



A STUDY ON USERS PERCEPTION AND EFFECTIVENESS OF SOCIAL MEDIA MARKETING

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ABSTRACT

Online networking promoting is the utilization of internet based life stages and sites to manage an item or administration. A large portion of these web based life stages have their own worked in information investigation instruments, which empower organizations to pursue the advancement, accomplishment, and confirmation of promotion battle.

KEYWORDS: Online networking, utilization of internet, investigation instruments.

1. INTRODUCTION:

Organizations manage an accumulation partner through online networking advertising including present and plausible clients, present and likely workers, columnists, bloggers, and the regular open. On a strategic level, online networking advertising incorporates the association of the culmination of a showcasing advancement, matchless quality, setting the degree (e.g. more dynamic or inactive utilize) and the foundation of an association's coveted internet based life "customs" and "inclination". To utilize web based life productively, firms should figure out how to enable clients and Internet clients to post client created content (e.g., online remarks, item audits, and so on.), otherwise called "earned media", instead of utilization advertiser arranged promoting duplicate.

2. ROLE OF SOCIAL MEDIA IN MARKETING:

Social media is now increasingly becoming an embedded aspect of supporting campaigns, nationwide defence strategies, civic policy, public relations, brand management and even intra company communication. It plays diverse important roles in advertising:

- Social media can be used to provide individuality about the companies and the products or services that they suggest.
- Social media helps in create relationships with people who might not otherwise know about the products or service or what the companies represent.

3. RESEARCH QUESTION:

It's known and clear that in today's world where the information and internet take a major role in peoples' lives, the social media occurrence will be an interesting topic to investigate, as well as its persuade on customers' attitudes toward brands.

According to a recent research 51% of people are allowed to use Facebook or Twitter for business purposes at the working place, compared to hardly 19% in 2009. Companies and marketers are constantly monitoring the customers' brand attitude change. However



it's also necessary for them to take into account the quick spread of social media and the increasing number of social media users – individuals and companies.

Therefore the analysis of social media and what is the usefulness of social media platforms on customers' attitude toward brands will provide competent and helpful insights for companies. On this backdrop the present study "A STUDY ON USERS PERCEPTION AND EFFECTIVENESS OF SOCIAL MEDIA MARKETING" has been undertaken.

3. OBJECTIVES OF THE STUDY:

In this regard, the following objectives are finalized:

1. To study about Face book users awareness about social media marketing
2. To study about users perception on social media marketing
3. To know about attitude, responsiveness and effectiveness towards advertisements

4. METHODOLOGY:

Research methodology is a way to systematically answer the research problem it guides us to how investigate is done methodically. It consists of different steps that are generally adopted by a investigator to study his research problem along with logic behind them. The research methodology, by itself is a process. It has many stages of activities, grouped together yields the solution to the problem. To collect the data on social media a questionnaire were constructed and tested before administering. For the study, the data was collected from 125 respondents who have familiarity in social media-Facebook. The consumers were selected from Coimbatore city. Rank Correlation and Likert scale was used to find the relationship between consumer demographics and effectiveness towards social media advertising.

5. RESULTS OF THE STUDY

The results of the analysis were given below:

5.1. RANKING ANALYSIS

Ranking is the association between a set of items such that, for any two items the first is either 'ranked higher than', 'ranked lower than' or 'ranked equal to' the second. In mathematics, this is known as a weak order or total pre-order of objectives. It is not necessarily a total order of object because two different objects can have the same ranking. The ranking themselves are totally ordered.

Table 5.1 Rank for the Social media marketing

S.No	FACTORS	I	ii	iii	iv	V	Vi	TOTAL SCORE $\Sigma (fx)$	MEAN	RANK
1	Sponsored	13(6)	18(5)	30(4)	19(3)	30(2)	15(1)	420	3.36	3
2	Groups	7(6)	18(5)	25(4)	24(3)	26(2)	25(1)	381	3.05	1
3	Buy and sell	10(6)	22(5)	20(4)	33(3)	20(2)	20(1)	409	3.27	2
4	Shops	24(6)	33(5)	14(4)	18(3)	26(2)	10(1)	481	3.85	5
5	Pages	45(6)	16(5)	15(4)	12(3)	13(2)	24(1)	496	3.97	6
6	News feed preferences	24(6)	19(5)	21(4)	18(3)	12(2)	30(1)	431	3.45	4

Source of data: Primary data

INTERPRATATION:

From the above table it is clear out of 125 sample respondents groups should ranked 1, buy and sell ranked 2, sponsored ranked 3, news feed preferences ranked 4, shops ranked 5, pages ranked 6.

INFERENCE:

Hence, it is concluded groups ranked 1, for the social media marketing.

5.2 LIKERT SCALE

A Likert scale is a method of measuring attitudes. Ordinal scale of responses to a question or statement, ordered in hierarchical sequence from strongly negative to strongly positive Used mainly in behavioural sciences and psychiatry. In Likert's method, a person's attitude is measured by combining (adding or averaging) their responses across all items.

Table 5.1 Level of satisfaction towards Social media marketing

S.No	FACTORS	H.S	S	N	D.S	H.D.S	TOTAL SCORE $\Sigma (fx)$	MEAN	RANK
1	Product quality	62(5)	45(4)	16(3)	2(2)	-	542	4.34	5
2	Reliable	15(5)	65(4)	40(3)	4(2)	1(1)	464	3.71	4
3	Variety	23(5)	43(4)	43(3)	15(2)	1(1)	447	3.58	3
4	Offers & discount	10(5)	48(4)	43(3)	20(2)	4(1)	415	3.32	2
5	Availability	13(5)	34(4)	38(3)	27(2)	13(1)	386	3.09	1

Source of data: Primary data

INTERPRATATION:

From the above table it is clear out of 125 sample respondents availability should rank 1, offers and discount should rank 2, variety should rank 3, reliable should rank 4, and product quality should rank 5.

INFERENCE:

Hence, it is concluded that availability is ranked 1 in level of satisfaction towards social media marketing.

Table 5.3 Customers Perception in Social Media Marketing

S.No	FACTORS	H.S	S	N	D.S	H.D.S	TOTAL SCORE $\Sigma (fx)$	MEAN	RANK
1	Advertisement through social media more interesting than traditional advertising	65(5)	45(4)	14(3)	1(2)	-	549	4.39	7
2	social media advertisements are more interactive than traditional advertising	12(5)	68(4)	37(3)	8(2)	-	459	3.67	6
3	Social media advertising is more informative than traditional advertising.	29(5)	26(4)	47(3)	18(2)	5(1)	431	3.45	5

4	I refer to the opinion of experts on social media sites while considering any product or services	6(5)	48(4)	37(3)	28(2)	6(1)	395	3.16	1
5	I am subscribed to updates and alerts regarding a brand or product through social media networking sites	29(5)	32(4)	35(3)	18(2)	11(1)	425	3.40	4
6	Organizations that use social media for marketing purpose are more innovative than others who are not using it.	15(5)	41(4)	43(3)	19(2)	7(1)	413	3.30	3
7	I feel comfortable in sharing my information on social media sites.	23(5)	25(4)	43(3)	21(2)	13(1)	399	3.19	2

Source of data: Primary data

INTERPRATATION:

From the above table it is clear out of 125 sample respondents it represents customers perception in social media marketing, I refer to the opinion of experts on social media sites while considering any product or services ranked(1), I feel comfortable in sharing my information on social media sites ranked (2), Organizations that use social media for marketing purpose are more innovative than others who are not using it ranked (3), I am subscribed to updates and alerts regarding a brand or product through social media networking sites ranked (4), Social media advertising is more informative than traditional advertising ranked (5), social media advertisements are more interactive than traditional advertising ranked (6), Advertisement through social media more interesting than traditional advertising ranked (7) .

INFERENCE:

Hence, it is concluded that customer’s perception in social media marketing to the opinion of experts on social media sites while considering any product or services ranked 1.

CUSTOMERS PERCEPTION IN SOCIAL MEDIA MARKETING:

Statement 1: Customers are agreeing with the statement that Advertisements through social media are more interesting than traditional advertising, which shows that marketers should move their promotional efforts from traditional tools to social media tools.

Statement 2: The more interaction with customers can motivate them more to purchase the advertised brand. Here it is clear from the mean score of second statement that customers strongly believe that Social media advertisements are more interactive than traditional advertising.

Statement 3: Customers were asked to compare the social media advertising & traditional advertising on informative ground, & result reveled that customers found Social media advertising more informative than traditional advertising. It shows that in social media advertising information can be revealed more effectively in comparison to traditional advertising.

Statement 4: There are so many experts available on social media websites who provide opinion to customers before purchasing any product any service, respondents were asked to share their view that whether they consider these opinions or not. No clear view is received on this opinion so it cannot be said certainly that whether customers refer to the opinion of experts on social media sites while considering any product or service or not.

Statement 5: Anybody can subscribe to updates and alerts regarding a brand or product through social media networking but the respondents taken under study don't subscribe to these updates

Statement 6: Innovation is highly needed to increase the market share and respondents are agreeing on the point that Organizations that use social media for marketing purpose are more innovative than others who are not using it. It means to be more innovative organizations must advertise through social media websites.

Statement 7: The respondents taken under study feel comfortable in sharing their information on social media websites so it can be said that while advertising on social media websites, marketers can also get additional information about prospects which can help them to target customers in better way.

CONCLUSION

Majority of Internet users are conscious about social media & they are using it also, so it can be a best device for brand advertising, if used competently. Social media not only make customers' aware about brands, but customers also prefer the brands advertised through social media while making their last purchase. But still there is no significant association between awareness and preference of brands that are promoted on social media sites.

Customers have positive insight towards social media marketing practices; they consider social media advertising more exciting, innovative, informative and interactive as compare to traditional advertising.

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