



A STUDY ON USE OF SOCIAL MEDIA AND PROMOTION THROUGH IT: A CUSTOMER PERSPECTIVE

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Abstract

Social Networking media like Face book, twitter, YouTube etc. are part of everyday life and for many it is a primary source to keep in touch with Family and friends. Now days social media not only used for the sharing information but also for the promotion. This study aims to measure the use of social media and promotion through it. This research is descriptive research study in which convenient sampling technique is used. 100 samples are selected for this study. The statistical tools like simple percentage analysis, ANOVA and chi-square are used to study the variables.

Keywords— Social Media, Promotion, Online Shopping.

Introduction

Social media is in boom now-a-days. Beyond doubt, the power of the social media is incredible and from the marketer point of view it is the best way to increase traffic on their sites. When we listen to the word social media, first names that come in our head are Facebook, Twitter, LinkedIn and Youtube which are the most popular social networking sites.

Social media has slowly become an effective marketing tool in order to carry various promotional activities which offer companies opportunity to engage with markets, know about customer needs and preferences, which was not possible through traditional forms of media like newspaper, TV or radio. Also it is an uncontrolled environment, companies don't have much control over it and they should have strong social media strategies in order to manage positive as well as negative comments.

Social networking sites have a great ability to attract customers with brief statements, and it helps to lead company's prospect and drive customers to valuable content located on company's website. Company's website encourages visitors to engage with company by linking to the social media.

Need for the Study

- To understand the customer perception about social media and their online purchasing behavior.
- To know about the impact of promotional activities through social media.
- To understand about various social media opportunities in order to attain larger market share.

Objectives of the Study

- Understanding the social media and its penetration in India.
- Customer's perspective on use of social media for promotion by service Industries.
- To know the impact of social media promotion activities on purchasing behavior of customers.

Scope of the Study

The study helps to know the customer preferences on various service industry products.

The study also helps to know the impact of social media promotional activities on purchasing behavior of customers. Social media and its role in marketing, *Sisira Neti (2011)*, this study shown that social media is now the fashion and for businesses it represents a marketing opportunity that exceeds the traditional middleman and connects companies directly with customers. Managing retail brand identity on social media: UK fashion retailer, *Kerrigan (2013)*, this paper discovers the concept of digital brand identity and patterns of collaboration and effect that are enacted to achieve a competitive gain. They suggest that the tension between brand orientation and market orientation is improved when considering brand identity management in the context of social media. The Status of Social media in today's airline business, *Maureen Kahonge (2010)*, this research explains the use of social media in the airline industry has become a rapidly cumulative trend. Airlines are using the social media as a stage for brand to expansion and product marketing, improving customer service and refining passenger experience through updating and responding to customers' feedback. Social media marketing industry, *Michael A. Stelzner (2012)*, revealed there's a direct relationship between the marketer's age and time spent marketing with social media. The younger the marketer, the more time he or she spends on social media. People aged 20 to 29 years devote more time than other age groups using social media marketing (with 43% spending 11+ hours weekly, up from 41% in 2011), followed by 30- to 39-year-olds (35% spending 11+ hours per week, down from 37% in 2011). The main financial cost of social media



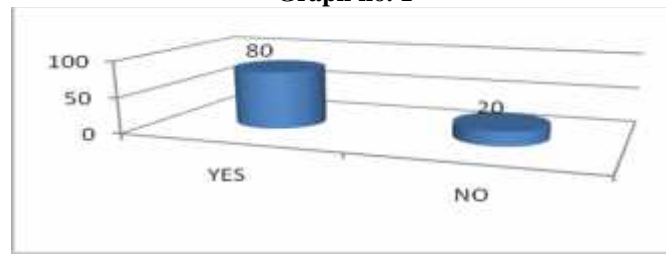
marketing is the time it takes to increase success. Social media marketing in the hospitality industry: The role of benefits in increasing brand community participation and the impact of participation on consumer trust and commitment toward hotel and restaurant brands, *Juhee Kang (2011)*, this study explains online community is an effective tool for building the relationship with consumers. Many hospitality firms (i.e., hotels and restaurants) have employed online communities as new marketing channel to spread their consumers. Social Media for airline industry, *Morgan (2010)*, the report shows the rise of user-generated content via social media is prompting trade environment. Social media is enabling travelers form communities around a brand/an airline. The Use of Social Media for Artist Marketing: Music Industry Perspectives and Consumer Motivations, *Jari Salo (2013)*, this research speeches the question of why consumers practice social media particularly in relation to music consumption and how music industry companies could improve their social media efforts by corresponding company strategies with consumer motives. Engaging patients through social media, *Murray Aitken (2014)*, this report is planned to look specifically at the effect of social media on the use of medicines, including the role that pharmaceutical manufacturers are playing in leveraging social media platforms as part of their business model.

Data Analysis and Interpretation

More number of respondents have done other courses so the company can provide required information about online shopping by promotional activities through social media and Also should focus on almost all qualification people in order to increase their sales and widening their business.

1. Use of Social Networking Sites.

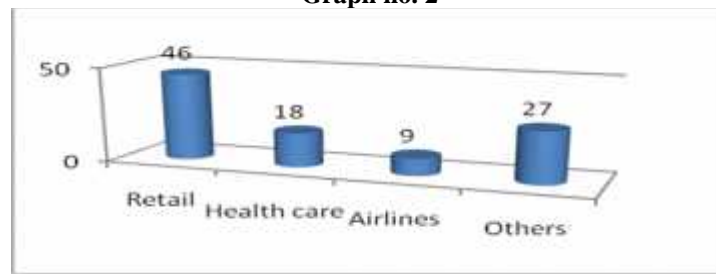
Graph no. 1



From the above chart we found that majority of respondents are using social networking sites.

2. Preference of Industry Products and Services on Social Media.

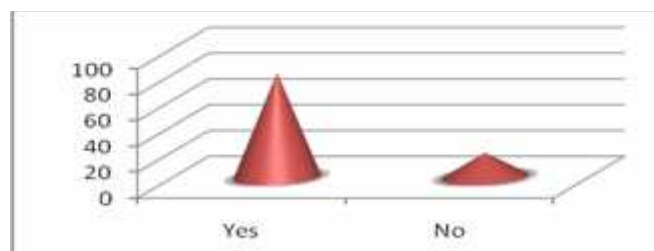
Graph no. 2



From the above chart we find that popularity and demand is more for retail products in social media.

3. Advertisements on social media are useful.

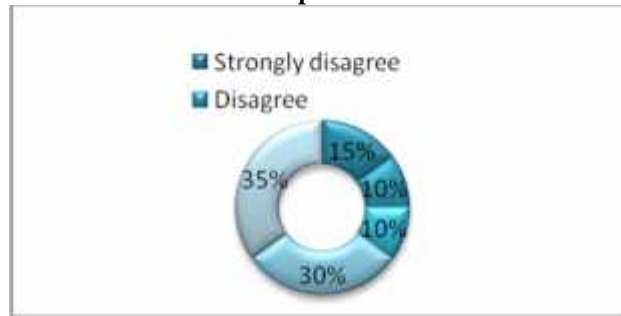
Graph no. 3



From the above chart it is clear and got to know that majority of people find advertisements on social media are useful to them.

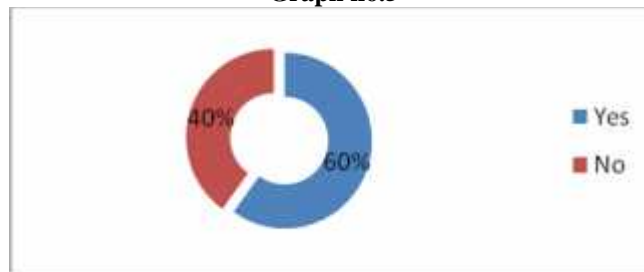


4. Advantages of Using Social Networking Sites over Traditional Media on Purchasing Product/Service
Graph no. 4



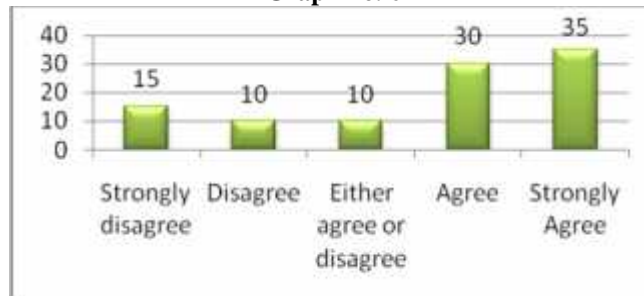
Majority of respondents say that they have identified advantage of using social media over traditional media on purchasing product/service.

5. Online Shopping Surpassed Offline Shopping.
Graph no.5



Majority of respondents said, their online shopping has surpassed their offline shopping.

6. Social Networking Sites Help People to Feel Comfortable in Their Purchasing Decisions
Graph no. 6



Majority of respondents strongly agree that social networking sites help them to feel comfortable in their purchasing decision.

Hypothesis Testing

A. Chi-Square Tests

1. Relationship between Gender And Number Of Friends On Social Networking Sites

H0: There is no significant relationship between gender and number of friends on social networking sites.

H1: There is significant relationship between gender and number of friends on social networking sites.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	48.909 ^a	4	.000
Likelihood Ratio	51.333	4	.000
Linear-by-Linear Association	44.587	1	.000
N of Valid Cases	100		



Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	48.909 ^a	4	.000
Likelihood Ratio	51.333	4	.000
Linear-by-Linear Association	44.587	1	.000
a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 3.15.			

2. Relationship between Age and Number of Friends on Social Networking Sites

H0: There is no significant relationship between age and number of friends on social networking sites.

H1: There is significant relationship between age and number of friends on social networking sites.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	42.960 ^a	12	.000
Likelihood Ratio	45.425	12	.000
Linear-by-Linear Association	21.780	1	.000
N of Valid Cases	100		
a. 15 cells (75.0%) have expected count less than 5. The minimum expected count is .99; There is significant relationship between age and number of friends on social networking sites.			

3. Relationship between Age and Preference of Online Shopping Over Offline Shopping

H0: There is no significant relationship between age and preference of online shopping over offline shopping.

H1: There is significant relationship between age and preference of online shopping over offline shopping.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.795 ^a	3	.284
Likelihood Ratio	3.775	3	.287
Linear-by-Linear Association	2.765	1	.096
N of Valid Cases	100		
A.1 cells (12.5%) have expected count less than 5. The minimum expected count is 4.40. Therefore there is no relationship between age and online shopping.			

4. Relationship between profession and preference of online shopping over offline shopping

H0: There is no significant relationship between profession and preference of online shopping over offline shopping.

H1: There is significant relationship between profession and preference of online shopping over offline shopping.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.857 ^a	3	.049
Likelihood Ratio	7.920	3	.048
Linear-by-Linear Association	5.268	1	.022
N of Valid Cases	100		
a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 4.00.			



B.Anova

1. Significance between demographics (profession, gender, income, age, education) and preference of products/services of various industries on social networking sites.

H0: There is no significant relationship between demographics (profession, gender, income, age, education) and preference of Products/services of various industries (retail, healthcare, airlines, other industry) on social networking sites.

H1: There is significant relationship between demographics (profession, gender, income, age, education) and preference of products/services of various industries (retail, healthcare, airlines, other industry) on social networking sites.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
PROFESSION	Between Groups	.438	3	.146	.149	.930
	Within Groups	94.312	96	.982		
	Total	94.750	99			
GENDER	Between Groups	.019	3	.006	.027	.994
	Within Groups	22.731	96	.237		
	Total	22.750	99			
INCOME	Between Groups	1.000	3	.333	.271	.846
	Within Groups	118.000	96	1.229		
	Total	119.000	99			
AGE	Between Groups	2.374	3	.791	.859	.465
	Within Groups	88.386	96	.921		
	Total	90.760	99			
EDUCATION	Between Groups	1.754	3	.585	.237	.871
	Within Groups	237.246	96	2.471		
	Total	239.000	99			

There is no significant relationship between demographics (profession, gender, income, age, education) and preference of products/services of various industries (retail, healthcare, airlines, other industry) on social networking sites.

2. Significance between Demographics and Preference of Online Shopping Over Offline Shopping.

H0: There is no significant relationship between demographics (profession, gender, income, age, education) and preference of online shopping over offline shopping.

H1: There is significant relationship between demographics (profession, gender, income, age, education) and preference of online shopping over offline shopping.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Profession	Between Groups	5.042	1	5.042	5.508	.021
	Within Groups	89.708	98	.915		
	Total	94.750	99			



Gender	Between Groups	.167	1	.167	.723	.397
	Within Groups	22.583	98	.230		
	Total	22.750	99			
Income	Between Groups	8.167	1	8.167	7.221	.008
	Within Groups	110.833	98	1.131		
	Total	119.000	99			
Age	Between Groups	2.535	1	2.535	2.816	.097
	Within Groups	88.225	98	.900		
	Total	90.760	99			
Education	Between Groups	3.375	1	3.375	1.404	.239
	Within Groups	235.625	98	2.404		
	Total	239.000	99			

There's no significance relationship between gender, age, education of respondents and preference of online shopping over offline shopping.

There's significance relationship between profession, income of respondents and preference of online shopping over offline shopping.

Summary of findings and conclusion

Findings

- Majority of respondents are using social networking sites which show penetration of social networking sites in India.
- Majority of respondents use social networking sites for more than 20 hrs in a week.
- More popularity and demand is more for retail products in social media.
- Majority of respondents find advertisements on social media are useful to them.
- More respondents have identified advantage of using social media over traditional media on purchasing product/service.
- Majority of respondents feel online shopping has surpassed their offline shopping.
- Majority of respondents feel social networking sites hasn't created negative impact in their purchasing.
- Majority of respondents find social networking sites help them to feel comfortable in their purchasing decision.
- There is significant relationship between age, gender of respondents and number of friends on social networking sites.
- There's significance relationship between profession, income of respondents and preference of online shopping over offline shopping.

Conclusion

Social media is widely used and people spend more of their time on social media these days. People feel social media helps them in making purchase decisions and they find advertisements on social media are useful to them and most of the people have accepted that online shopping has surpassed their offline shopping.

Social media has slowly become an effective marketing tool in order to carry various promotional activities which offer companies opportunity to engage with markets and know well about customer needs and preferences, which was not possible through traditional forms of media like newspaper, TV or radio. Also it is an uncontrolled environment, companies don't have much control over it and they should have strong social media strategies in order to manage positive as well as negative comments. Customers have identified advantages of using social media over traditional media.

Social media has become a very important tool for marketing and creating brand awareness for various companies. It is also seen people started preferring online shopping over offline shopping. People prefer advertisements on social media and they



find it is useful to them in making purchasing decisions. Social media can be opportunity as well as threat for a company, as group of negative comments can influence purchasing decisions of potential customers because of its viral nature.

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