



A STUDY ON EFFECTIVENESS OF SOCIAL MEDIA MARKETING ON BRAND AWARENESS OF TECHVOLT SOFTWARE

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Abstract: This study is about the study on effectiveness of social media marketing on brand awareness of techvolt software. To enhance understanding of customer engagement by examining practitioner views of customer engagement, linking it to the digital marketing concept, market orientation, and online relationship marketing, modeling the customer engagement cycle, and developing a customer engagement matrix for Techvolt Software.

I. INTRODUCTION

DIGITAL MARKETING– OFTEN CALLED ONLINE MARKETING OR E-MARKETING IS ESSENTIALLY ANY MARKETING ACTIVITY THAT IS CONDUCTED ONLINE THROUGH THE USE OF INTERNET TECHNOLOGIES. ACCORDING TO DAVE CHAFFEY (2006) INTERNET MARKETING CAN BE SIMPLY DEFINED AS ACHIEVING MARKETING OBJECTIVES THROUGH APPLYING DIGITAL TECHNOLOGIES. IT IS THE APPLICATION OF INTERNET AND RELATED DIGITAL TECHNOLOGIES IN CONJUNCTION WITH TRADITIONAL COMMUNICATIONS TO ACHIEVE MARKETING OBJECTIVES. IT COMPRISES NOT ONLY ADVERTISING THAT IS SHOWN ON WEBSITES, BUT ALSO OTHER KINDS OF ONLINE ACTIVITIES LIKE EMAIL AND SOCIAL NETWORKING. EVERY ASPECT OF E-MARKETING IS DIGITAL, MEANING THAT IT IS ELECTRONIC INFORMATION THAT IS TRANSMITTED ON A COMPUTER OR SIMILAR DEVICE, THOUGH NATURALLY IT CAN TIE IN WITH TRADITIONAL OFFLINE ADVERTISING AND SALES TOO.

2.1. Review of literature

¹**Afrina Yasmin (2014)**.This paper focuses on the importance of digital marketing for both marketers and consumers. They examine the effect of digital marketing on the firms' sales. Additionally the differences between traditional marketing and digital marketing in this paper are presented. This study has described various forms of digital marketing, effectiveness of it and the impact it has on firm's sales. The examined sample consists of one hundred fifty firms and fifty executives which have been randomly selected to prove the effectiveness of digital marketing. Result shows that "test, learn and evolve" should be at the heart of all digital marketing initiatives. Companies should create innovative customer experiences and specific strategies for media to identify the best path for driving up digital marketing performance.

²**Fawad Khan(2013)** This paper studies about perception towards digital marketing in Pakistan. This study used digital marketing parameters to measure the awareness and effectiveness of digital marketing among marketing professionals in Pakistan. 200 marketing professionals participated in this academic exercise. Data was analyzed in many ways, a) through descriptive statistics b) summarizing the data using factor analysis. Four major perception groups were emerged from the analysis i.e., a) Skeptical b) Enthusiast c) Utilitarian and d) Parsimonious. The result suggests that professionals in Pakistan are more skeptical towards digital marketing tools and concepts. Result shows that They do consider it as an important tool for promotion but at the same time concerned about the issues of privacy and misleading of information of digital marketing. SMS and MMS are considered as the most important tool for conducting digital marketing which shows lack of understanding and in- depth usage of digital marketing tools by marketing professionals in Pakistan.

³**Amurta Vijay pawar.(2015)** This study is done by drawing conclusions based on interpretations and accordingly putting forward the recommendations. The study also reveals that main reason for growing importance of online marketing is the increasing literacy about internet among people. They have identified that internet is truly advantageous through which they can serve their various purposes mainly social networking, online shopping & media sharing (photo, music, video). This efficacy of internet has intensified their tendency of being online. Today's consumers strongly feel that every company must use this efficacy to strengthen its marketing efforts.

⁴**Kiran s nair (2012)** The paper is a discussion on the following concepts mobile marketing, E-mail marketing, web marketing and Marketing through social networking sites, which generally allocate digital marketing promotion and discussing their varieties of effects on consumers assumption and it also takes customer satisfaction that are yielded through it in to account. this research can conclude that firms can implement one of combinations of multiple medium of digital marketing strategies to promote their products and services to its potential and existing customers and create brand awareness, customer loyalty and to create customer value by Having a strong two-way communication and feedback mechanism.

⁵**Chetanya Singh(2016)** The purpose of the given research is to analyze effectiveness of digital marketing initiatives in improving sales, determine suitable methods for the bank to represent itself online and to provide suggestions on digital marketing strategy based on actual situation, theoretical and practical research results. As part of this study conclusion has been made by analyzing the practical results of bank and customer satisfaction based on it services .it can be concluded that if bank wants to satisfy its customers and improve sales it has to make its website more reliable and simpler to explore.

3.1 RESEARCH METHODOLOGY

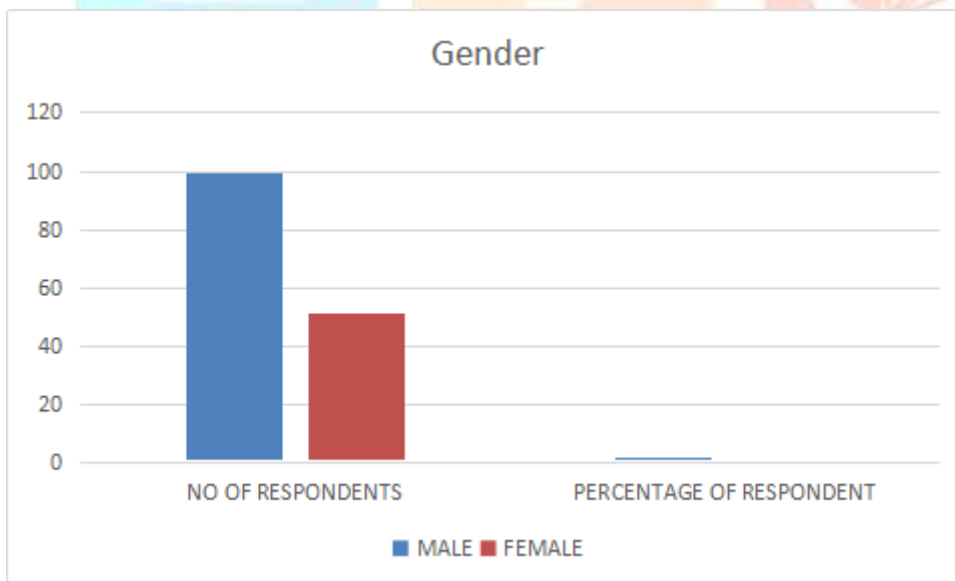
This research will be descriptive in nature for A study on social media marketing on brand awareness of tech volt software Research is a scientific and systematic analysis for pertain information on a specific topic. In research is an act of scientific investigation. Well Structured Questionnaires has been prepared for collection of primary data. Most of the questions are consist of multiple choices. The structured Questionnaire method was undertaken. Proper care was taken to frame the Questionnaire in such a manner it should be easily understood in view of educational level of the employees.

4. ANALYSIS AND INTERPRETATION

Descriptive Analysis

4.1 TABLE 4.1: GENDER of therespondents:

GENDER	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENT
MALE	99	66%
FEMALE	51	34%

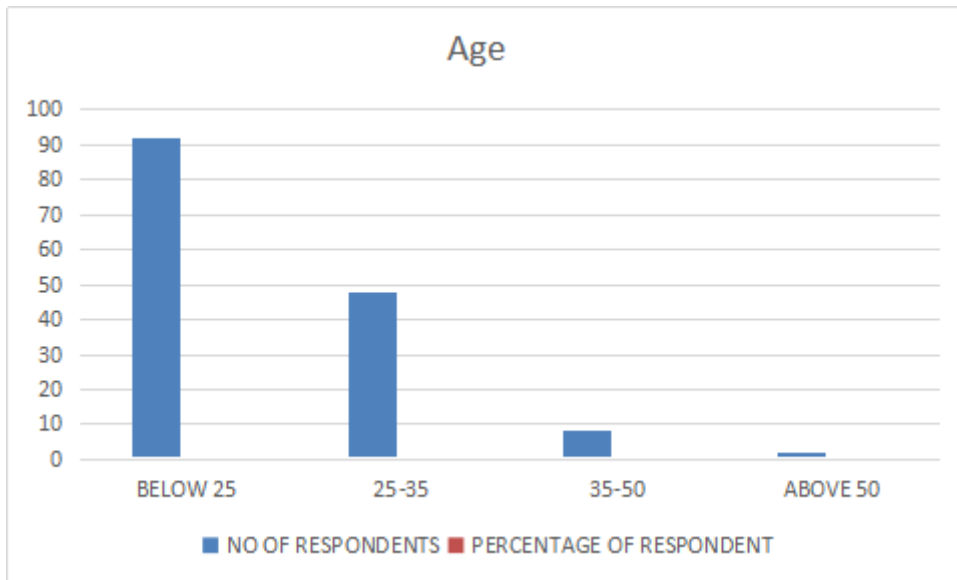


INTERPRETATION

Here out of 150 total respondents collected 99 (66%) are male and rest 51 (34%) percentage are female .So here male respondents are more than female respondents

TABLE 4.2: AGE OF RESPONDENTS

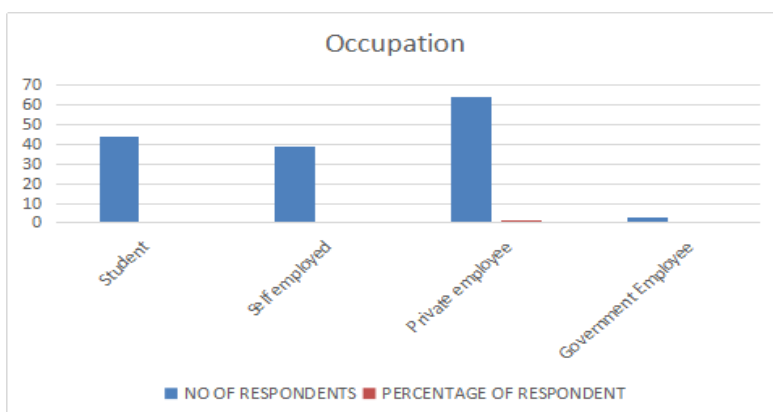
AGE	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENT
BELOW 25	92	61.3%
25-35	48	32%
35-50	8	8%
ABOVE 50	2	2%

**INTERPRETATION**

Here out of 150 total respondents collected 92 respondents are BELOW 25 Age (61.3%) and 48 respondents from 25-35 age (32%) and 8 respondents are from 35-50 age group (8%) and 2 respondents are from above 50 Age. So here we can say that more of the respondents are from below 25.

Table 4.3: OCCUPATION

AGE	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENT
Student	44	29.3%
Self employed	39	26%
Private employee	64	42.7%
Government Employee	3	3%

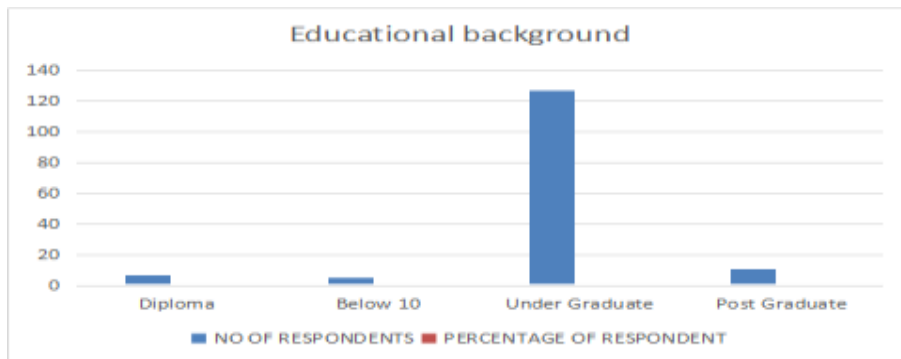


INTERPRETATION

Here out of 150 total respondents collected 44 respondents are students (29.3%) and 39 respondents are self-employed (26%) and 64 respondents are from private employee (42.7%) and 3 respondents are Government employee(3%) .So here we can say that more of the respondents are PrivateEmployee.

TABLE 4.4: EDUCATIONAL BACKGROUND

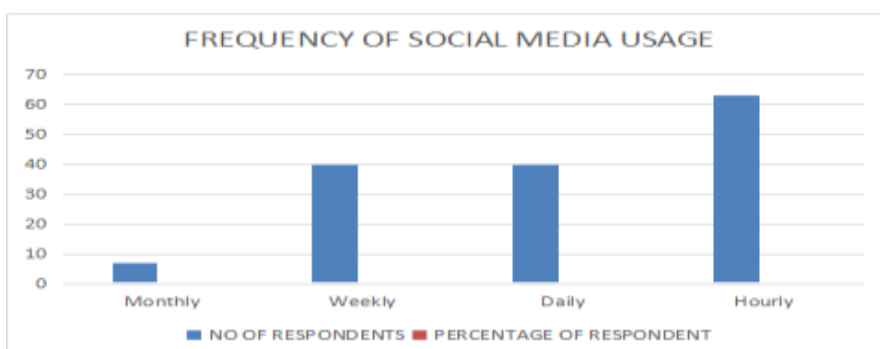
EDUCATION	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENT
Diploma	7	4.7%
Below 10	5	3.3%
Under Graduate	127	84.7%
Post Graduate	11	7.3%

**INTERPRETATION**

Here out of 150 total respondents collected 127 respondents are Undergraduate (84.7%) and 11 respondents are post graduate (7.3%) and 7 respondents are from Diploma background(4.7%) and 11 respondents having below 10 education level (3.3%) .So here we can say that more of the respondents are Under graduate.

4.4 TABLE 4.5: frequency of socialmediausage

FREQUENCY	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENT
Monthly	7	4.7%
Weekly	40	26.7%
Daily	40	26.7%
Hourly	63	42%

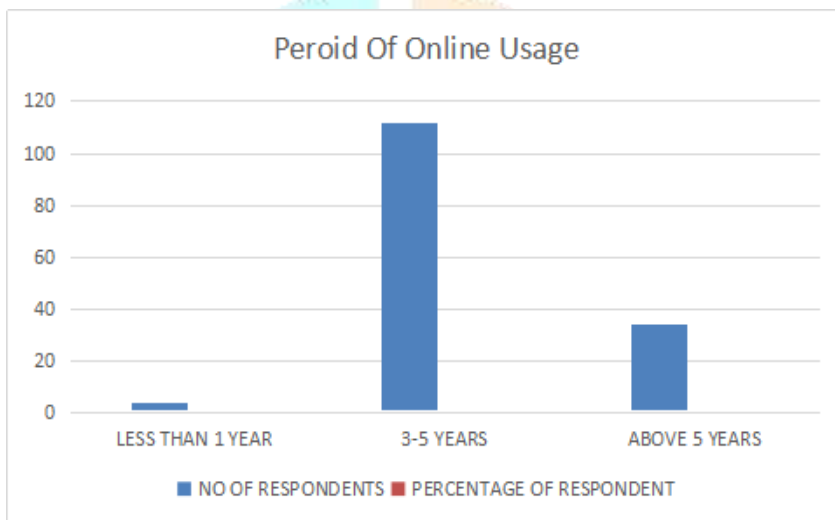


INTERPRETATION

Here out of 150 total respondents collected 63 respondents are HOURLY users of social media (42%) and 40 respondents are daily users of social media (26.7%) and 40 respondents are weekly users of social media (26.7%) and 7 respondents having only use social media at monthly basis (4.7%) .So here we can say that more of the respondents are Using social media frequently every hour.

4.5 TABLE 4.6: Period of Online usage.

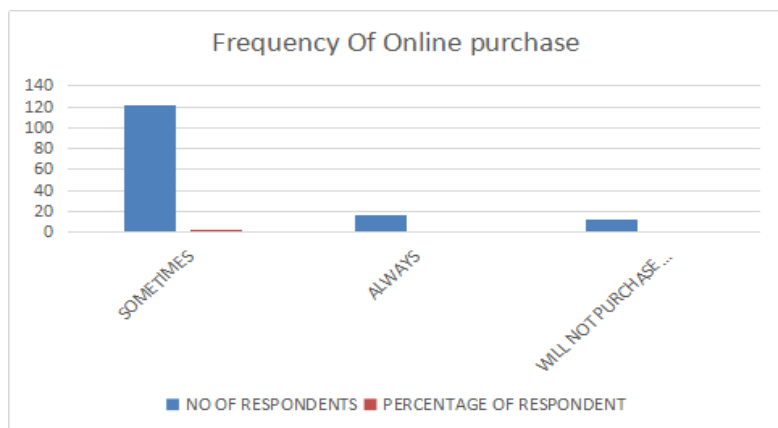
YEARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENT
LESS THAN 1 YEAR	4	2.7%
3-5 YEARS	112	74.7%
ABOVE 5 YEARS	34	22.7%

**INTERPRETATION**

Here out of 150 total respondents collected 112 respondents are using Internet 3-5 years(74.7%) and 34 respondents are using more than 5 years (22.7%) and 4 respondents are using internet for only less than 1 year (2.7%) .So here we can say that more of the respondents are Using Internet between 3-5 years.

4.4 TABLE 4.7: Frequency of OnlinePurchase.

FRQUENTLY	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENT
SOMETIMES	121	80.7%
ALWAYS	17	11.3%
WILL NO T PURCHASE THROUGH ONLINE	12	8%

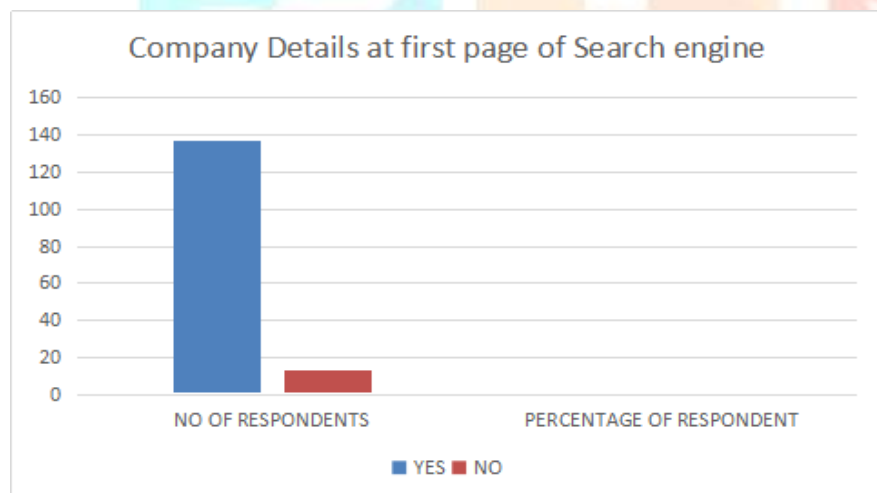


INTERPRETATION

Here out of 150 total respondents collected 121 respondents are Purchasing through Internet sometimes(80.7%) and 17 respondents are used to purchase only through internet (11.3%) and 12 respondents are not used to purchase through online (8%) .So here we can say that more of the respondents are sometimes using to purchase through Online.

TABLE 4.8: Classification of the respondents based on their period of insurance policy

OPTIONS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENT
YES	137	91.8%
NO	13	8.7%

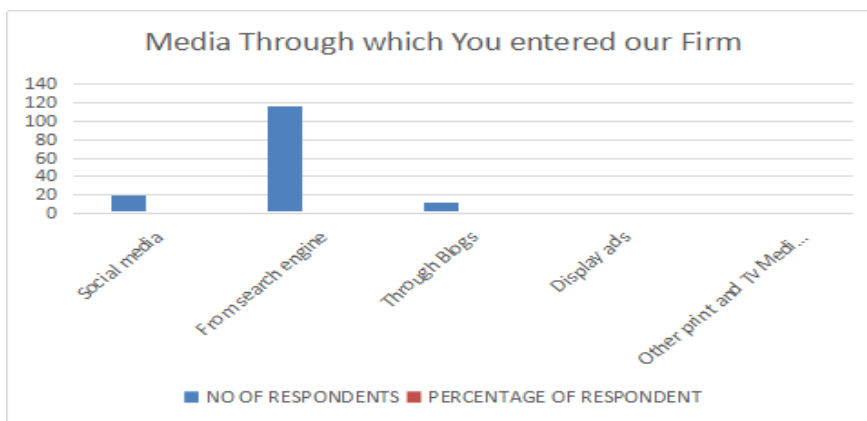


INTERPRETATION

Here Out of 150 respondents 137 respondents said that they are able to get the company details through first page of any search engine (91.8%) and 13 respondents said that they are unable to get the company details through first page in search engine. So it's evident that Most of the respondents found the company details in first page of search engine .

TABLE 4.9: Media Through which you reached our firm

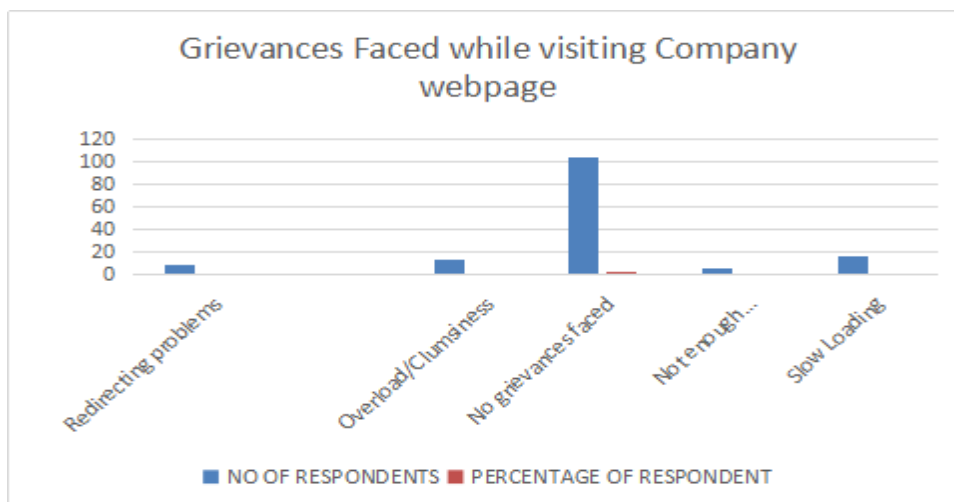
MEDIA	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENT
Social media	19	12.3%
From search engine	116	77.3%
Through Blogs	11	7.3%
Display ads	2	1.3%
Other print and Tv Media ads	2	1.3%

**INTERPRETATION**

Here out of 150 total respondents collected 116 respondents are Able to reach the company through search engine(77.3%) and 19 respondents reached company through blogs (12.3%) and 11 respondents reached the company through blogs (7.3%) and 2 of respondents reached firm through display ads and other print and TV media respectively(1.3%) .So here we can say that more of the respondents know the company through search engine.

TABLE 4.10: Grievances faced while visit(Techvolt)company web page ?

MEDIA	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENT
Redirecting problems	9	6%



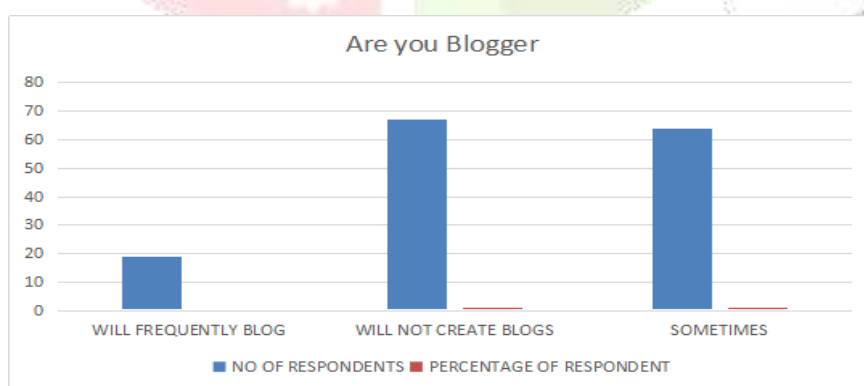
Overload/Clumsiness	14	9.3%
No grievances faced	104	69.3%
Not enough informations available in Web	6	4%
Slow Loading	17	11.3%

INTERPRETATION

Here out of 150 total respondents collected 104 respondents not Facing any grievances (69.3%) While visiting company webpage and 14 respondents faced overload and clumsiness and 17 respondents face slow loading problems (11.3%) and 9 respondents faced the redirecting problems (6%) and 6 respondents found there is no information available in the company webpage (4%) .So here we can say that Most of the respondents didn't faced any grievances while visiting the company webpage .Therefore we can tell its web design is good.

TABLE 4.11: Are you ablogger.

OPTIONS	NO RESPONDENTS	PERCENTAGE OF RESPONDENT
WILL FREQUENTLY BLOG	19	12.7%
WILL NOT CREATE BLOGS	67	44.7%
SOMETIMES	64	42.7%

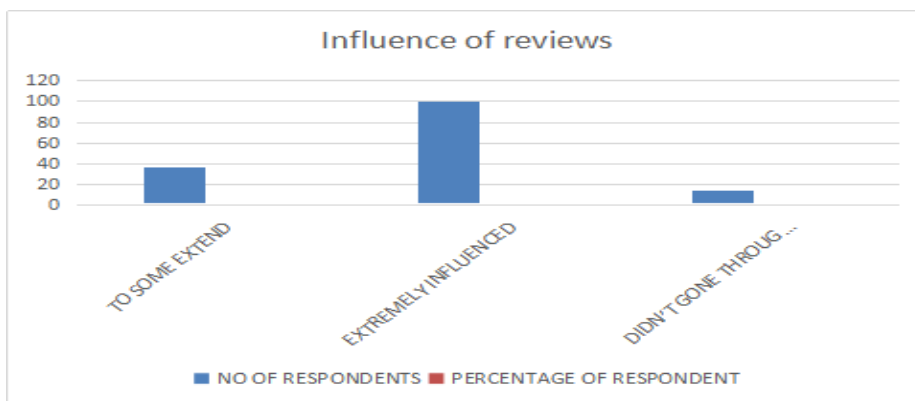


INTERPRETATION

Here Out of 150 respondents 67 respondents said that they Will not blog (44.7%) and 64 respondents said that they will blog sometimes(42.7%) and 19 respondents said they will frequently blog (12.7%).So its evident that Most of the respondents will not create blog but still its little less or nearly equal respondents said they will blog sometimes.

TABLE 4.12: Influence of Reviews.

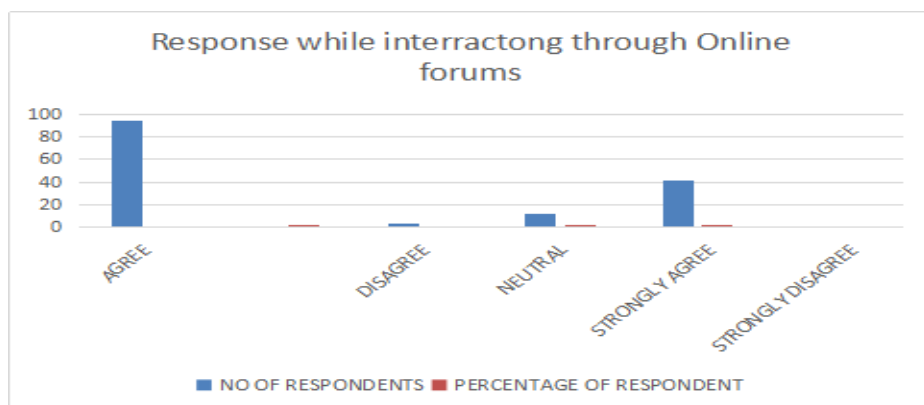
OPTIONS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENT
TO SOME EXTEND	36	24%
EXTREMELY INFLUENCED	100	66.7%
DIDN'T GONE THROUGH REVIEWS	14	9.3%

**INTERPRETATION**

Here Out of 150 respondents 100 respondents said that they are extremely influenced through reviews (66.7%) and 36 respondents said that they are influenced some extend towards review(24%) and 14 respondents found they don't care about reviews(9.3%).So its evident that Most of the respondents are extremely influenced towards review.

.TABLE 4.13: Response while interacting through online forums to our company.

OPTIONS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENT
AGREE	94	62.3%
DISAGREE	3	2%
NEUTRAL	12	8%
STRONGLY AGREE	41	27.7%
STRONGLY DISAGREE	0	0%

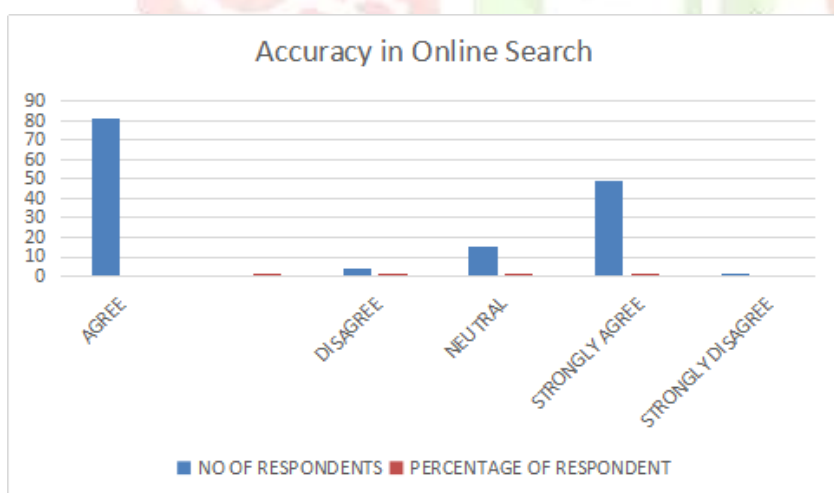


INTERPRETATION

Here from the 150 respondents 94 nearly 62.3 % of them agreed that received quick response while interacting through online forums to techvolt software and 27.7% strongly agree this. 3 respondents (2%) disagrees this and 12 respondents (8%) stands neutral. Thus we can conclude most of the respondents thus feel they are getting quick response while interacting through Online forums to the company.

TABLE 4.14: Accuracy in Online search results

OPTIONS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENT
AGREE	81	54%
DISAGREE	4	2.7%
NEUTRAL	15	10%
STRONGLY AGREE	49	32%
STRONGLY DISAGREE	1	0.7%

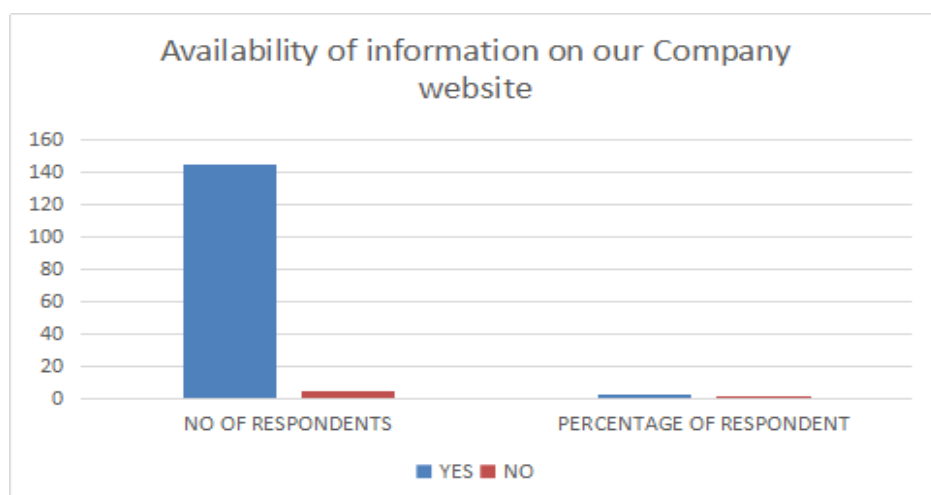


INTERPRETATION

Here from the 150 respondents 81 nearly 54 % of them agreed that received Most precise and accurate search result from online search engines. And 49 Respondents strongly agrees this. While 4 of them disagrees this and 10 of the respondents stands neutral. Thus we can say from the data that most of the customers felt that they are able to get most precise and accurate search results from search engine.

TABLE 4.15: Availability of information on our company websites

OPTIONS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENT
YES	145	96.7%
NO	5	3.3%



INTERPRETATION

Here out of 150 respondents 145 (96.7%) of them felt that they are able to get enough information on the company websites and 5 of the respondents felt that they are unable to receive enough information on Company website. But majority of the customers felt that they are able to receive enough information on the company website.

5. CONCLUSION

Thus from this study we can conclude that digital marketing is in a positive level of growth and thus the study shows more of the respondents voted that they reached the firm through Online and also the majority respondents responded that they are used to purchase through Online sometimes which means there they used to search for the products and services through online. Here most of the respondents had said that they reached the firm through search engine it shows that SEO plays important role. Here majority of the respondents said they are able to get the company details in the first page of search engine which shows that their SEO and other digital marketing activities are effective and thus there is increase in traffic to their web page. In this study majority of them said about interruption ads and deceptive ads as biggest concern so company must avoid such advertisement campaigns which creates negative perception in the customers mind. Thus hypothesis shows educational background having a significance relationship with online purchasing behavior of the customers. Thus their ad campaigns and digital marketing activity should be organized in the way to increase the potential educational customers.

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