents only.
- The opinion of the respondents may vary at different destinations.

Review of literature

Garima Gupta (2013) in the research paper “Assessing the Influence of Social Media on Consumer’s Purchase Intentions” has made an attempt to determine the influence of social media on product assessment and the subsequent decision-making process of Indian consumers. The results are helpful in the fact that social media does affect purchase intentions. More Specifically, there is a positive and strong impact of three factors namely peer communication, perceived product information and the level of product participation on consumer's purchase intentions in the context of social media. The author concludes that the products offered online cannot be examined, perceived information on social media and its spread through communication among peer groups facilitates consumer’s assessment and purchase-related decisions.

Analysis and interpretation

Percentage analysis

Table No.1

Table showing the personal profile of the respondents

S.No.	Particulars	Number	Percentage
Age group			
a	Below 20 years	12	12
b	21 years – 40 Years	74	74
c	41 years – 60 years	10	10
d	Above 60 years	4	4
Gender			
a	Male	35	35
b	Female	65	65
Educational qualification			
a	School Level	7	7
b	UG	55	55
c	PG	35	35
d	Professional	3	3
Occupational status			
a	Employed	11	11
b	Business	35	35
c	Agriculture	7	7
d	Professional	18	18
e	Others	29	29
Level of income			
a	Below 20,000	12	12
b	Rs20,001 to Rs30,000	26	26

c	Rs30,001 to Rs40,000	50	50
d	Above Rs 50,000	12	12
Marital status			
a	Married	43	43
b	Unmarried	57	57
Family			
a	Joint family	23	23
b	Nuclear family	77	77

It is evident from the table that out of the total respondents taken for the study, 74% of the respondents are between the age group of 21 years – 40 years, 65% of the respondents are female, 55% of the respondents are under graduate, 35% of the respondents are doing business, 50% of the respondents income level is between Rs 30,000 to Rs 40,000, 57% of the respondents are unmarried and 77% of the respondents belong to nuclear family.

Chi Square Analysis for Personal Factors and Source of Awareness of online marketing

The table shows the association between the source of awareness and the demographic variables. The demographic variables considered were gender, age group, educational qualification, occupational status, type of family, marital status, number of earning members in the family and monthly family income. The study factor considered for the study is the source of awareness of the respondents. For the purpose of studying the relationship between the factors the following hypothesis is formulated and tested using Chi-square Analysis.

H₀: There is no significant relationship between the Demographic variables and source of awareness towards online marketing in social media.

Table 2

Study factor	Personal factors	Chi square value	Df	Table value	S/NS
Source of awareness	Gender	4.120 ^a	6	0.660	NS
	Age	123.436 ^a	30	0.000	S
	educational qualification	128.122 ^a	24	0.000	S
	Occupational status	111.002 ^a	24	0.000	S
	type of family	18.035 ^a	6	0.006	S
	Marital status	12.162 ^a	6	0.058	S
	Number of earning members	214.773 ^a	18	0.000	S
	Monthly income	52.021 ^a	24	0.001	S

Chi Square Analysis for Personal Factors and Source of Awareness of online marketing

S- significant @ 5% level (p-value < 0.05), NS- Not significant @ 5% level (p-value >0.05)

From the table, it is revealed that there exists a significant relationship between percentage of savings by investors in post office and gender, age, educational qualification, occupational status, type of family and number of earning members as the table value is lesser than the chi-square value. Hence, the hypothesis is rejected for the aforementioned variables; whereas, the hypothesis is accepted for the rest of the variables like marital status and monthly income.

Weighted average Rank analysis

Table No. 3

Table showing the problems of online marketing

S. No	Problems	1	2	3	4	5	6	Weighted average	Rank
a	More susceptible	24	4	6	6	7	53	273	6
b	Privacy issue	34	13	18	11	16	8	414	1
c	More fraudulent activities	6	46	20	13	12	3	412	2
d	Often interrupting	13	15	2	9	39	22	288	5
e	Lack of demonstration	11	14	39	20	8	8	376	3
f	Lack of feel, touch of product	12	8	15	41	18	6	337	4

The above table shows that the respondents have given first rank for privacy issues followed by fraudulent activities, lack of demonstration, lack of feel and touch of the product, often interrupting and more susceptible as the problems of online marketing.

Suggestions

- ❖ Technical advancement in promotion of digital marketing should be improve
- ❖ Collect and implement the feedbacks, suggestions and opinions of the customers in right way and rectify it as soon as possible.
 - ❖ Provide transparent and good service to the consumer before and after purchase.
- ❖ Should create more awareness about digital marketing among people.
- ❖ `Complete description of the product, reviews of customers should be mentioned for each product on online so that new customers can gain knowledge about the particular product.



Conclusion

Nowadays social media is trying to fill the gap among marketers and consumers through continual dialogue, building faith and interacting with the right spectators in the right way. Social media stages have been reliably cost-effective. The world of social media has provided an extraordinary revolution to boost the progress of communication in this modern age. Social media has been an effective medium to progress business advertising and marketing. In selecting the finest medium for attaining the form of internet users to fulfil the purpose of business promotion, there is no other ideal medium than the social media itself. **REFERENCE**

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