

STUDY ON IMPACT OF SOCIAL MEDIA ON MARKETING

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ABSTRACT

Social media is the most important and popular marketing tool at the current time. Social media marketing adopted by various businesses for marketing for their product and services As compare to the traditional marketing it is very cheapest , fastest and most effective marketing. Social media marketing sites are: facebook, linkdin, instagram and twitter. By the using of social media peoples are more aware about the new brands and products. The purpose of social media knows the interest and need of customer which are effecting their purchasing decision. Social media marketing for startups and small business is very beneficial. The main objective of the research is to understand the effect of social media marketing on the Business, which social networking site is more popular. And compare the social media marketing to traditional marketing. In this study, both primary and secondary methods are used to collect the data. A sample of 77 respondents were collected through an online questionnaire and get it filled by respondents these are friends , family and known people.

Keywords: *Social Media Marketing, Marketing Tool, Business on Social Media, Social Media Today.*

Introduction

Social media is the most popular and significant E-marketing tools in this time. Social media is defined as the websites that connect millions of peoples from different place of the world who share their same information like interests and hobbies. Example of social media marketing is youtube, facebook, linkedin and instagram.

Therefore as compare to traditional marketing the social media marketing are the modern electronic marketing tools which is very broadest, cheapest, fastest and most effective marketing channel where the consumer can receive information and features of interesting goods easily with the possibility of completing the purchasing & sale process without the buyer's need to go to goods and items place. Social networking sites are the marketing tool of social media marketing Social marketing very important for the online marketing where businesses are marketing their products/services and brands on social media. Social networking sites are most powerful tool which is widely use for the connection of users and between company users. Social media marketing helps the company to get direct feedback from the customer while making the company seem more personable.

Social media is preliminary internet and mobile phones based application and which is used to share the information between the people. It extends the connection and conversation among the people. Users are able to grow a network of connections that they can display as a list of friends. These friends may be offline actual friends or people they only know or have met online, and with whom they have no other link. Social media marketing connect people at low cost; this can be more be advantageous for entrepreneurs and small businesses who are looking to expand their contact bases. Companies can even use social networks sites for advertising within the sort of banners and text ads. Operate business globally; social networks can make it easier to stay in grips with contacts round the world.

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Literature Review

Neeraj Gohil (2015) focused on secondary data; In a case study of Branding & Tourism is promoted by using social media in Madhya Pradesh State at national & international platform. Madhya Pradesh Tourism has a eye catching social media coverage that gives all helpful information, which create 'Professional' brand image from online approach..Study concluded that social media is an impactful form of marketing which was used make effective product branding awareness, brand loyalty, customer services which leads to improve the sales.

Santosh Hulagabali 'study covered the scope of e- commerce for book publications. As per global Indian report said that 90% of online retailer were planning for representing their product at online product (books) & out of around 62% book were selling in the market by customers . By Indian online bookstores the best collection of books and e-publication is covered which are making this platform very popular and successful in Indian and international markets.

Sarita Devi et al, this study focused on Online purchasing. This study focus on the consumer behavior how the e-commerce companies get associated with consumer on different ways like emotionally seasonally, occasionally gender ,age, attractiveness, representation ,attractive display, class, environmental segmentation, they work on impulsive buying behavior of consumer behavior study by collecting data of different age, different location and different zone Web designer create the site on the basis of consumer buying behavior to increasing and making the brand more impactful and create the wealth of the company Marketers should design sites in such a way that they can stimulate more impulsive behavior.

Pallabi Mishra studied growing trend in online shopping has lead to extend the individual income like the role of digital marketing is increasing day by day the reason is consumers are going to occupy on daily basis activity they didn't have enough time for shopping here e commerce companies have created a huge platform where consumer could buy the product any time So, it create a platform for the job seekers where the different type of vacancies like financial services, customer services , digital marketing , data collecting, home delivery so e-commerce companies has created a huge employment on fulltime, part time and work from home makers So, the digital shopping stores increase individual income.

Sathiyaraj et al 'study focused on understanding the perceptions towards online retailing and buying of grocery in Chennai. It focused on the understanding the satisfaction of the customer like its user friendly, products and their different categories like size, volume, Quality ,quantity and their alternate products, payments modes, availability and delivery of the product as per the proper trashing and communication, and cash on delivery returning and exchange services on the available location with comfortable and customize shipments as per the consumer with attractive discount with different special occasion and saves money and time of the consumer.

Research Methodology

Objectives of Study

- To understand the effect of social media marketing on the Business.
- To find that which social networking site is more popular.
- Compare the social media marketing to traditional marketing
- To find the how many people aware about the brands of product through social media

Research Approach

This refers to the techniques or methods used by the researcher to solve his/her problem. For this study, quantitative approach was used and various tools were to used collect.

Sample Size

A sample of 77 respondents was taken under consideration.

Data Collection

There are basically two sources through which a researcher can collect the data i.e; one is primary data and another is secondary data

Sources of Data Collection

For this research, both Primary and secondary data has been used to collect the data. Primary data were collected by circulating the questionnaire via social apps like whatsapp while, the secondary data were collected through various published research papers and websites.

Research Instruments

- Accessible Questionnaire were sent to the friends, families and known people.
- It have 10 questions and were designed to know the thinking of different people about the topic

Tools or Analysis

Questionnaire were formed with help of Google Forms and the response were analysed with help of SPSS software

Hypothesis

- **Null Hypothesis:** In this correlation there is no any null hypothesis because there have some correlation.
- **Alternate Hypothesis:** There are relationship between the social media help to find the potential customer and cost of social media advertisement is lesser then the cost of traditional advertisement. And which social networking site you are famlier with.

Result and Discussion

As the Questionnaire was circulated to the various respondents and the responses were analyzed by applying various test like correlation and regression analysis.

The below tables show the correlation exist between two variables.

		Correlations			
		Do you think social media will help the firm to find their potential customer?	Do you think the social media advertising cost is much social lesser as compared with traditional advertising?	Which networking site are you most familiar with?	Do you think social media is the appropriate method adopted by entrepreneurs in the field of marketing and brand promotion?
Do you think social media will help the firm to find their potential customer?	Pearson Correlation	1	.427**	.295**	.122
	Sig. (2-tailed)		.000	.010	.289
	N	77	77	76	77
Do you think the social media advertising cost is much lesser as compared with traditional advertising?	Pearson Correlation	.427**	1	.213	.168
	Sig. (2-tailed)	.000		.065	.145
	N	77	77	76	77
Which social networking site are you most familiar with?	Pearson Correlation	.295**	.213	1	.095
	Sig. (2-tailed)	.010	.065		.417
	N	76	76	76	76
Do you think social media is the appropriate method adopted by entrepreneurs in the field of marketing and brand promotion?	Pearson Correlation	.122	.168	.095	1
	Sig. (2-tailed)	.289	.145	.417	
	N	77	77	76	77

** . Correlation is significant at the 0.01 level (2-tailed).

Correlation between the social media, traditional media social networking sites and brand promotions by entrepreneurs.

Inference

- The correlation between the social media and traditional media marketing advertising And Social media help to the firm for their potential customer is positive correlation which is .427 and it is strong correlation.
- The correlation between which social networking site are you familiar with and is social media help to firm for their potential customer is positive correlation which is .295 and it is moderate correlation
- The correlation between social media adopted by entrepreneur and is social media help to firm for their potential customer is .122 is very low correlation.

From the above inferences and the above table, we came to the conclusion that degree of association between social media help to the firm to find their potential customer with the other variables is positive.

Regression Analysis

Analysis using linear regression for social media help to firm for their potential customer with social media and traditional media marketing advertising

A	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.427a	.183	.172	.782

Model Summary

- **Predictors:** (Constant), Do you think social media will help the firm to find their potential customer?

ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
1					
Regression	10.237	1	10.237	16.748	.000b
Residual	45.841	75	.611		
Total	56.078	76			

a. Dependent Variable: Do you think the relative cost is much lesser as compared with traditional advertising?

b. Predictors: (Constant), Do you think social media will help the firm to find their potential customer?

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.941	.189		4.977	.000
	Do you think social media will help the firm to find their potential customer?	.478	.117	.427	4.092	.000

Dependent Variable: Do you think the cost of social media advertising is much lesser as compared with traditional advertising?

Inference

Table of model summary provides R and R² values. The R value represents the simple correlation and it is .427 which indicates the strong degree of correlation. The value of R² indicates how much total variation in the dependent variable, can be explained by independent variable. In the case, 18.3 % can be explained which is low.

The computed value of F is 16.748 at 5% significant level. The tabulated value for ⁷⁴F at 5% level is As our F value is 16.748 and this value is high with respect to tabulated value which means the hypothesis is accepted

The table of coefficient provides us the necessary information to predict expectation of continuous growth about the social media help to find potential customer from the respondents as well as determine the social media is very fast and cheap as compare to the traditional marketing. Further we can use the value of 'B' column under the "Unstandardized Coefficient" column as shown above;

To represent the regression equation as:

$$\text{Expectation} = 0.941 + 0.478 (\text{potential customer})$$

This means that with increase in the potential customer, there is an increase in the expectation of continuous growth about the potential customer by social media

Findings

- After analysis the data collected from 77 respondents it is revealed people are think that social media is appropriate method adopted by entrepreneur for the marketing and branding
- According to people social media is very cheapest and fastest compare to the traditional media.
- 94.9% people think that social media is most effective solution for brand promotion
- It is found that social media find potential customers to the firm.

- At that time 89.4% people which are on social media and follow their favorite brands on social networking sites
- Many of people finds that social media is helpful for B2B firm in generating new sales/ clients.
- 73.1% people think that social media can be used for various B2C clients to increase sales.
- 44% and 40.5% people think that the facebook and instagram are the most effective social networking sites for online marketing

Conclusion

AT that time most of people of any age are available on social media. Due to the social media, people are early aware about the new products and brands. Every small or large entrepreneur wants to connect their business with social media. Facebook and instagram are the favorable social networking sites of people. People are easily connected with another peoples. The survey shows that 95% people think that it is the most effective solution of brand promotion.

On the basis of investigation following conclusion are made:

- Recent advances on the internet and the development of social media have facilitated the interconnectivity of consumers. Consumers have social interactions through social media such as online, ratings, reviews and suggestions. These interactions provide different values for both business and consumers is more beneficial for the company
- People use these networking sites for their purposes and thus we can see that they (86%) of the respondents keep a track of the advertisements displayed on these sites.
- At that time 89.4% people which are on social media and follow their favorite brands on social networking sites

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