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A STUDY ON SOCIAL MEDIA MARKETING PODCAST OF FOOD AND BEVERAGE BRANDS WITH REFERENCE TO TAMILNADU

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ABSTRACT

Social media marketing (SMM) is a form of Internet marketing that utilizes social networking websites as a marketing tool. The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach.

In the current scenario, social media marketing is very important for all kinds of products, especially food and beverage products / goods / items. Social media marketing influence the purchasing behavior of a consumer a lot. Various techniques are also notably emerging in the current trend.

Like traditional marketing, the business reaches out to their target audience, but unlike traditional marketing, your audience can talk back, interact, and be a part of the medium itself. This interaction is very different from what most marketers are used to, but embracing this marketing style can lead to a new understanding of consumer and deeper relationships.

KEYWORDS : Social media marketing, PODCAST, Food and beverage.



INTRODUCTION :

Social media marketing (SMM) is a form of Internet marketing that utilizes social networking websites as a marketing tool. The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach.

Social media marketing consists of the attempt to use social media to persuade consumers that one's company, products and/or services are worthwhile. The main problem with social media marketing from

a business perspective is that it can be incredibly time-consuming. Social media marketing campaigns are not one-shot affairs; they need to be nurtured over time. While big businesses such as Dell, Microsoft and HP have been using social media marketing effectively, they have the kinds of marketing budgets that allow them to assign x number of staff to conduct and manage social media marketing campaigns, resources that a lot of small businesses don't have.

Still, social media marketing is a type of marketing that many small businesses could benefit from, if only to find out more about what their customers are thinking and saying about their brand and their products.

RESEARCH DESIGN

NEED OF THE STUDY

Social marketing at one point, this term represented an entirely new facet of marketing not fully understood by businesses. To use social media, e-campaigns, and online advertisements as a means of reaching an audience was an unexplored area. As social marketing has become a more common approach, businesses were still left with the question: "Is social marketing right for the business?"

Today, social marketing is an absolute necessity. The use of social media and other online amenities has grown past being a temporary fad. The entire process is an ongoing, evolving conversation, and businesses need to be part of it to continue reaching their audiences.

social marketing will help grow your business by using online advertising, search engine optimization, and social media tools. Like traditional marketing, the business reaches out to their target audience, but unlike traditional marketing, your audience can talk back, interact, and be a part of the medium itself. This interaction is very different from what most marketers are used to, but embracing this marketing style can lead to a new understanding of consumer and deeper relationships.

Companies who understand the importance of social marketing and how to market effectively will find themselves reaping the benefits of this addition to their marketing mix.

•**Increase in communication:** An advertisement in a traditional campaign, such as a television commercial, is sent from the business to the audience in a one-way message. Using social media or email campaigns means that companies can talk directly to their audience about their business or product and then prompt conversations. The two-way dialogue with social marketing increases communication efforts in businesses.

•**Improved customer service:** Because of this two-way dialogue, businesses can use social marketing to be more alert to their audience's problems and needs. Today's consumers tend to prefer the Internet over personal interaction (such as calling or going to the physical store). Businesses need to meet their audiences on their "turf", so to speak. Using instant-messaging services, direct messages, or emails, businesses can evolve their customer service into something that consumers prefer. By adapting to respond to problems and concerns online, consumers will appreciate the extra effort, and customer service will improve.

Relationship building: With the increased communication and improved customer service, relationships should quickly develop between the business and their audience. Consumers should feel that they are important to the business, not just nameless faces in an anonymous consumer crowd. The formation of strong relationships as a result from social marketing shows how integral it is to your marketing mix.

Statement of the problem:

Now a day's social media has occupied a major percentage of purchasing behaviour of food and beverage products. Some problem occurred in the area of social media marketing podcast in the purchasing behaviour of the consumer. So, this study has analysed to find out the problem in the effectiveness of purchasing behaviour.

Objectives of the study:

The objectives of the study are :

1.To analysis the growth and prospectus of social media marketing podcast,

2.To ascertain individual's perception towards the use of social media marketing podcast in relating to food and beverage advertisement.

Research methodology:

The research design adopted for this study is basically the collection of primary data. The data collection for this study conducted through questionnaires. A questionnaire has been designed, to know the point of view of respondent regarding the extent of social media that helps consumers in buying decision making. First part of the questionnaire contains information regarding demographics and usage pattern of social media of the respondent. Second part has series of close-ended indirect questions which are based on impact of social media in making consumer buy a product and expectation from such media. The survey was conducted online through social networking sites and responses of 150 social media users were collected.

Limitations of the Study

Due to some limitations and restrictions of any research it is difficult for this study to investigate every element of the context.

1. Inadequate response from respondents
- 2.The study is conducted in and around the Coimbatore district. Thus the results may not represent the large universe.
- 3.This study is based on Sample size may be less representative of whole universe.

Chapter Scheme

Chapter 1 deals with introduction, research gap and statement of the problem, objectives of the study, research methodology of the study, limitations of the study, scope of the study, implications of the study and chapter scheme.

Chapter 2 deals with review of literature. This chapter comprises of reviews for the present study. This chapter covers all literature.

Chapter 3 provides the analyses and interpretation.

Chapter 4 offers the findings and suggestions

Chapter 5 conclusion of the study

Analysis and Interpretation:

The market place is changing and it has been shifting towards social media marketing. Due to the change in trend of the environment, the online businesses focus more on social network advertisements. Consumers prefer the web advertising(Facebook, Twitter, Blogger), since they perceive that web advertisements can provide them with values and beneficial opportunities not available on the traditional media. However, along with the fast growth and extensive distribution of the medium across the population, the demographic characteristics of the web users become more complicated and elusive to grasp. Understanding consumers' perception is important in planning Social media marketing podcasts, because the social media advertisements is in the control of consumers who actively use the medium for their own purposes, not of advertisers. In a sense, without the efforts to understand what web users are like and how to communicate and interact with them, advertisers will not be able to reach their goals. Therefore, if the advertisers understand their consumers, more effectively they can accomplish their advertising objectives and goals. In this context an attempt was made to study On Social Media Marketing Podcast Of Food And Beverage Brands With Reference To

Tamil Nadu.

Demographic Profile of the Respondents

The demographic profile of the respondents such as gender, age, education, occupation, monthly income, number of working members in a family marital status and they belong to is given in following table

Demographic Profile of the Respondents			
Demographic Profile		No. of Respondents	Percentage
Gender	Male	89	59.33
	Female	61	41.66
Age (in years)	Upto 20	48	32
	21-30	37	24.66
	31-40	40	26.66
	Above 41	25	16.66
Education	School Level	27	18
	College level	49	32.66
	Professional	36	24
	Others	38	25.33
Occupation	Employed	37	24.7
	Profession	39	26
	Students	56	37.3
	Business	18	12
Family income (Rs.)	Below 20000	33	22
	20001-30000	25	16.7
	30001-40000	52	34.3
	Above 40000	39	26
Number of Working members in a family	Upto 1	34	22.67
	2	76	50.67
	3	21	14
	4	19	12.67
Marital status	Married	53	35.33
	Unmarried	97	64.67

Source: Primary Data

Out of 150 respondents, 59.33 per cent are belongs to male and 41.66 per cent are belongs to female. The predominant age group of the respondents (32 per cent) in Tamil Nadu state is upto 20 years. A good majority of the remaining respondents are dispersed in the age group 21-30 years (24.66 per cent)

The literacy group (32.66 per cent) of the respondents are in college level. 18 per cent of the respondents are in School level. And 25.33 % respondents have done other preliminary courses. Out of 100%, a majority of the respondents, 37.33% are students, 26.% are professionals, 37.3% are students and 12% are businessmen.

22 per cent of the respondents have monthly income below Rs.20000 and 16.7 per cent have Rs.20001-30000 as monthly income. 34.3 per cent of the respondents have monthly income Rs.30001-40000. About 26 per cent of the respondents have above Rs.40000 as monthly income.

26.67% of the respondents have their working family members limited up to 2. 14% of the respondents have the working family members limited upto 3 And 12.67% of minority respondents have their working family members count to 4.

Majority of the respondents comes under the unmarried category, counting 64.67%. While 35.33% of the respondents are married.

TABLE
Respondents' Level of Awareness about Social Media Marketing Podcast

Level of Awareness	No. of Respondents	Percentage
Aware	119	79.33
Partially aware	21	14
Not aware	10	6.67
Total	150	100.00

Source: Primary Data

It is inferred from the above table that 79.33% and 14.% of the respondents are aware and partially aware of the Social media marketing podcast advertisements respectively in Coimbatore district

TABLE 1
Block and Acceptance towards Effectiveness of Social Media Marketing Podcast

Block	No. of Respondents	Mean Score	Standard Deviation	Co-variation
Coimbatore	30	36.70	13.47	36.70
Trichy	30	37.82	15.04	38.73
Trippur	30	37.04	13.58	39.77
Chennai	30	36.09	13.90	38.51
Salem	30	34.39	13.32	36.66
Overall	150	36.41	13.87	38.09

Source: Primary Data

Relationship between Block and Acceptance

Source of Variation	D.F	Sum of Squares	Mean Squares	Calculated Value	Table Value at 5%	Result
Between Groups	4	665.188	166.297	0.864	2.390	Not significant
Within Groups	145	95311.580	192.549			
Total	149	95976.768	192.338			

The calculated F value is (0.864) less than the table value (2.390) at 5 per cent level of significance. Thus, no significant relationship is found among the acceptance levels of the respondents belonging to different blocks towards effectiveness of web advertisements for select services in Trichy district. Therefore, the null hypothesis is (H_{03}) accepted. The average acceptance score of the respondents of Trichy block is high (37.82), followed by the respondents of Trippur block (37.04). It reveals that the respondents of Trichy block have higher acceptance level towards effectiveness of social network advertisement Podcast.. The variation in the acceptance level is (39.77 per cent) high among the respondents of Trippur block, and it is low (36.66 per cent) among the respondents of Salem block. It is concluded that there exists consistency in the acceptance level of the respondents of Salem block towards effectiveness of web advertisements.

FINDINGS:

1. Majority of the respondent are in the age group of below 20 years,
2. Majority of the respondent belongs to Male category,

3. Majority of the respondent income land in between 30,000-40,000,
4. Majority of the respondent aware of social media marketing,
5. Majority of the respondent purchasing behavior of food and beverage brands are affected by social media marketing.

SUGGESTIONS:

On one hand, company boosts its add or page by face book adds. But on the other hand, companies must recognize peoples ,necessities and limit their marketing to a certain level. This can create a positive acknowledgement for the customer and advertiser, to hang on sales on a longer basis.

CONCLUSION:

As people are more conscious about food and beverage goods, which are more important for their lives. Although several advertising channels may give information about food and beverage, Social Media Marketing Podcast plays a key role in reaching the educated people effectively. Due to the immense impact on peoples trend, Manufacturers must give importance to the social media marketing podcast.

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