

THE ROLE OF SOCIAL MEDIA AS A MARKETING TOOL – AN OVERVIEW IN SOCIAL PERSPECTIVE

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Abstract : *Marketing is the study and management of exchange relationships. Marketing is used to create, keep and satisfy the customer. Marketing practice tended to be seen as a creative industry in the past, which included advertising, distribution and selling. Users typically access social media services via web-based technologies on desktop, computers, and laptops, or download services that offer social media functionality to their mobile devices. This study is taken up in the various social media which have considerable to advertise in the market. This study will help to gain knowledge about the role of social media in marketing, its advantages, features etc. and also suggestions to improve the marketing promotions. Social media such as **facebook, whatsapp, instgram, twitter, youtube** are playing vital role in marketing. Primary data were collected from 100 respondents by convenient sampling method through questionnaire and also by interview method in Coimbatore district. 15 respondents were selected to pilot study and based on their suggestions necessary modifications were made in the actual questionnaire. This study consists of simple percentage analysis to done keeping in mind the objectives of the study, chi – square parameters were employed to test the hypothesis spelt out in the study. Garrett ranking techniques was used to rank the preference of the respondents on different aspects of the study, the percentage position of each rank thus obtained into scores by referring to the table given by Henry E. Garrett. Analysis of variance to make two estimates of population variance those based on between sample variance and the other based on within variance are compare with F – test table. This present study reveals that Social media have playing a vital role in marketing. So it should provide all details about product such as ingredient, manufacturing date, expiry date, benefits, drawbacks, manufacturer details, direction for use and available places at least common geographical area.*

IndexTerms - social media, marketing tool, sales promotion, advertisement, role of social media.

I. INTRODUCTION AND OVERVIEW ABOUT THE RESEARCH

INTRODUCTION:

Marketing is the study and management of exchange relationships. Marketing is used to create, keep and satisfy the customer. With the customer as the focus of its activities, it can be concluded that Marketing is one of the premier components of Business Management - the other being innovation. Marketing practice tended to be seen as a creative industry in the past, which included advertising, distribution and selling. However, because the academic study of marketing makes extensive use of social sciences, psychology, sociology, mathematics, economics, anthropology and neuroscience, The 'marketing concept' proposes that in order to satisfy the organizational objectives, an organization should anticipate the needs and wants of potential consumers and satisfy them more effectively than its competitors.

SOCIAL MEDIA:

Users typically access social media services via web-based technologies on desktop, computers, and laptops, or download services that offer social media functionality to their mobile devices. When engaging with these services, users can create highly interactive platforms through which individuals, communities, and organizations can share, co-create, discuss, and modify user-generated content or pre-made content posted online. They introduce substantial and pervasive changes to communication between businesses, organizations, communities, and individuals.

STATEMENT OF THE PROBLEM:

The biggest changes have occurred in the market by new & innovative technology products have used to satisfy the consumers. This study is taken up in the various social media which have considerable to advertise in the market. This study will help to gain knowledge about the role of social media in marketing, its advantages, features etc. and also suggestions to improve the marketing promotions.

OBJECTIVES OF THE STUDY:

- 1) To find about awareness regarding social media in marketing
- 2) To gain knowledge about the factors influencing marketing promotion
- 3) To know about the problems faced by marketing by social media
- 4) To find out the role of social media in marketing

II. RESEARCH METHODOLOGY:

“The procedures by which researchers go about their work of describing, explaining and predicting phenomena are called methodology”.

2.1 SAMPLING TECHNIQUE: When the population elements are selected for inclusion in the sample based on the ease of access, it can be called convenience sampling.

2.2 TYPE OF RESEARCH: This study is descriptive in nature. The descriptive research is one that describes something the demographic characteristics of the consumers who using social media.

2.3 DATA SOURCES: The major source which was used for this study was primary and the secondary data source.

2.1.1. PRIMARY DATA: The primary data collected with the help of structured questionnaires and interview method. The questionnaire was administrated to social media users.

2.1.2. SECONDARY DATA: Secondary data was collected from various books, journals, and websites pertaining to this study.

2.4 TOOLS FOR ANALYSIS: In this study the collected data were analyzed by using percentage analysis, Chi - Square test, ANOVA, Garrett ranking technique.

2.5 SAMPLE SIZE: The sample size is 100 respondents constituting all categories of people from Coimbatore district.

2.6 PILOT STUDY: Pilot study was conducted to test questionnaire. Based on the information given by 15 respondents, necessary modifications were made in the actual questionnaire.

2.7 AREA OF STUDY: This Study was conducted in Coimbatore city.

2.8 PERIOD OF STUDY: Period during November 2017 to April 2018

LIMITATIONS OF THE STUDY

1. Respondents opinion are dynamics, they keep changing time to time.
2. The time taken for this study was also limited and it was the major constraint to complete the work entirely.

III. ANALYSIS AND INTERPRETATION

Table 3.1: Analysis Table

S.NO	SOURCE	FACTORS	NO. OF RESPONDENTS	%	TOTAL
1	GENDER	MALE	79	79	100
		FEMALE	21	21	
2	CLASSIFICATION ON AGE GROUP	UPTO 20 YEARS	46	46	100
		21 YEARS – 30 YEARS	34	34	
		31 YEARS – 40 YEARS	12	12	
		ABOVE 41 YEARS	8	8	
3	PRIMARY OCCUPATION OF RESPONDENTS	BUSINESS	36	36	100
		GOVERNMENT / PRIVATE	21	21	
		PROFESSION	19	19	
		OTHERS	24	24	
4	AWARENESS ABOUT SOCIAL MEDIA AS A MARKETING TOOL	WHATSAPP	21	21	100
		FACEBOOK	33	33	
		INSTAGRAM	13	13	
		TWITTER	10	10	
		YOUTUBE	11	11	
		LINKEDIN	5	5	
5	TYPE OF ADVERTISEMENT AWARE IN SOCIAL MEDIA	PLAIN TEXT METHOD	100	100	NA
		ANIMATED	100	100	
		AUDIO - VISUAL	100	100	
		POP – UP	83	83	

6	FACTORS INFLUENCING IN SOCIAL MEDIA ADVERTISEMENT	COST	27	27	100
		LEVEL OF REACH	19	19	
		TYPE OF ADVERTISEMENT	18	18	
		LENGTH OF ADVERTISEMENT	32	32	
		OTHERS	4	4	
7	PROBLEMS FACING IN SOCIAL MEDIA MARKETING	NO PROPER RESPONDS	21	21	100
		TECHNOLOGY GROWTH	14	14	
		HEAVY COMPETITION	23	23	
		NETWORK TRAFFIC CONGESTION	42	42	
8	WHETHER SOCIAL MEDIA AS A TOOL	YES	84	84	100
		NO	16	16	
9	WHETHER ANY TECHNICAL KNOWLEDGE REQUIRED	YES	100	100	100
		NO	0	0	
10	SATISFACTION WITH SOCIAL MEDIA MARKETING PROCEDURE	YES	87	87	100
		NO	13	13	
11	OPINION ON SOCIAL MEDIA ADVERTISING COST	VERY HIGH	10	10	100
		HIGH	43	43	
		MODERATE	34	34	
		LOW	12	12	
		VERY LOW	1	1	
12	WHETHER SOCIAL MEDIA PROVIDE ALL DETAILS	YES	89	89	100
		NO	11	11	
13	LEVEL OF OPINION REGARDING SOCIAL MEDIA PLAYS AS A MARKETING TOOL	HIGHLY AGREE	59	59	100
		AGREE	13	13	
		MODERATE	19	19	
		NOT AGREE	09	09	
		HIGHLY NOT AGREE	0	0	

★PRIMARY DATA

- Majority **79%** of the respondents were **Male**.
- Majority **46%** of the respondent's age classification is **Up to 20 Years**.
- Majority **36%** of the respondents **occupation is Business** and consecutively **24%** of the respondents were **students, house wives** etc.,
- Majority **33%** of the respondents aware about **Facebook plays as Marketing tool**.
- Moreover **100%** of the respondents were knows **plain text advertisement, audio – visual method advertisement and animated advertisements**. Only **83%** of the respondents know about **pop – up advertisement**.
- Majority **32%** of the respondents opined that **length of advertisement is main factor** in social media advertisement.
- Majority **42%** of the respondents facing problems by **network traffic and congestion** in social media marketing.
- Minority **16 %** of the respondents are **not satisfied with social media as marketing tool**.
- All respondents** are agreed that **technical knowledge is required**.
- Minority **13%** of the respondents are **not satisfied with social media marketing procedures**.
- Majority **43%** of the respondents are feel that **social media marketing cost is high**.
- Majority **89%** of the respondents were opined **social media provides all details** about particular product.
- Majority **59%** of the respondents were agrees **social media plays as a marketing tool**.

IV. TESTING OF HYPOTHESIS:

Chi – Square test (χ^2)

- H_0 : There is no relationship between age group and problem facing in social media marketing.
- H_0 : There is no relationship between gender and satisfied social media plays as a marketing tool.

Table 4.1: Chi – Square test Table

	CALCULATED VALUE	TABLE VALUE	DEGREE OF FREEDOM	RESULT OF 5% LEVEL
1	12.0654	.209647	9	Not significant
2	0.1837	.668211	1	Not Significant

SOURCE : PRIMARY DATA

1. Hence the test proved that there is no significant relationship between age group and problem facing in social media marketing and hence the null hypothesis should be accepted at 5% level.
2. Hence the test proved that there is no significant relationship between gender and social media as a marketing tool and hence the null hypothesis should be accepted at 5% level.

ANOVA Test

Relationship between occupation and problems facing social media marketing

H₀: There is no relationship between occupation and problem facing in social media marketing.

Table 4.2: ANOVA Table

SOURCE OF VARIANCE	SUM OF SQUARE	DEGREE OF FREEDOM	MEAN SQUARE	VARIATION RATIO (F – RATIO)	5% FACTOR LIMIT
Between Rows	43.5	3	14.5	0.679	3.8626
Between Columns	107.5	3	35.83	1.679	3.8626
Residual	192	9	21.33		

SOURCE : PRIMARY DATA

Between Columns: The calculated value of 0.679 is less than the table value of 3.8629 at 5% level of significance. So the null hypothesis is accepted.

Between Rows: The calculated value of 1.669 is less than the table value of 3.8625 at 5% level of significance. So the null hypothesis is accepted.

Relationship between gender and social media plays as marketing tool

H₀: There is no relationship between gender and social media plays as a marketing tool

Table 4.3: ANOVA Table

SOURCE OF VARIANCE	SUM OF SQUARE	DEGREE OF FREEDOM	MEAN SQUARE	VARIATION RATIO (F – RATIO)	5% FACTOR LIMIT
Between Rows	841	1	841	2.910	161.45
Between Columns	1156	1	1156	4.000	161.45
Residual	289	1	289		

SOURCE : PRIMARY DATA

Between Columns: The calculated value of 2.910 is less than the table value of 161.45 at 5% level of significance. So the null hypothesis is accepted.

Between Rows: The calculated value of 4.000 is less than the table value of 161.45 at 5% level of significance. So the null hypothesis is accepted.

Garrett Ranking Technique Factors to Social Media as Marketing Tool

Table 4.4: Garrett Ranking Table

S.NO	FACTORS	TOTAL SCORE	MEAN SCORE	RANK
1	COST	5050	50.50	III
2	SALES PROMOTION	4600	46.00	V
3	CONTENTS AND DETAILS	5722	57.22	I
4	REPETITION	5717	57.17	II
5	RESPONSE	4689	46.89	IV

SOURCE: PRIMARY DATA

The table shows that the factors to agree social media as a marketing tool. “*Contents and Details*” was ranked *first* with total score of **5722** and mean score of **57.22**. “*Repetition*” occupied *second* position with the total score of **5717** and mean score of **57.17**. “*Cost*” occupied *third* position with the total score of **5050** and mean score of **50.50**. “*Response*” occupied *fourth* position with the total score of **4689** and mean score of **46.89**. “*Sales Promotion*” occupied *fifth* position with the total score of **4600** and mean score of **46.00**. It can be concluded that the factor *Contents and Details* was ranked as *first*.

SUGGESTION

- Social media have plays as a marketing tool, so it should provide all details about the product
- Have to collect information regarding who are all having interest in social media advertisement. If anybody has no interest, they should have ignored from social media marketing.
- Social medial should consider about customer attitude, behaviour regarding social media usage.
- Social media advertising should be decent manner for all category age people.

CONCLUSION

Social media have playing a vital role in marketing. So it should provide all details about product such as ingredient, manufacturing date, expiry date, benefits, drawbacks, manufacturer details, direction for use and available places at least common geographical area. And social media should keep attention on customer attitude regarding social media advertisement.

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