

# ROLE OF SOCIAL MEDIA & DIGITAL MARKETING IN SMALL AND MEDIUM SCALE ORGANISATION

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*Abstract:* The manufacturing industry is quick in studying changes in taste fashions of consumers and adjusting the production process and the production accordingly. In manufacturing sectors which are huge innovative. The manufacturing units play very important role in the Indian economy characterizes by vast and spread unemployment. Through this sector involving capital and short gestation period employment potential is very high. The Traditional marketing which only few could afford, Social media and digital marketing is open for all. It creates a level ground for SME's (Smart Manufacturing Experience) to compete with bigger players. There are avenues to advertise within any budget. The return on each advertising funds can be tracked and accordingly campaigns can be changed or altered. The campaign size and reach can be easily scaled up or cut down. The reach can be controlled according to the audience targeted. Whether the company want to market to a region, city or to a Global audience; they have complete control. It is also possible to track audience reaction through social media monitoring. Digital Marketing offers direct connect with customers. Manufacturers can get product feedback, sales leads, referrals, first reactions with the help of social media monitoring.

Manufacturing industry plays an important role in the global economy, so this study discuss about how the industry should continuously adapt to the digital trends. Organisations manage to create digital solutions to improve their sales, brand image and awareness. Starting from aggregators with 12 million users per month and finishing with small business sites that use conversion rate optimization to increase their performances, the entire online market fights to stand out in an Internet era in which, at this moment, there is one website per every 3 Internet users worldwide.

*Keywords:* Manufacturing industry, Campaigns, Create digital solutions, social media etc.

## I. INTRODUCTION

Manufacturing sectors has shown a high capacity of adapting to the requirements and modifications of international markets, actively contributing to the development of new jobs and being an important economic factor at global level. The development of digital business provides managers the necessary tools that allow their organizations to expand into new markets, enhance stakeholder's interaction and lower the costs. The most commonly used headings for promotion mix elements are advertising in social media, sales promotion, selling, public relations, direct marketing, and online marketing. A successful social media promotional strategy multiplies the sales presence, increases the effectiveness of the product, enlarge market by increasing activity in a wider geographic area.

### *Need of the study*

E-business models are now critical for any major organization. E-business requires a change from mass production to mass customization and from selling to relationship-building, developing a customer-centric management. E-business represents the digitalization of all the processes in the manufacturing sectors and hospitality industry that enable managers to maximize their organizations efficiency and effectiveness. Digitalization includes all e-business functions: e-commerce, e-management, e-marketing, e-finance, e-accounting, e-HRM, e-procurement, e-strategy and e-planning,

### *Objectives of the Study*

- ✓ To analyze the promotional strategies and to find out its impact on sales by using the social media in the business
- ✓ To know the brand image and customer response regarding the products of the company in the digital marketing

## II. REVIEW OF LITERATURE

*Hundal and Sandhu (1990)* argued that the buying behavior centers around planned decision making and expenditure on assets. The buying behavior is often influenced by the information seeking process. On the sample of 150 respondents belongs to various monthly income groups, the study concluded that the buying behavior was chiefly affected by the price of the various brands followed by the product features, after sales service like word of mouth, publicity registered a profound impact contrasted with the influence of advertising in the television.

*Namasivayam (1992)* studied the influence of socio economic factors such as age education, income on advertisement media and for preference toilets soaps. The major findings of the study were cinema was considered as the best medium by the consumers with low income education and age group. Television was considered as the best medium aged and high income group consumers preferred newspapers consumers above 51 years of age chose radio as suitable media for toilet soaps advertisements.

*Baker (2009)* stated that consumers learn about brands through social media.

*Harridge and Quinton (2012)* estimated that consumers generated more than 500 billion impressions about products and services through social media in 2011, approximately one quarter of the number of impressions create all forms of online advertising! Those earned media impressions help people learn about products.

## III. RESEARCH METHODOLOGY

A research methodology defines what the activity of the research is how to proceed. How to measure the progress and what constitute success.

### Research design

This study include the method of descriptive research is concerned with measuring and estimating two frequencies with which things occur or the degree of correlation or association between variables.

**Sample size:** In this study the sample size is 50

**Primary data:** The data were collected through survey method by using questionnaires from customers.

**Secondary data:** Secondary data were collected from company journals, company brochures, Internet Company related websites.

**Tools for analysis:** Simple Percentage Analysis

Simple percentages are used in making comparisons between two or more series of data. Percentage is used to describe relative terms the distribution of two or more series of data.

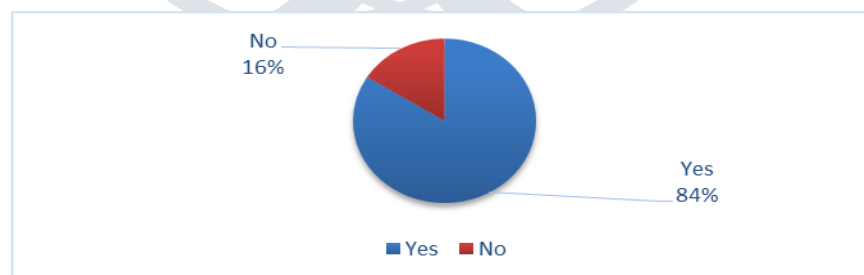
$$\text{Percentage of respondents} = \frac{\text{No. of Respondents}}{\text{Total Respondents}} * 100$$

## IV. DATA ANALYSIS AND INTERPRETATION

**Table & Chart: 1**

*Social media Promotional activities help to increase the sales.*

Promotional activities to increase sales	No. of Respondents	Percentage
Yes	42	84
No	8	16
Total	50	100

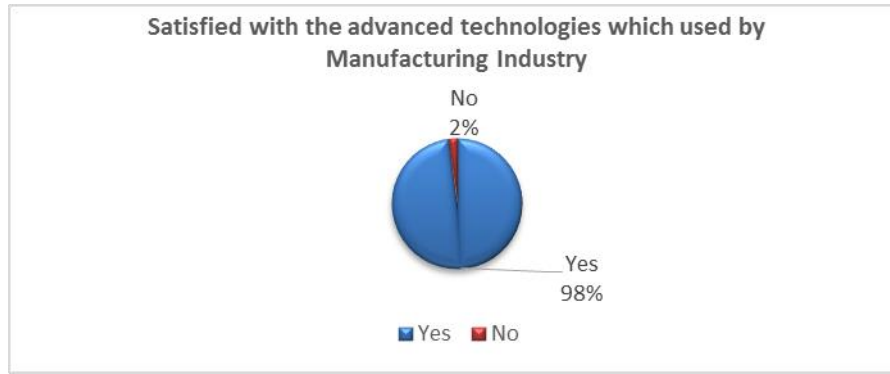


**Interpretation:** It is found from the survey that 84% of the respondents are agreeing with the statement social media promotional activities help to increase the sales and 16% are not agreed to this statement.

**Table & Chart: 2**

*Satisfied with the advanced technologies which used by Manufacturing Industry*

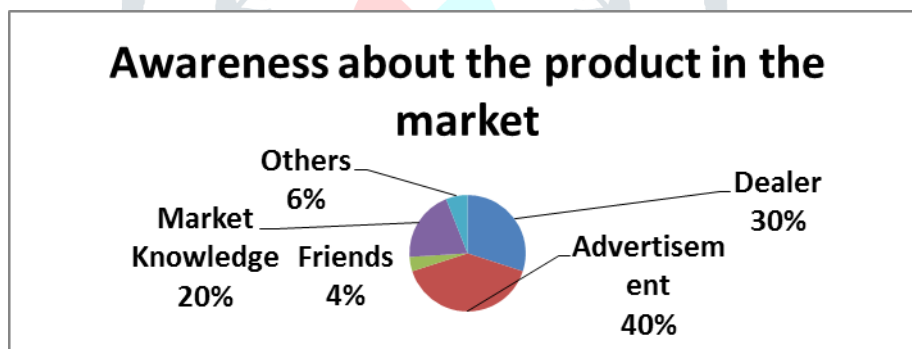
Particulars	No. of Respondents	Percentage
Yes	49	98
No	1	2
Total	50	100



**Interpretation:** It is observed from the survey that 98% of the customers are satisfied with the technologies which used by Manufacturing Industry and only 2% of the customers dissatisfied.

**Table & Chart: 3**  
*Awareness about the product in the market*

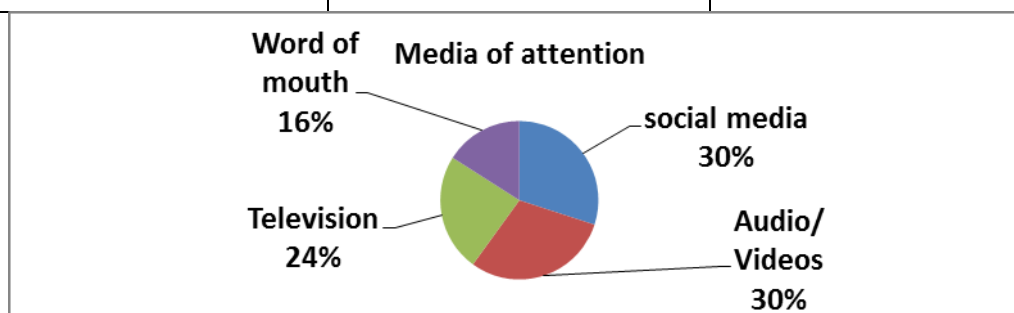
Awareness about the product	No of Respondents	Percentage
Dealer	15	30
Advertisement	20	40
Friends	2	4
Market Knowledge	10	20
Others	3	6
Total	50	100



**Interpretation:** It is observed from the survey that 40% through advertisement, 6% from others and 4% through friends.

**Table & Chart: 4**  
*Media of attention*

Media of attention	No. of Respondents	Percentage
Social media	15	30
Audio/videos	15	30
Television	12	24
Word of mouth	8	16
Total	50	100

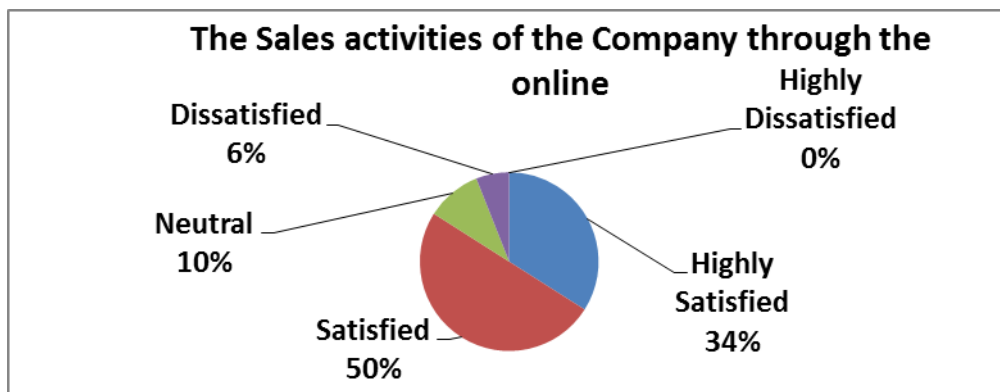


**Interpretation:** It is observed from the survey that social media and Audio/Videos get 30% of the customer’s attention and only 16% of the customers are got attention from word of mouth.

**Table & Chart: 5**

*The Sales activities of the company through the social media*

Sales activities of the company	No. of Respondents	Percentage
Highly Satisfied	17	34
Satisfied	25	50
Neutral	5	10
Dissatisfied	3	6
Highly Dissatisfied	0	0
Total	50	100

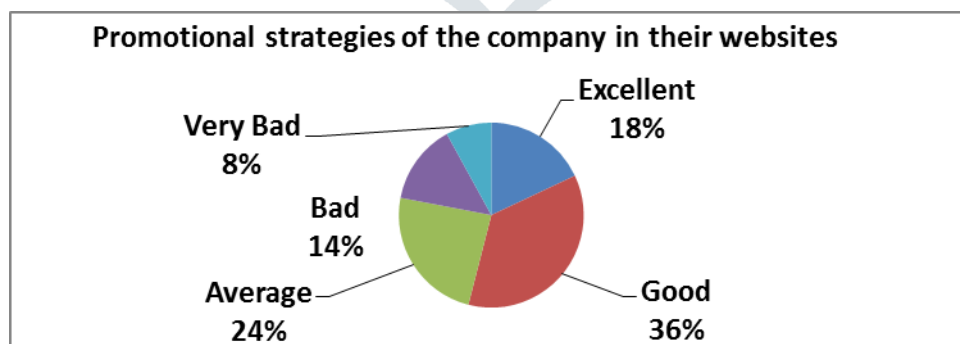


**Interpretation:** It is analyzed that the 'sales activities through online 84 % respondents are satisfied, and 6% dissatisfied.

**Table & Chart: 6**

*Promotional strategies of the company in their websites*

Promotional strategies of the company	No of Respondents	Percentage
Excellent	9	18
Good	18	36
Average	12	24
Bad	7	14
Very Bad	4	8
Total	50	100



**Interpretation:** It is found from the survey that the effectiveness of the promotional strategies of the company in their websites is excellent for 18% respondents and it is good for 36%, average for 24%, bad for 14% and very bad for 8% of the respondents.

## V. FINDINGS & CONCLUSIONS

In the era of Internet, manufacture sectors has brought ease of access, reduced costs, global spread opportunities and custom products and services, more and more customers are looking for a personalized experience through the advanced facilities which given by the company. Now there are more than 3 billion Internet users in the world, and approximately 1 billion websites and users of social media. This means that with a great management and a well balanced budget, any organization can reach a very big number of consumers through digital devices.

### Conclusion

The digitalization of industry leads to better performances in terms of efficiency and effectiveness the ratio Internet users live websites is almost 3:1, that means the competitively in the online market is extremely high. There is not enough anymore for an organization to be online, it must make itself visible and unique. The social media offers Industry an opportunity that can only be achieved through the online: the capacity to connect with more customers per month on only one platform. Judiciously managed, Social Media is a very good tool for awareness and interaction. Having a great return of investment rate, it can generate thousands of shares for a single post. Regarding on-page website management, conversion rate optimization represents a good solution for increasing online sales. The general design and the content provided should always be tested for improvement in order to continuously adapt and optimize the website. In manufacturing industry user generated social validation has a noticeable impact on consumer behavior.

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