



IMPACT OF SOCIAL MEDIA MARKETING AMONG HOUSEWIVES – A SPECIAL REFERENCE TO DHARAPURAM TOWN

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ABSTRACT

Social media was a completely new thing few years ago, many people did not know what social media was and the effect it would have on all in our lives. It was an exciting interactive medium which suddenly took the world by storm to such an extent that it became something that no business, small or large, local or global, could afford to ignore. Today, there are more than 2 billion active users on Facebook alone, currently the world's most popular social network. Twitter, Whatsapp, LinkedIn, Instagram and various other social media sites have hundreds of millions of active users as well. Social Media has relevance not only for regular internet users, but business as well. Social media refers to the means of interactions among people in which they create, share and exchange information and ideas in virtual communities and networks. Traditionally, housewives would develop their relationships by going from door-to-door to raise awareness and grow their brand. How fast they achieve this depends on their budget and time available to their housewives.

The research report on, "Impact of Social Media Marketing among housewives - A special reference to Dharapuram town" is to study how housewives can leverage social media to penetrate their markets, reach their customers and develop relationships in a personal and direct manner that can catapult their brand and raise their awareness as successfully as any large business. The report also discloses the influence of social media on consumers' online buying decisions.

Keywords: Social media Marketing, Impact of Social Media Marketing among housewives.

INTRODUCTION

Social media marketing is the latest "buzz" in marketing. India is probably among the first proponents of social media marketing. These days, the organizational cause has replaced the social cause as companies seek to engage with their audience via the online platforms. Online presence is a must for businesses today. Apart from a basic website; consumers look for a blog, a Facebook page, shopping cart, e-brochures, etc. 92% of housewives agree that social media is an effective marketing technology tool. They are evenly split on the effectiveness of social media for attracting new customers and engaging existing customers. (e-Strategy Trends).

Social media allows exchange of opinions, ideas and facts among individuals who may be living in different parts of the world and occupied an important position as a communication tool. It is an effective tool of communicating message to the target audience as it has the ability to combine visual and audio communication and thus this makes advertisements an important medium to make people aware of any products. People across the globe use social media to connect to other people or organizations.

MARKETING STRATEGY

An organization's strategy that combines all of its marketing goals into one comprehensive plan. A good marketing strategy should be drawn from market research and focus on the right product mix in order to achieve the maximum profit potential and sustain the business. The marketing strategy is the foundation of a marketing plan.

Life for marketers used to be simpler. He just had a few TV channels, some radio stations, a handful of top magazines and a newspaper or two in each market. Reaching consumers was easy by crafting a compelling message. Now there are whole slew of TV channels, millions of web sites and hundreds of thousands of applications. Marketing was never easy, but technology has made it a whole lot tougher. What used to be a matter of identifying needs and communicating benefits now requires building immersive experiences that engage consumers which requires a seamless integration of a whole new range of skills and capabilities. There's so much going on in the marketing arena today, everybody is struggling to keep up. At the same time, every marketing professional feels pressure to be "progressive" and actively integrate emerging "media" into their marketing program.

However, most businesses can be adequately captured by evaluating just three metrics: awareness, sales and advocacy (i.e. customer referral). This metrics can be achieved through traditional media along with combination of new media called social media.

SOCIAL MEDIA

Social-Media is a web base real time *interactive technologies* applications and websites that enables users to create and share content or participate in social networking. This web based application helps people to share content quickly, efficiently and in real-time. The ability to share photos, opinions, events, etc in real-time has transformed the way we live and also, the way we do business. Social media is also known as social communication.

Regular or Traditional media has a one-way street where you can read a newspaper or listen to a report on television, but you have very limited ability to give your thoughts on the matter. Social media, on the other hand, is a two-way street that gives you the ability to communicate too.

Social Media is the future of communication, a countless array of internet based tools and platforms that increase and enhance the sharing of information. This new form of media makes the transfer of text, photos, audio, video, and information in general increasingly fluid among internet users. Social Media has relevance not only for regular internet users, but business as well. Social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks.

OBJECTIVE OF THE STUDY

- This study helps to know the perception of housewives on purchase behaviour through social media.
- To identify the various types of advertisement using social Media for marketing.
- To study the impact of various online promotional activities on the brand visibility.
- To study performance of housewives after inclusion of social media marketing.

REVIEW OF LITERATURE

Elisabeta Ioanas & Ivona Stoica (2014) Technology gives consumer the power to investigate products to label them and criticize them in equal measure, and more. Therefore many companies today have pages on social networks to complement the information held about products, held by the feedback of consumers about products and tend to relate more to a company after reading various reviews. The paper is related to the impact of social media on consumer behaviour, therefore it has been made a quantitative research. The sample counted 116 respondents and from the statistical perspective, the conclusions were established in terms of the univariate and bivariate analysis. Following the analysis of the research variables we can make a consumer profile that uses social networks. Likewise, after doing the complex statistical analysis using SPSS and the analysis offered by the online platform the host of questionnaire, it can be seen how much it is influenced and the real impact of social media reflected in the behaviour changes.

Yolande D'Mello (2014) Small businesses are finding that social media can help run a one-man show of marketing, retail and research. Home bakers, housewives and smart CEOs are meeting consumers who spend hours online through their smart phones and computers to sell direct. Mirror gets small-time 'CEOs' to share their marketing strategies.

Akhunjonov, et. al. (2019) states that companies throughout the world are constantly seeking new ways to reach consumers. Just a few decades ago, television and print advertising were the fundamental components of marketing strategies. In the current era, these traditional marketing streams are just a small segment of the varied approaches used to market and brand products. The increasing focus on social media shaped state of art advertising and shifted the way companies interact

with their target groups. As a result, the effective use of social media has become an essential part of creating and maintaining a competitive advantage. Subsequently, companies now place considerable value on the way in which social media can be used to shape consumer brand perception and influence their buying intention. Companies integrating a strategic approach to the use of social media will have advantage over those that do not. In assessing the impacts of social media on branding and marketing approaches, an exploration of the existing literature on social media use and brand perception can help to identify emerging and successful strategies for improving consumer engagement through social media.

RESEARCH GAPS

Literature on effectiveness of social media marketing and consummation of social media marketing is largely lacking in India. While large businesses can engage services of market research firms to evaluate effectiveness of marketing services, housewives tend to spend a fraction of their available capital on marketing hence there is further lack of data on use of marketing via social media.

RESEARCH TYPE

Exploratory research is initial research conducted to clarify and define the nature of a problem which does not provide conclusive evidence and hence subsequent research expected. The purpose of the study is to understand the phenomenon of social media.

METHODOLOGY

Data was collected from them with the help of well- structured interview schedule. The collected data were then classified and tabulated and subjected to statistical analysis to arrive at logical conclusions. The primary data for the study was collected in the year 2023 which was further updated with current data and then analyzed.

RESULT AND DISCUSSION

Table .1.AGE OF THE RESPONDENTS

AGE	NO.OF. HOUSEWIVES	PERCENTAGE (%)
21-30 years	36	36
31-40 years	27	27
41-50 years	25	25
Above 50 years	12	12
Total	100	100

Source: Primary Data

Table 1 shows the classification of housewives on the basis of age. From the total of 100 housewives, 36% housewives belong to the age group between 21-30 years, 27% housewives belong to the age group of 31-40 years and 25% housewives belong to the age group of 41-50 years and the remaining 12% housewives belong to the age group of above 50 years.

TABLE.2.EDUCATIONAL QUALIFICATION

EDUCATIONAL QUALIFICATION	NO.OF. HOUSEWIVES	PERCENTAGE (%)
Illiterate	6	6
Up to 10 th std	17	17
SSLC	15	15
HSC	8	8
UG	17	17
PG	19	19
Diploma	7	7
Professional	11	11
Total	100	100

Source: Primary Data

Table 2 shows the classification of housewives on the basis of their educational qualification. Out of the total 100 housewives, 6% housewives are illiterate, 17% housewives belong to the educational qualification of up to 10th Std, 15% housewives have completed SSLC, 8% housewives have completed HSC, 17% housewives are Under Graduates, 19% housewives are Post Graduates, 7% housewives are diploma holders and 11% housewives belong to the educational qualification of professional.

Table .3.MONTHLY FAMILY INCOME

FAMILY INCOME	NO.OF. HOUSEWIVES	PERCENTAGE (%)
Up to Rs.10,000	27	27
Rs.10,001-Rs.25,000	44	44
Rs.25,001-Rs.40,000	19	19
Above Rs.40,000	10	10
Total	100	100

Source: Primary Data

Table 3 shows the classification of housewives on the basis of their family's monthly income. Out of the total 100 housewives 27% housewives belong to the family income of up to Rs.10,000, 44% housewives belong to the family income of Rs.10,001- Rs. 25,000, 19% housewives belong to the family income of Rs.25,001-Rs.40,000, 10% housewives belong to the family income of above Rs.40,000.

Table .4. SCHEDULE OF USING SOCIAL MEDIAS

SCHEDULE	NO.OF. HOUSEWIVES	PERCENTAGE (%)
Morning	7	7
Afternoon	22	22
Evening	26	26
Night times	17	17
Whenever I am free	28	28
Total	100	100

Source: Primary Data

Table 4 shows the classification of housewives on the basis of watching Social media. Out of the total 100 housewives, 7% business man's watch Social media in the morning, 22% housewives watch Social media in the afternoon, 26% housewives watch Social media in the evening, 17% housewives watch Social media during the night times and 28% housewives watch Social media whenever they are free.

Table 5. SCREENING OF SOCIAL MEDIA ADVERTISING

SCREENING OF TV ADVERTISING	NO.OF. HOUSEWIVES	PERCENTAGE (%)
Enjoy the ad	36	36
Take up house hold works sometimes	18	18
Swap the screen	28	28
Watch the ads if related to purchase	18	18
Total	100	100

Source: Primary Data

Table 5 shows the classification of housewives on the basis of screening of social media advertising. Out of the total 100 housewives, 36% housewives enjoy the ad, 18% housewives take up house hold works sometimes, 28% housewives swap the current screen, 18% housewives watch the ads if related to purchase.

Table 6.INFLUENCINGFACTOR

INFLUENCING FACTOR	NO.OF. HOUSEWIVES	PERCENTAGE (%)
Social media advertisement	48	48
Friends/family/relatives	26	26
Used by famous personalities	15	15
Expert advice	11	11
Total	100	100

Source: Primary Data

Table 6 shows the classification of housewives on the basis of the influencing factor. Out of the total 100 housewives 48% housewives are influenced by social media advertisement for purchasing the new / existing products, 26% housewives are influenced by their friends/family/relatives in trying out the new or existing products, 15% housewives purchase those products if they are influenced by the factor if the products are being used by some famous personalities and 11% housewives use the new or existing products if it is being exposed by the expert advice.

Table 7.LEVEL OF INFLUENCE

LEVEL OF INFLUENCE	NO.OF. HOUSEWIVES	PERCENTAGE (%)
Highly influenced	19	19
To some extent	57	57
Never influence	24	24
Total	100	100

Source: Primary Data

Table 7 shows the classification of housewives on the basis of their level of influence. Out of the total 100 business man's 19% housewives are highly influenced, 57% housewives are influenced to some extent and 24% housewives are never influenced towards TV advertising.

Table 8. PERCEPTION OF HOUSEWIVES ON WATCHING SOCIAL MEDIA ADVERTISEMENT

PERCEPTION ON WATCHING TELEVISION ADVERTISEMENT	NO.OF. HOUSEWIVES					PERCENTAGE (%)
	SA	A	N	DA	SDA	
Helps to know about new products introduced in market	44%	37%	12%	5%	2%	100
Acts as a recall for an existing product	18%	40%	24%	13%	5%	100
Helps to know about the features of new/existing product	18%	33%	31%	11%	7%	100
Helps to compare various product options	19%	24%	25%	21%	11%	100
Acts as an important factor while making purchase decision	20%	32%	21%	14%	13%	100
Convince to purchase a product advertised	14%	32%	29%	16%	9%	100
Acts as a time saver in making decision	22%	31%	23%	16%	8%	100
Too lengthy ads have negative impression about the ad viewers	16%	36%	23%	17%	8%	100
Frequent repetition of social media ads boredom / irritate the viewers	13%	35%	25%	17%	10%	100
It creates a desire to purchase						

the products that are not needed	17%	30%	23%	15%	15%	100
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Source: Primary Data

Table 8 shows the classification of housewives on the basis of perception watching social media advertisement. Out of the total 100 housewives, 44% housewives strongly agree that watching social media advertisement helps to know about new products introduced in market, 40% of the housewives agree that social media advertisements acts as a recall for an existing product, 33% of the housewives agree that social media advertisements helps to know about the features of new/existing product, 25% of the housewives are neutral about that the social media advertising helps to compare various product options, 32% of the housewives agree that social media advertisements acts as an important factor while making purchase decision, 32% of the housewives are with the opinion of agreement that social media advertisement convince to purchase a product advertised.

Hence it is found that, though there are few agreements on the negative content about the social media advertisements, majority of the home makers have strong agreement on the positive perception in the usage of social media advertisements in making their purchase decisions.

CONCLUSION

Social Medias focused to be a major role player in taking the happenings of the world to back and every business equally has a major role in introducing the products available in the market to the consumers. It generates awareness about the products and helps the geographically diversified group of people to equip their knowledge on the availability of the products. Hence the product study has been concentrated in knowing the impact of television advertisement on the business peoples buying behavior and on the whole it has been concluded that, in the era of technological developments, Social medias still captures a renewed place and acts as the best medium of communicator to a large group of varied persons spread geographically and educate them in all means and especially this study revealed that they have a positive impact on their purchase decision on watching advertisements on the social medias.

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