

Identification and Study of Reasons for Social Media in India: An Empirical Analysis.

RENUKA BALV

Assistant Professor of Commerce, Government First Grade College-Nanjanagudu.

Abstract: *Technology has been played important role in every human life (Davis, 1989). The revolution in technology has changed the life style of the human life; starting from consumption behavior to decision making in international issues and challenges. Investment of computer system and internet is the landmark inventions have brought in paradigm shift in the purchasing behavior of people. At the same time, firms have also used computer techniques and internet to promote their products. Globalization, liberalization and privatization have also significantly contributed for paradigm shifts in selling and buying behaviors. Social media is one of the derivatives of technology and internet which has created platform for selling and buying.*

Keywords: *Social Media Marketing, Internet, Online Buying Mechanism*

Introduction:

Social media is the new platform for selling and buying the goods and services (Aaker, 1991). There are several functional forms of social media and these forms have been associated with seven important factors; identity, conversation, sharing, presence, relationship, reputation and groups (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011). Three important models have been developed and used to estimate the acceptance and use of new technology in predicting and explaining the impact of new technology on E-Commerce, E-marketing. One of the models is Technology acceptance model (TAM) developed by 'Davis in 1989-', Theory of reason action (TRA) has been developed to identify the facts affecting the behavior of customers in relation to the change of technology, however TRA model was basically used only for computer appliances related business. Therefore, TRA theory is not universally accepted Innovation diffusion Theory (IDT) has been developed to analyze the impact of use of information system & technology usage in different business. Matter of fact, technology has been significantly contributed for development of social media (Kim & Hyun, 2011).

Need for Social Media Marketing:

Campaign marketing through social media platforms is different from traditional marketing and is very essential in case of e-commerce. The need for social media is to fulfill following requirements (Tuten & Solomon, 2015):

- Establishing guidelines for Social Media.
- Marketing via social media means marketing directly to influencers — rather than consumers. And social influence marketing (SIM) needs to follow certain guidelines to make sure that purpose is achieved.
- Developing social influence marketing (SIM) guidelines for the whole website. It provides critical guidance for other members as well when they practice social influence marketing.
- Establishing clear objectives for social influence marketing efforts.
- Creating a roadmap for social influence marketing efforts to conduct research of competitors.
- Defining the metrics for success up front before executing the roadmap.
- Understanding the customer base — who talks to each other and who influences who (Rawata & Divekarb, 2014).

Internet and Social Media in India:

There are many pre-requisites for effectiveness of social media and one among them is use of smart phone with access to internet facility. In India, as per the World Bank study, during 2014 there were about 198 million people (16 percent of the population) use internet facilities. In the same period, there were about 140 million people (11 percent of population) use smart phones. During 2015, 'as per the information provided by we are social' There are about 134 million people (10 percent of the population) are active social media users in India, which is the considerably good number. In the same year there were 97 million people (8 percent of population) are active social media users accessing mobile.

Out of 134 million people those who are using social media, 68 million of male and 21 million of female have been using smart phones. 13 million of male and 4.1 million of female have been using featured phone. 6 million of male and 2.2 million of female have been using tablet. Hence, social media has become one of the powerful platforms to influence the attitude people.

Online Buying Mechanism:

There are three major social media based online buying platforms; plifkart, snapdeal and Amezone. Apart from these platforms one may directly purchase directly from the host of product or service provider or seller. In India, Plifkart and snapdeal are more active platforms. People as well as organizations and institutions do buy commodities by using plifkart and snapdeal. Amezone is not much popular in India like America. However it is increasing its share in India. To buy a service they directly contact the portal of the host of the service with the help of internet (Park, Kee, & Valenzuela, 2009). Accordingly, the products are buying by using social media platforms and services are buying directly from the

service provider by using internet. After studying the many conceptual and theoretical works, the functional form of online buying mechanism has prepared and presented in the following chart.



Reasons for Using Social Media:

There are seven reasons for use of social media; Identity, Conversation, Sharing, Presence, Relationship, Reputation and Groups. Each of these reasons has its close association with entering into and use of social media. The association of these reasons with social media has been briefly explained in the following section (Kaye, 2007).

Reputation and Social Media:

People always wish to improve their reputation. Especially, people with star value intend to have their own account (like twitter) to influence their followers and they also project their stand on public issues. And these people have been believed that their image their image will be improved on social media platform. Accordingly, people in general, wish to have their social media account and improve their reputation by expressing their opinion, taking their stand on public issues and many more. Therefore, reputation is one of the reasons for having social account.

Groups and Social Media:

Sending message, information, photos, and videos to any number of people is possible with social media account. On the social media platform, it is possible to create groups and send the message, information, photos, and videos to their group. Once the message, information, photos, and videos sent to this group, each member of this group will receive the message, information, photos, and videos. Therefore, social media is the powerful platform for group chatting, sharing and many more. Accordingly, group is also one of the reasons for having social media account.

Review of Literature:

Some of the previous studies have reviewed and presented in the following;

Nur Syakirah Ahmad and others in their paper entitled "Social Media and Consumering" have analyzed the impact of social media content marketing towards brand image. Authors have used secondary data for the analysis and used analytical methods. Authors found that the two way communication between companies and the consumers have been losing its relevance and social media filling this gap. Authors have suggested that the companies need to focus more on social media consumering mechanism to attract more consumers to engage with their brand (Nur Syakirah, Rosidah, & Mior, 2015).

Khairil Anwar Abu Kassim, Lawrence Arokiasamy, Mohd Hafzi Md Isa and Inta Osman in their paper "Automotive Consumerism towards Car Safety in Malaysia" have analysed consumers behavior towards car safety. Authors have used secondary data for the analysis and used techniques like descriptive statistics. Authors found that government policy has played significant role in car manufacturing, product planning and automotive consumer behavior for safer car purchasing intention. Authors have suggested that to adopt car safety in car manufacturing for better consumer safety improve the sale. Accordingly TPB model will be useful to answer the safety measures (khairil, Lawrence, Mohd, & Inta, 2016).

Research Gap:

In the above previous studies have tried to identify the tools of social media. Few studies have also tried to establish the relationship between social media and e-commerce. Most of the previous studies have discussed the issues with descriptive methods.

Objectives of the study:

1. To Build Social media awareness by exposing the brand to new people.
2. To Increase Size of Social Communities and Accurately Target Audiences.

Hypothesis:

Its brand along with the products and services while encouraging the audience and target market to engage with the business and its brand through comments, videos, images, and a range of other multi-media.

Methodology:

By using secondary data

Finding, Suggestions and Conclusion:**Finding:**

Social media awareness has identified that it improve customer relation , and built more connection of social networking.

Suggestions:

It is suggested that online and offline Social media marketing strategies and to promote the availability of the online forums for interaction with Adding Offline advertising should be used to complement the online media.

Conclusion:

The feedback shared on the review social media networking sites like Facebook, Twitter, LinkedIn, holidayiq.com & TripAdvisor ,Google+, is an opportunity to improve the service offering.

Reference:

- [1] Alma, P., Luniana, C., & Gheorghe, O. (2015). Social Media's Impact on Healthcare Services. *Procedia Economics and Finance* 27 , 646-651.
- [2] Belanche, C. F., & Hofacker, D. (2016). Eight Social Media Challenges for Marketing Managers. *Journal of Empirical Finance* , 73-80.
- [3] Correa, T., Hinsley, A. W., & De Zúñiga, H. G. (2010). Who Interacts on the Web? The Intersection of Users' Personality and Social Media Use. *Computers in Human Behavior*, 26(2) , 247–253.
- [4] khairil, A. A., Lawrence, A., Mohd, H., & Inta, o. (2016). Automotive Consumerism toward Car Safety in Malaysia. *Social and Behavioral Sciences* , 424-430.
- [5] Matthew Hawkins, A. a. (2016). Social Media and the Patient Experience. *Journal of the American college of Radiology* , 1615-1621.
- [6] Mirchevska, T. (2011). Emergence of the Social Consumer. *The Annals of the University of Petroşani, Economics* , 229-236.
- [7] Nur Syakirah, A., Rosidah, M., & Mior, H. M. (2015). Social Media Consumering. *Procedia Economics and Finance* , 331-336.
- [8] Sangar, K. (2012). Retrieved 2016, from Google: <http://www.slideshare.net/AngelKritiSangar/gucci-social-mediemarketingGucci> – Socialmediamarketing strategies using internet and social networking sites
- [9] Sturiale, L., & Scuderi, A. (2013). Evaluation of Social Media Actions for the Agrifood System. *Procedia Technology* , 200-208.