

“A STUDY ON THE EFFECTIVENESS OF MARKETING ON SOCIAL NETWORKING PLATFORM WITH SPECIAL REFERENCE TO NILAMBUR AREA”

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Abstract

Today information technology is incomplete with the word Internet. In recent days, internet advertising has taken new forms which have more advantages over the traditional mediums like print media, television and radio. Different strategies of communication are followed in various social networking sites like Facebook, Twitter and WhatsApp. People get attached to brand communication in social networking sites than usual banner and pop up ads. These networking sites bring more interactive communication with advertising. Social networking sites will become the primary arena for highly targeted marketing and advertising.

This research attempts to find the effectiveness of brand communication strategy in promoting and advertising their brand in social networking sites. The paper carries out to understand the effectiveness of social media as a marketing tool and an effort has been made to analyze the extent social media helps consumers in buying decision making. The effectiveness is determined with the help of survey from 120 customers who use these sites in Nilambur Area, and the content of the above said three social networking sites are analyzed.

Keywords: advertising, marketing, social networking sites, communication.

INTRODUCTION

Social media was coined from the two operating words – social and media. Social, in this context, simply means the interaction between individuals of common interest, a group, or even a community. And media as the name implies, is the medium, channel, or platform on which allows for creation and exchange of user-generated contents. It represents how people discover, read and share news, information and contents. Social network applications provide users with new forms of empowerment and means of information sharing. Customers are able to communicate online exchanging information, comments and product reviews beyond the marketer's control. Social media marketers make use of social media sites to raise visibility on the internet and to promote products and services. Traditionally, the Word of Mouth (WOM) approach has been an important marketing strategy adopted by various organizations for decades but the Electronic Word of Mouth (EWOM) and Consumer's Online Brand Related Activities (COBRAs) reaches a wider horizon because it is based on the internet and therefore can be assessed by anybody around the world with internet access or a device. In recent days, internet advertising has taken new forms which have more advantages over the traditional mediums like print media, television and radio. Different strategies of communication are followed in various social networking sites like Facebook, Twitter and WhatsApp. They not only create impact over the audience but also make them interact with the marketing statistics created. People get attached to brand communication in social networking sites than usual banner and pop up ads. Social networking sites will become the primary arena for highly targeted marketing and advertising. Therefore, it is necessary to study the marketing effectiveness of brand communication strategy followed in social platforms.

STATEMENT OF THE PROBLEM

Social Media Platform is considered to be one of the most effective ways in marketing brands online and attracting the customers. The various brand communication factors involve in these kinds of social media advertising and day by day competition among the brands increase. So, to survive brands, the communicators come up with more and more innovative, interactive and interesting kinds of brand communication messages which make the users to access them and develop closeness with the different brand communication strategy with attractive name and its service.

This report tries to analyze how effective is marketing through social media. Today's youngsters are aspirers. They dream big and want to be their own boss. Most of them dream to be entrepreneurs and the success stories of entrepreneurs are a huge encouragement for them. A major problem that these entrepreneurs face while starting a new business is the cost associated with penetration of the brand in the mind of potential customers along competing with reputed well-known brands. We know that, virtual marketing can gain more competitive advantages like tapping wide range of potential customers, 24*7 access, maintaining good personal relation, fast and more stable results etc. But as a beginner, we have to know the psychology of the customers in virtual marketing. Basically there are limited studies in this area. Therefore it is necessary to understand the perception of the customers on social brand marketing in Nilambur Area. However the study focuses on marketing effectiveness and advantages of social brand marketing.

OBJECTIVES OF THE STUDY

- To study the marketing effectiveness of brand communication through social networking sites from its users and communicators.
- To examine the advantages of Social Media Platform in marketing brands.

HYPOTHESIS

H0: There is no association among Gender and Brand Awareness.

RESEARCH METHODOLOGY

The study is descriptive in nature which is based on survey method conducted in Nilambur Area which carried out with the help of secondary and primary data. Secondary data collected from published books, websites and journals. The primary data is collected through scheduled questionnaire from the samples of 120 customers from the specified area. The method of sampling used is non-random sampling. The all samples are collected through snowball sampling method, because the total number of customers in this area is unknown.

DATA ANALYSIS AND INTERPRETATION

Table 1: RESPONDENTS KNOWLEDGE ABOUT SOCIAL NETWORKING SITES

Level of Knowledge	Numbers of respondents	Percentage
Basic	30	25
Average	80	67
Expert	10	8
Total	120	100

Source: Primary data

The table 1 shows that 67 % of the respondents are having average knowledge and 25 % of them have basic knowledge and only 8 % are experts about social networking sites. It is clear that still very few peoples are experts in social networking sites.

Table 2: RESPONDENTS USAGE OF THE SOCIAL NETWORKING SITES

Sources	No. of Respondents	Percentage
Regular	86	72
As and when need arises	29	24
May be once in a week	5	4
Total	120	100

Source: Primary data

The table 2 shows that, Out of 120 respondents, 72 % of people are regular users of internet and 24 % of people are using internet when their need rises and only 4 % of people are using internet once in a week. It is clear that most of peoples are the regular users of internet.

Table 3: NUMBER OF SNS PROFILE OWNED BY RESPONDENTS

SNS PROFILE	Numbers of Respondents	Percentage
Whatsapp	30	25
Facebook	59	49
Twitter	19	16
Others	12	10
Total	120	100

Source: Primary data

The table 3 shows that most of the respondents (49%) are using facebook site to stay connected socially with family, friends, brands and events etc. and users of twitter and WhatsApp were 16%, 25% respectively. Very few respondents are using other social networking site that is only 10%.

Table 4: RESPONDENTS OPINION REGARDING THE TYPES OF ADS FEATURED IN SNS

Options	Numbers of Respondents	Weighted average	Rank
WEB BANNER	120	4.15	1
POP UP	120	3.46	4
FLASH ADS	120	4.04	3
VIDEO ADS	120	4.05	2
OTHERS	120	3.3	5

Source: Primary data

The table 4 depicts that most of the respondents opined that Web Banner ads in SNS is more effective. Hence it is given rank one. Second and third rank is given to Video Ads and Flash Ads.

Table 5: RESPONDENTS OPINION ABOUT THE FREQUENCY OF ADS APPEARING ON THE WINDOW

Options	Numbers of Respondents	Percentage
Often	28	23
sometimes	32	27
never	7	6
Depending on ads	53	44
Total	120	100

Source: Primary data

The table 5 depicts that most of the respondents (44%) opine that the information that majority of the customers have accessed on the ads that appear in social networking sites & it has been useful to them in making brand selections that could satisfy their wants.

SOURCES	NO OF RESPONDENTS	PERCENTAGE
Interactive	10	8
Flash Ads	12	10
Banner Ads	18	15
Games, Quiz, Updates	32	27
Video Ads	48	40
TOTAL	120	100

Table 6: KIND OF BRAND MARKETING THAT ATTRACTED RESPONDENTS IN SOCIAL NETWORKING SITES

Source: primary data

The table 6 depicts that, most of the respondents (40%) are attracted in brand marketing through Video Ads and it is followed by games, Quizzes and Banner Ads.

Table 7: RESPONDENTS OPINION ABOUT THE EFFICIENCY OF COMMUNICATION OF ADS IN SNS

Options	Numbers of Respondents	Weighted average	Rank
Whatsapp	120	4.08	2
Facebook	120	4.25	1
Twitter	120	3.25	3
Others	120	3	4

Source: Primary data

The table 7 depicts that the efficient social networking sites for communication of ads is Facebook. Hence it's given first rank. The second rank is for Whatsapp and the third position is for Twitter.

BENEFITS	NO OF RESPONDENTS	WEIGHTED AVERAGE	RANK
To reach out to wider range of potential customers	120	4.2	1
To get fast and more stable results	120	3.91	2
To get better response rate	120	3.64	6
To provide long time exposure	120	3.38	7
It minimizes competition	120	3.71	4
It provides advantages of a personal touch	120	3.80	3
It gains better consumer trust	120	3.70	5

Table 8: BENEFITS OF SOCIAL MEDIA PLATFORM

Source: Primary data

The table 8 depicts that most of the respondents consider that social platform as a way to reach wider range of potential customers with shorter period of time; hence it is given rank 1. Next benefit is to get fast and more stable results, which is given rank 2. The third rank is given to the advantages of personal touch.

Table 9: RESPONDENTS EXPERIENCE OF BEING MISLEAD BY SUCH ADS

Source: Primary data

Options	Numbers of Respondents	Percentage
Often	15	12
sometimes	38	32
Never	67	56
Total	120	100

It is seen in table 9 that, majority of people i.e. 56% never found misled by digital advertising and they have been always grateful to brands being communicated to them through these medium of social platform which provides them online availability of information.

Table 10: RESPONDENTS OPINION ABOUT THE OTHER SOURCES WHICH PROVIDE AWARENESS ABOUT BRAND

Options	Numbers of Respondents	Percentage
Television	56	47
Banner	34	28
Newspaper	18	15
Magazines	8	7
Others	4	3
Total	120	100

Source: Primary data

The table 10 depicts that, most of the customers make purchase decisions by watching television which now fall under traditional marketing category and it is followed by Banners, Newspapers and Magazines.

H₀: There is no association among Gender and Brand Awareness.

Table 11

Gender	Brand awareness		Total
	Yes	No	
MALE	55	20	75
FEMALE	19	26	45
TOTAL	74	46	120

Source: primary data

Chi-square formula:

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

Where O- Observed frequency

E- Expected frequency

$$\chi^2 = 11.513$$

Degree of freedom= 1

Table value at 5 % level of significance = 3.841

The obtained value (**11.513**) is more than the Table value (**3.841**), hence we reject the Null hypothesis. Ie; there is association between Gender and Brand awareness.

FINDINGS

The following are the major findings of the study:

- From the analysis it is found that there is an association between gender and brand awareness.
- Most of the respondents consider the social platform as a way to reach wider range of potential customers as its major benefit; hence it is given rank 1.
- Majority of the respondents(72%) are the regular users of internet
- Out of 120 respondents, 67% of the respondents were having average knowledge about social networking sites
- Most of the respondents (49%) are using facebook site to stay connected socially with family, friends, brands, and events etc.
- From the analysis, it is found that the efficient social networking site for communication of ads is facebook. Hence it is given rank 1.
- Most of the respondents opined that web banner ads in social networking sites are more effective, hence it is given rank 1.
- Most of respondents (44%) opined that the advertisement information's accessed by the customers that appear in social networking sites has been useful to them in making brand selection that could satisfy their wants.
- It is found that most of the respondents (47%) make purchase decisions by watching television which now falls under traditional marketing category and it is followed by banners, newspapers and magazines.
- Majority of the respondents (56%) never found mislead by digital advertising and they have been always grateful to brands being communicated to them.
- Most of the respondents (40%) are attracted in brand marketing through video ads.

SUGGESTIONS

- Usage of simple language which can be understood by a common man.
- Plan in advance regarding what to post and when to post, keep the post short and interesting.
- A legal media policy for data protection should be implemented so that the company's legal side is also taken care off.
- An attractive ad plays an important role in retaining the brand loyalty. Hence the companies may employ good professionals in designing attractive advertisements.
- The online presence of firms must be maintained well and it must be updated only with relevant post
- Small businesses should embrace this wonderful technology and reap the benefits of being on the social media for marketing.

- Sharing unique content on Twitter, Facebook, LinkedIn and the company's website will urge users to follow the company's page on all the social media websites.
- Find people who are sharing information related with your business and engage them in your social media marketing.
- Companies should mix & watch various mediums to reach their desired target audience. This will help to spread awareness among them and to influence buyers behavior thus companies must formulate an effective Integrated Marketing Communication plan where they can combine various tools to grasp maximum prospects.
- Every company big or small should grab this advantage and include online marketing in their marketing efforts.

CONCLUSION

We saw how social media is slowly becoming an important marketing tool which offers an companies' opportunity to engage with their markets and to learn about customers' needs, important segments and profile unlike main stream media i.e .radio or print channels. Social media alone cannot be effective without augmenting it with other traditional media channels like radio, newspaper, or TV even though it is widely reported that the effectiveness of traditional media and their use is sharply falling. The study shows how social media has become an important tool for marketing and creating brand awareness. In the present study, an attempt has been made to analyze the marketing effectiveness of brand communication through social networking sites from its users and communicators and also to examine the advantages of Social Media Platform in marketing brands.

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