IMPACT ON MARKETING THROUGH SOCIAL MEDIA AND BOOKMARKETING SITES WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT –

This study is to know about the impact on marketing through social media and bookmarketing sites with special reference to city. The data has been collected from 125 students in Coimbatore district by applying convenient sampling technique. Statistical tools such as percentage analysis, chi-square analysis, weighted score analysis have been used to analyse the data. The study has attempted to aim to study the factors which influences the customers to go for online shopping. To identify the demographics of people using the social networking sites as well as does shopping online regularly and to understand the satisfaction level of customers with respect to online shopping.

Key words – **Online marketing, social networking sites, pandemic.**

INTRODUCTION –

The area of the social media boom that has drawn most of my attention is the immersion and growth of social media within businesses and higher education for marketing purposes. In today's competitive world, the online brands were fighting for marketing their products online as well as create impact in the minds of consumers. Social networking sites helps to create interest in the brand and also to build trust in the mind of consumers which will leads to good brand building activity.

Online companies uses social blogs, networking sites like Facebook, LinkedIn, Twitter; you tube etc. for marketing their products in online consumer markets. By increasing its importance day by day, which attracted more than five million every day, Thus importance and presence of these sites is helpful for ecommerce industries for marketing. With the beginning of internet which transforms the uses of web based technology has increased through a succession of social networking sites that provides platform for businesses to get an exposure for their brands in online market with aim to maximize profit and expand their business with customer satisfaction.

OBJECTIVES OF THE STUDY:

1. To study the factors that influence social media marketing.
2. To identify the demographics of people using online marketing.
3. To study the impact of social media marketing on building relationship and creating loyalty among customers.
4. To know the price sensitivity of the customers through social media marketing.
5. To study the satisfaction levels of consumers with respect to online marketing.

LIMITATION OF THE STUDY:

1. The study confined to Coimbatore city and hence the results cannot be generated to other areas.
2. Internal prejudice of the respondents serves as a limitation of the study.
3. Due to time constraints, the number of respondents taken for the study is limited to 125.
4. The respondent's views and opinion may hold good for the time being and may vary in future.

STATEMENT OF THE PROBLEM:

World-wide, large numbers of individuals are present on social networking sites and marketers have begun to realize that these sites can turn out to be an important tool for marketing. Out of 2.5 billion active interest users globally, 1.8 billion are the members of one or more social networking sites (Business World, 2014). The researchers as well as research supervisor were of the view in the year 2009-10 themselves that the presence of people on social networking sites is going to be bigger and better and would be a great idea to find out whether these sites can be used as successful marketing platform and also access what kind of roadblocks might be faced in the process. After detailed deliberations the precise problem that was chosen is "Oppurtunities and challenges for business in marketing through social networking sites". This research endeavor would be help in fathoming out the opportunities and challenges confronting the marketers through social networking sites and help in making specific recommendations to design effective strategies.

REVIEW OFLITERATURE

- Tarek A. El-Badawy1 and Yasmin Hashem1 (2015), "The Impact of Social Media on the Academic Development of School Students" According to this paper, it is a true statement given that the students spend between one to more than six hours daily on social media platforms, such as Facebook and Google. In this paper it is conclude that there is no negative impact from the use of social media on the academic performance of the school students, and it is proven by the Chi Square analysis, which resulted with no significant relationship or difference between both the frequency of using social media with the overall grade average; and with the number of hours spent daily on studying.

- Sudha S (2016), "The effect of social networking on students academic performance: The perspective of faculty members of periyar university, Salem" However, the studies appear from two opposing views on the impact of SNSs on users. While proponents argue that it allows users in connecting people of common interest and value, opponents claim that excessive use of these sites affect the social, mental and physical health of the users. Most of the faculty members known that the students are engage in the use of SNSs for socializing activities moderately than for academic purposes. In the meantime, the positive impacts of SNSs on their academic performance are considerably low.

FREQUENCY TABLE –

PURPOSE OF USING RESPONDENTS

PURPOSE OF USING	NO. OF REPONDENTS	PERCENTAGE
STUDY	42	33.6
JOB REFERENCE	34	27.2
MARKETING	17	13.6
OTHERS	32	25.6
TOTAL	125	100

INTERPRETATION

The above table shows that, 33.6% of them using for study; 27.2% using for job reference; 13.6% of them using for marketing and 25.6% of them using for other purpose.

DECISION MAKING PROCESS RESPONDENTS

DECISION MAKING PROCESS	NO. OF RESPONDENTS	PERCENTAGE
TELEVISION AD	54	43.2
OFFERS	36	28.8
OTHER'S SUGGESTION	19	15.2
BY RATINGS	16	12.8
TOTAL	125	100

INTERPRETATION

The above table shows that, 43.2% are deciding to purchase by seeing television ad; 28.8% are deciding to buy for offers; 15.2% are deciding to purchase by other's suggestions and 12.8% are deciding to purchase by ratings.

Preference of usage of social media applications for marketing promotions

FACTORS	1(6)	2(5)	3(4)	4(3)	5(2)	6(1)	TOTAL	MEAN SCORE
FACEBOOK	51	37	17	14	4	2	125	4.888
	306	185	68	42	8	2	611	
TWITTER	26	61	21	11	4	2	125	4.704
	156	305	84	33	8	2	588	
LINKED IN	38	45	27	10	3	2	125	4.792
	228	225	108	30	6	2	599	
YOUTUBE	37	55	25	7	0	1	125	3.352
	222	275	100	21	0	1	419	
BLOGS	28	50	30	12	2	3	125	4.648
	168	250	120	36	4	3	581	
OTHERS	27	50	25	17	0	6	125	4.552
	162	250	100	51	0	6	569	

INTERPRETATION

The above table justifies, preference of usage through social media. The highest mean score or average is 4.888 of facebook in social media for marketing.

AGE GROUP AND PURPOSE OF USING

HYPOTHESIS:

There is a significant relationship between age and purpose of using

Social media.

AGE	PURPOSE				TOTAL
	STUDY	JOB REFERENCE	MARKETING	OTHERS	
BELOW 20 YEARS	23	3	0	18	**44**
20 – 30 YEARS	15	18	15	13	**61**
30 – 40 YEARS	3	11	2	0	**16**
ABOVE 40 YEARS	1	2	0	1	**4**
TOTAL	**42**	**34**	**17**	**32**	**125**

FACTOR	CALCULATED VALUE	D. F	TABLE VALUE	REMARKS
AGE	45.460a	9	16.92	REJECTED

INTERPRETATION

The calculated value of chi-square is more than the table value. Hence, the hypothesis is rejected stating that there is a significant relationship between the age and the purpose of using social media.

SIMPLE PERCENTAGE ANALYSIS:

- Majority of the respondents are Female (54.6%).

- Majority of the respondents are Unmarried (84%).

- Majority of the respondent's Education qualification is UG (66.4%).

- Majority of the respondents are Student (59.2%).

- Majority of the respondents are living in Joint family (52%).

- Majority of the respondents are use of Social media everyday (64%).

- Majority of the respondents are Using their own internet (56.8%).

- Majority of the respondents are accepting that Marketing through social media is easy (74.4%).

- Majority of the respondents are Utilizing social media (54.4%)

- Majority of respondents are accepting it is better of social media marketing (59.2%)

WEIGHTED AVERAGE ANALYSIS

- From the above table shows the factors that preference of usage through social media. The highest mean score or average is 4.888 of facebook in social media for marketing.

- From the above table shows the factors that writing reviews and share opinion through social media. The highest mean score or average is 3.248 for sharing information by writing reviews and blogs.

- From the above table shows the factors that sharing of product and services through social media. The highest mean score or average is 3.232 for visiting company websites and providing scores.

CHI SQUARE ANALYSIS:

➢ The hypothesis is accepted stating that there is a significant relationship between age and purpose of using.

➢ There is no significant relationship between the respondent's income and decision making of buying marketing products through social media.

SUGGESTIONS:

- Avoid giving advertisement often because it irritates customer, give the advertisement once or twice with attractive products.
- Brand will have an appeal for audience as they can get something fresh everyday every time they come.

CONCLUSION:

Through the research paper entitled, "A STUDY ON MARKETING THROUGH SOCIAL MEDIA AND BOOKMARKING SITES" it is concluded that the demographic variables such as age group, gender are having more impact on the factors of social media marketing. The research outcome also indicates that most of the peoples are using social media in their day to day lives. Social media has been a part of buyer's journey for more than a decade now it's not going anywhere anytime soon. By incorporating social media management to your marketing strategy, you can reach new travelers, strengthen relationship with your current guests, and have a presence where many travelers are already spending the time.

WEBSITES:

- https://en.wikipedia.org/wiki/Social_media_marketing
- https://www.scribd.com/document/374532898/Project-Report-on-Social-Media-Marketing
- https://www.researchgate.net/publication/297056488_Social_media_marketing
- https://www.wordstream.com