

A STUDY ABOUT EFFECTIVENESS OF SOCIAL MEDIA AS A MARKETING TOOL WITH SPECIAL REFERENCE TO PATHANAMTHITTA

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Abstract

With the emergence of social media as a trusted marketing tool for businesses over the last decade or so, it comes as no surprise that these same social media channels now play an important role for small business owners. By providing a platform and a vehicle for messaging, social media marketers can now reach a wider more specific target audience with their products and services. It is clear that social media has dramatically changed the marketing world in recent years. With businesses investing significant time and money into strategic plans and marketing initiatives, this trend will continue to grow and expand into the near future. This study is conducted with an objective to find out how effective social media is as a tool for marketing in Pathanamthitta.

Keywords: Social media, marketing, digital market, facebook, whatsapp etc

INTRODUCTION

Today's digital revolution allows consumers to have access to all types of information. Thanks to the rapid globalization process and technological innovation of the last few decades, any kind of communication is easier and faster than ever before. The Internet is the most commonly used tool for people to gain information. Social Media Over the years, social media has gained importance on the digital landscape. Many of the companies all over the world are using the internet to promote their products and social media is one of their biggest roles in internet marketing. Social media are being used to promote or advertise their products. With a high number of social media users, it has great advantage for the company as a lot of people online social networking functions as a World Wide Web of people and seems to be the top medium or tool of the digital revolution. Through social media all the members are sharing information, such as gender, age, interests, or hometown, which can be very useful for marketing purposes. Marketing in the social media is an easy mass communication for the company's marketing. Organizations now prefer to use a combination of social media and the traditional media that has been in the market for more than a decade. There have been opinions that various channels in media have faced many challenges that made traditional media like television and radio to earn profits. Thus, it is a challenge of tough competition in the economic environment that has led to the tightening of budgets in the advertising industry due to the shift of focus from the traditional to the digital media. It has been found that Organizations are slowly moving their priorities in advertising so that they can align with present day consumers of the 21st century.

THEORETICAL FRAMEWORK

- V.Kumar and Denish Shah have published research paper entitled “Pushing and Pulling on the Internet” The internet is fast emerging as a domain sales channel. The Internet is expanding & it influences consumer which shifts the consumer behavior. It has changed the way product awareness is created²⁸, developed new modes of product consideration. also creates new means of purchasing products. This has brought new opportunities, challenges and threats (in the form of competition) to both existing and new business.
- Neelika Arora ³²has published research article entitled “Trends in Online Advertising” in Advertising Express, Dec2004 .
The global online advertising revenues are expected to touch US \$10bn by 2006. In India, the revenues at present are estimated to be Rs. 80 cr. and are expected to increase six times more within the next five years. In India, Internet as a medium is accepted by a wider industrial segment that includes automobiles, telecom, education, banking, insurance, credit cards, FMCG (Fast Moving Consumer Goods), apparel/clothing, durables, media, business services and tourism.
- Vikas Bondar²⁷ has published his article on “sales and marketing strategies”. Internet is a really good thing. The Internet gives people a greater amount of information as we need. It is the best way to get a comparison of the products that we need. If we are interested in buying, it is best for us to check the Web sites. Also if we would like to make our own Web page we can do this, without paying a lot of money. From where do we set all this information? The answer is from advertising, which we see, everywhere: on TV, on the Internet, in the newspapers and more. Year after year we get more and more new, interesting information and in the future the Internet use will increase more than now.

IMPORTNCE OF THE STUDY

Social media is a phenomenon that has become an important aspect in marketing mix and revolutionizing the way companies interact with customers. Going to the routes of each word, social media can be defined as an instrument that helps to communicate and interact. Media is a tool used for communication, like TV, newspaper, radio etc. Social media are media for social interaction, using highly accessible and scalable communication techniques. Social media is the use of web-based and mobile technologies to turn communication into interactive dialogue It is a new research field and a quick literature scan reveals that not many studies exist. Nevertheless, these few existing studies without scientific evidence with industry data, have rushed to conclude that the emergence of social media has led to the demise of the traditional advertising mainstream media. This study was designed to find out whether social media is an effective tool for marketing

STATEMENT OF THE PROBLEM

Social media is the new buzz area in marketing that has businesses, organizations and brands jumping to create news; make friends, connections and followers; and build communities in the virtual space. The purpose of this project was to understand the effectiveness of social media as a marketing tool. Social media can be used for internal communications as well as a method of engaging with both existing and potential new customers. It states that the real business revolution occurs in the arrival of several social media sites, such as LinkedIn, Face

book, and Twitter. It also discusses the use of social media websites in businesses. Social media is a genuine game changer for business.

OBJECTIVES

- ❖ To analyze the effectiveness of social media for marketing goods and services
- ❖ To find out the most effective social marketing media used by the customers
- ❖ To find out the satisfaction level of existing customers towards online
- ❖ To analyse the advantages of social media marketing
- ❖ To find out the problems in social media marketing

METHODOLOGY OF THE STUDY

• Sample design

A sample design of 70 respondents was selected from Pathanamthitta district by using convenient sampling

• Data required

Primary and secondary data are required to conduct the study, primary data relates to the information regarding the effectiveness of social media marketing. Secondary data relates to the information about theoretical framework of social media.

• Collection of information

Both primary and secondary data are used for the study.

1. **Primary data:** Those data which are collected by investigator himself for the first time is known as primary data. The primary data is collected through structural questionnaire. Questionnaire is used for the collecting primary data and 70 users were selected for the purpose by using convenient sampling.
2. **Secondary data:** Those data which are collected by some other person for his purpose and published. So a researcher is said to make use of secondary data if he makes use of data already compiled by some other person. Secondary data is collected from various sources such as:
 - a. Internet
 - b. Books

PERIOD OF THE STUDY

The study has been conducted during January, February, and March 2017

LIMITATIONS OF THE STUDY

The study cannot be said to be free from limitation. The following limitations:

- The study is too completed within a very short time and hence it is not possible to have a deep a detailed investigation
- The information collected is very much personal in nature and therefore the data collected may be subjective.
- Most of the respondents do not have proper answer for all questions.
- A limited number of samples (70) were selected for the study.

Analysis has been done on the basis of data collected and the following findings and suggestions are arrived at.

FINDINGS SUGGESTIONS AND CONCLUSION

FINDINGS

1. 40% of respondent are male, while 60% respondent were female .
2. Out of 60 respondent, 60% are single and 40% are married.
3. Most of the respondents (43% of total respondent) have the private job.
4. majority of respondents (43%) use social media sites 5 to 10 years.
5. Whatsapp is most familiar for the respondent. Second rank is face book .
6. Most of the respondent (37% of respondent) 1 to 3 times purchased product on the basis of information from social media.
7. Respondent prefer Face Book for purchase a product through online sites .
8. Most of the respondents (42%) are satisfied with the facility of online purchase . 7% of respondent are highly dissatisfied.
9. 27% of respondent always face difficulties in online purchase .most of the respondent (53%) sometimes face difficulties.
10. 77% of the total respondent get benefits through online purchases.
11. 60% of respondent says that delivery has an average speed,23% of respondent have the opinion it is slow.
12. Most of the respondent says that the price is low compared to direct market.
13. 53% of respondent says that the quality is low compared to direct market .
14. Low price of products and saving of time attracts the respondent to buy the product through online.
15. 77% of total respondent recommended social media as a tool for buying a product

SUGGESTIONS

1. Provide more awareness about E-Commerce
2. Avoid complicated procedure
3. Government should publish guide lines to control fake companies
4. Reduce the complication for payments
5. Increase the quality of product
6. Give more personalised and customised service efficiently
7. Adopted more security measures
8. Take effective measures to reduce fear of people purchase the goods through online
9. Provide more legal help to the people if any illegal activities occurred
10. Responding to company followers personally can help increase the effectiveness of social media
11. Post more pictures and videos relating to product
12. Keep social media post about the product simple and straightforward

CONCLUSION

Social media is the new buzz area in marketing that has businesses, organizations and brands jumping to create news; make friends, connections and followers; and build communities in the virtual space. Social media can be used for internal communications as well as a method of engaging with both existing and potential new

customers. It states that the real business revolution occurs in the arrival of several social media sites, such as LinkedIn, Face book, and Twitter.

The topic of study was “A study about Effectiveness of social media as a marketing tool with special reference to Pathanamthitta”. The sample size of the dissertation was 60. An attempt is made in the study leads to number of conclusion. The study reveals that people prefer social media which is most familiar to them for purchasing. Therefore familiarity of social media affects the social media marketing.

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