

EFFECTIVENESS OF SOCIAL MEDIA AS A MARKETING TOOL: AN EMPIRICAL STUDY

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ABSTRACT:

In a period where innovation wins, business visionaries as well as advertisers see the need to keep up with the high speed of progress or chance being obsolete. Gone are the days when an unadulterated blocks plan of action will flourish well in current market situation. It is for all intents and purposes difficult to plan a showcasing procedure disregarding informal organizations. Web-based entertainment had become truly significant slope in the present showcasing blend overall and in advancement blend specifically. Adjusting some type of showcasing on the web through virtual entertainment is a vital hub for all organizations, particularly in an industry where drifts continually change like style and painstaking work. The paper completes observational exploration to comprehend the viability of web-based entertainment as a advertising apparatus and a work has been made to investigate the degree virtual entertainment helps shoppers in purchasing navigation. Moreover techniques have been recommended for amplifying the viability. Different factual tests have been applied to help the exploration speculation.

INTRODUCTION:

Throughout the course of recent years, we have encountered an extreme change in how business is directed and how individuals interface. The presentations of PCs, the Internet, and web based business have massively affected how organizations work and market. The presentation of social media innovation is speeding up and we can anticipate that it should also affect organizations presently and into what's to come. As new advances opened up, organizations that figure out how to utilize new advancements gain extraordinary advantages. Probably the most popular models incorporate innovation driven organizations like Microsoft, eBay, Amazon and Google. In a limited ability to focus time, online entertainment has become one of the most cherished modes for the Indian young people today. Social media Entertainment Marketing is the most sultry new advertising idea and each entrepreneur needs to know how web-based entertainment can create an incentive for their business. Individuals are social essentially and gather or offer data that is critical to

them. Online Entertainment Marketing is tied in with understanding how innovation is making it more straightforward for individuals to associate socially with their informal organizations and how your business can benefit from that agreement. Increasingly more of your clients, whether for individual use, business-to-buyer or business-to-business reasons utilize virtual entertainment in each part of their day to day routine. There is a typical misguided judgment that virtual entertainment and social organizing locales (SNS) are two equivalent terms. Virtual entertainment are apparatuses for sharing and talking about data. It tends to be depicted as a sort of web-based media which energizes each part for input and commitment. It is a social instrument of two way correspondence working with the dividing of data among clients inside a characterized network by means of web 2.0 (O'Reilly, 2005). It includes online exercises in which the client adds to content creation. This media empowers client association which can be basically as basic as posting remarks or giving votes or then again as intricate as prescribing content to other client based on inclinations of individuals with comparative interests and way of life. Accordingly virtual entertainment can be portrayed as a wide term comprehensive of exercises where individuals make content, share it, bookmark it and organization at a wonderful rate. Then again long range interpersonal communication destinations are where in one structures networks of interest to interface with others. Long range informal communication destinations use web-based entertainment innovation to associate with individuals and assemble connections. Informal communication destinations permit people to develop their profile inside a limited framework, share with different clients and view and navigate their rundown of associations what's more, those made by others inside the framework (Boyd and Ellison, 2007). It very well may be consequently finished up that informal communication locales are a type of virtual entertainment. The rising reliance on innovation for fundamental correspondence features the significance of investigating how these systems administration destinations are influencing day to day processes. Anybody including teenagers and youthful grown-ups, ladies, men, rich buyers, and more established people can join an informal community site. When enrolled the individual can start to mingle and make his/her own organization of companions with normal interests or objectives. Destinations like Face book, Twitter, LinkedIn are affecting the manner in which clients lay out, keep up with and develop a scope of social connections, from dear companionships to relaxed associates. Shoppers today need to be more educated about items before they make the buy. Most critically, interpersonal organizations are incredibly equipped for illuminating and affecting buy choices, as numerous clients presently trust their friend feelings more than the showcasing specialists. Customers currently have the ability to argue at the brand and broadcast their assessments of the brand. In this manner, advertisers must choose the option to treat them diversely and with more noteworthy regard.

KEYWORDS: Promotional tool, marketing strategy, SNS, Social Media, Online branding

Objectives of the research:

Acknowledging that consumer behavior is a relatively general and broad topic, which it

would be challenging for the researcher to gather, inspect and conclude all the necessary data and findings into one research; thus, the researcher has narrowed down the focus in association with the decision making process, which associates with marketing through social media. The objective of the research is to explain why, when, and how social media has impacted on consumer decision making process. Besides, perhaps, with this particular perspective the research holds, it can help to identify what are the opportunities and pitfalls.

Objectives of the study:

- A) To examine the degree, web-based entertainment that helps buyers in purchasing navigation
- B) To concentrate the gap between buyer assumption from Social media and its presentation
- C) To propose procedures to overcome any barrier among assumption and performance to improve its effectiveness

Research Methodology:

The review depends on descriptive research design . A survey has been planned, to be aware the perspective of respondent in regards to the degree of web-based entertainment that helps shoppers in purchasing direction. First part of the questionnaire contains data with respect to socio economics and utilization example of social media of the respondent. Second part has series of close-finished backhanded questions which depend on impact of social media in making buyer purchase an item and assumption from such media. The overview was directed online through friendly organizing locales and reactions of 150 social organizers were gathered. The instrument (questionnaire) was put over Google docs and the connection was shipped off clients to fill the instrument through different person to person communication locales like Facebook, Orkut, Twitter, LinkedIn, Hi5, Bebo and so forth. The respondents and others on various interpersonal interaction locales were likewise mentioned to post the connection from their profile. So the examining strategy utilized was non-likelihood comfort examining. We involved relapse investigation for testing of speculation. For visual portrayal of finding and results bar graphs, pie charts and tables etc. has been utilized.

Table 1.1 Profile of respondent:

Variable*	Classification	Total N (%)
Gender	Male	71
	Female	79
Age	Less than 18	0
	18-24	68
	25-39	72
	40-60	10

*at 95% the two variables are significantly different Analysis

Table 1.2: Motivation behind following a brand or joining a brand page

	variable	Total N (%)
Motivation to follow a Brand or Join a Brand name	Brand Invitation/ Advertising	68
	Friend’s Invitation	52
	Personal Research	32
	Loyalty towards the brand	44

The persuasive component for individuals joining/following a brand page/brand on informal communication stages change from one individual to another. The fundamental explanation fans come to join a brand page or brand following is through brand greeting/promoting followed by a companion greeting. The pursuit factor (individual Research) assumes a significant part, subsequently it is critical for brands to be found on the off chance that purchasers look for them. Brand faithfulness additionally assumes a part in inspiration towards brand following on the social organizing stages. Brand supporters are shoppers who will showcase a specific brand and talk decidedly about it among their companions/peers. This is free informal exchange promoting for the brands and is frequently extremely compelling. Long range interpersonal communication locales are another CRM (to get selective arrangements and offers, restrictive content) tool where the buyer needs to feel elite. The connection to mark is a vital inspiration to advocate the brands. Exhibiting appreciation for the brand, showing what you like, and supporting the Brand's qualities assume a functioning part in creating promotion. The longing to draw in with the brand either through exchange with the brand's delegates or with different shoppers arrives at a fascinating level.

Coefficients:a

Model	Unstandardized Coefficients		standardized Coefficients	t	sig
	B	Std Error	Beta		
1 (Constant)	-18.312	.000			
To get Information About Product Service	.622	.000	.979	.334	.739.
To Find Friends Review To Get Exclusive Offers To Interact With Brand	1.474	.000	2.629	-2.030.	.044.
	.679	.000	1.308	1.416	.159.
	-1.097	.000	-2.338	-2.030	.044

a. Dependent Variable: Buying Decision

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	15.0000	45.0000	32.0000	12.04159	5
Residual	.00000	.00000	.00000	.00000	5
Std. Predicted Value	-1.412	1.080	.000	1.000	5
Std. Residual	0

a. Dependent Variable: Buying Decision

Regression Analysis was performed where in Buying Decision - the motivation factor why individuals joined brand page or followed a brand was taken a dependent variable and the suggestions that make sense of why people follow a brand on person to person communication locales were taken as independent variables.

In a regression line, $y = a + bx$, b addresses the slope of the regression equation, y addresses the independent variable and x is the dependent variable. Only two factors are showing a positive slope. It shows that the independent variable "To get data about product/Service". Shows 0.62 variations on the dependent variable "Buying Decision ". Consequently it demonstrates the more the organizations ought to induce people to discuss their brands/products the more the Chances that consumer will get convinced towards the products/brands and will make purchasedecision likewise.

Findings:

There is basically no fluctuation among social media network users on the basis of gender .It has beenobserved that more younger people are taking via social media like anything and with a speed that wasnever before previously. It has likewise been tracked down that pretty much every social media users who were respondent for this situation use to go to mark pages to become familiar with the product/services, to find out about the restrictive offers, to track down the response of their companions and friend on the selected brands. The effectivity of social media as a marketing tool might be conceivable when association having their presence on social media give the substantial and opportune data required by the consumers. The primary way fans come to join/follow a brand page/brand on friendly organizing locales is through publicizing followed by a companion greeting. Purchasing Decision likewise assumes a significant part in inspiration towards brand following on the person to person communication stages. The longing to draw in with the brand either through discourse with thebrand's agents or with different purchasers (business to customer + consumer to shopper correspondence) prompts support and faithfulness towards the brand and such shopper begins filling in as a brand envoy of the item/administration. The brand following over the social organizing destinations is changed over into brand buy either through disconnected or internet purchasing channel assuming the advertising systems would be planned by remembering the insight and assumptions for the buyers.

Buyer explores with web search tools to find their item/administration and brand of interest. With more organizations are bound to assemble suppositions through their web-based network, read websites what's more, question the Twitter divert as early strides in the dynamic cycle. There is a hole between purchaser assumptions and genuine conveyance at interpersonal interaction sites; Purchasers wear not get the data opportune and enough. The inquiries are not being replied by the brand pages in the speculative time period of customer. The customers additionally do not see online entertainment networks overall and brand pages specifically as a complaint redressal stage. Since the brands are not immediately answer the issues raised by the customers.

CONCLUSION:

In conclusion, business today is being changed from a value-based relationship to a social relationship. It is currently more basic than any other time in recent memory that fruitful

organizations use Engagement. Advertising standards to get ready for effectively captivating their possibilities and clients previously, during and after their purchase cycle, and that the reason for this commitment is high-quality and relevant information Data which are requested by target market at a general setting of their decision (day in and day out and 365 days/year). Advertiser's responsibility is to give this data in such a way that you are seen in a positive light, make a positive brand and item notoriety, and are chosen as their image of decision. With the current development and size of person to person communication, we would even have the option to purchase items and administrations through the social medium. The medium is becoming exceptionally quick and holds tremendous potential however is as yet in its beginning stage in India. Along these lines, it is the ideal opportunity for the organizations to make powerful techniques and execute them to win bigger portion of business through this progressive medium and become the inventive firm of coming future.

Social media channels have a wonderful capacity to draw in clients with exceptionally concise proclamations, also, they can lead your possibilities and clients to important substance situated on your site. On the other hand, your site can urge guests to draw in with your organization by unmistakably connecting to your online entertainment channels. To achieve this objective the accompanying steps might be followed,

1. Change your website to supplement your Social Media Strategy.
 2. Recognize the Actions you believe that your Customers and Prospects should take
 3. Carry out your Conversations
 4. Give the Content your Visitors Want.
 5. Keep a predictable Communication Style
 6. Send Advertisements.
 7. Utilize your Web Properties to drive individuals to make the moves you are focusing on. To impact your possibilities and clients, your deals exertion should follow an interaction that spellbinds and changes your possibilities by carrying out these means, which should be basic piece of Social Media Marketing system.
- a) Develop the legitimate setting of your message
 - b) Create a suitable draw.
 - c) Create the legitimate substance that locks in
 - d) Provide an example offering
 - e) Ensure you follow-up.

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