

Factors and Determinants of Use of Social Media: An Empirical Analysis.

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Abstract:

Social media has become a platform that is easily accessible to anyone with internet access and proves out to be an inexpensive platform for the organization to implement marketing campaign. The present paper examines the factors that affecting the social media marketing. The present study is based on primary data collected from two districts of Karnataka namely; Bhadravathi and Shivamogga. Chi-square test applied to test the association between dimension and opinion. It has been found from the study that the awareness of people in Shivamogga about social media marketing is significantly high and at the same time profession also has significant association with awareness about social media marketing. Male consumers have better awareness about social media marketing compared to female. The use of social media for buying is significantly high in Shivamogga compared to Bhadravathi. There is no profession based variation and gender sensitivity in use of social media for buying. Hence, region, occupation and gender are the significant factors in determining the awareness about social media marketing and use of social media for online purchase has been significantly determined by region. Profession and gender are neutrol in determining the use of social media for buying. Therefore, while preparing the strategies for promotion and marketing of the product through social media, companies needs to concentrate on specific region and its specifications and dimensions.

Keywords: Social Media, Consumerism, Online Buying, Awareness

Introduction:

Social media has become a platform that is easily accessible to anyone with internet access and proves out to be an inexpensive platform for the organization to implement marketing campaign (Nur Syakirah, Rosidah, & Mior, 2015). Especially for e-commerce business, social media can increase communication for website and create brand awareness and if done correctly improve the positioning in market. Marketing through social media platforms, such as facebook and blogs, can be quick and powerful. Social media marketing programs usually centre on efforts to create content that attracts attention and encourages readers to share it with their social networks. This form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media (Rawata & Divekarb, 2014). Today social media has become powerful platform for online trading and e-commerce. Using social media, a company

can reach the large extent of customers. After the globalization social media has become powerful tool for marketing (Correa, Hinsley, & De Zúñiga, 2010)

Review of Literature:

Onur M. Gulbahar And Fazli Yildirim in the paper entitled “Marketing Efforts Related to Social Media Channels and Mobil Application Usage in Tourism: Case Study in Istanbul” have analyzed the social media platform for tourism development. According to authors, the first realized of all is the age differences as the Anatolian side is a rather new destination mainly started to emerge in the new millennium after Istanbul. the framework of social media and electronic communication usage such as webpage and mobile applications for the marketing and customs relationship management purpose of tourism sector in turkey which will enables acceleration to tourism companies in the manners of bench marketing road mapping for their future efforts (Onur & Yildirim, 2015).

Hossein Mohammadi in his paper “A Study of Model Banking Loyalty in Iran” has analyzed green banking issues. Author has used research models with secondary data for the analysis. Author found that “system compatibility” was found to be the main factor affecting users’ attitudes towards use of mobile banking. Resistance showed a significant negative effect on both ease of use and usefulness. Author has suggested that instead of exclusive focus on system development managers need to pay more attention to factors that are important from users’ perspectives, and consider the significance of human and social factors (Mahammad, 2015).

Gabrielle G. Groth and others in their paper entitled “Social Media and College Student Risk Behaviours” reviewed the social media marketing issues”. Authors have used secondary data for the analysis and used techniques like descriptive methods. Author found that the implications for prevention and intervention efforts are discussed as well as recommendations regarding future research in the area of social media and college student risk behaviors. Authors have suggested that social media has a role in college students’ health risk behaviors and the state of the literature warrants future research to better understand the links and how to intervene to promote healthier and safer behaviors (Gabrielle, Laura, & Jessica, 2016).

Methodology:

The present study is based on primary data collected from two districts of Karnataka namely; Bhadravathi and Shivamogga. Data collected from 90 customers from each district by giving equal weight. Questionnaire was used for enumeration of data. Questionnaire adopted two point scales. Raw data

processed and presented in the form of cross tabulation. Chi-square test applied to test the association between dimension and opinion. Association accepted or rejected at five percent level of significance.

Results and Discussion:

Awareness about social media marketing and attitudes of online buying have been analyzed in the following section. An attempt has made to examine the association of region (district) profession and gender with the opinion of respondents.

Table 1: District-wise Awareness about Social Media Marketing

(In Numbers and Percentage)

Opinion about Awareness			District		Total
			Shivamogga	Bhadravathi	
No	Count		24	42	66
	% within District		27%	47%	37%
Yes	Count		66	48	114
	% within District		73.0%	53%	63.0%
Total		Count	90	90	180
		% within District	100.0%	100.0%	100.0%
Chi-Square Value: 7.751			DF: 01	Sig: 0.005	

Source: Field study data computed by researcher.

Region is one of the factors which influence the awareness of people about social media marketing. Accordingly, the level of awareness has estimated and presented in the above table. It has found from the above table that in the study area, 63percent of people have awareness about social media marketing. The awareness about social media marketing in Shivamogga was 73percent and the awareness about social media marketing in Bhadravathi was 53 percent. It has been found from the chi-square analysis that there is association between regions and level of awareness at five percent level of significance. Therefore, the level of awareness about social media marketing is significantly high in Shivamogga compared to Bhadravathi.

Table 2: Profession-wise Awareness about Social Media Marketing**(In Numbers and Percentage)**

Opinion about Awareness			Profession			Total
			Officials	Business	Others	
No	Count	23	14	29	66	
	% within Profession	38%	23%	48%	37%	
Yes	Count	37	46	31	114	
	% within Profession	62%	77%	52%	63%	
Total		Count	60	60	60	180
		% within Profession	100.0%	100.0%	100.0%	100.0%
Chi-Square Value: 8.392			DF: 02		Sig: 0.015	

Source: Field study data computed by researcher.

Profession or occupation is also one of the factors which influence the awareness of people about social media marketing. Accordingly, the level of awareness has estimated and presented in the above table. It has found from the above table that the awareness about social media marketing among officials was 62 percent, the awareness about social media marketing among business people was 77percent and the awareness about social media marketing among others was 52 percent. It has been found from the chi-square analysis that there is association between profession and level of awareness at five percent level of significance. Therefore, the level of awareness about social media marketing is significantly high among business people compared to officials and others.

Table 3: Gender-wise Awareness about Social Media Marketing**(In Numbers and Percentage)**

Opinion about Awareness			Gender		Total
			Male	Female	
No	Count	26	40	66	
	% within Gender	29%	44%	37%	
Yes	Count	64	50	114	
	% within Gender	71%	56%	63%	
Total		Count	90	90	180
		% within Gender	100.0%	100.0%	100.0%
Chi-Square Value: 4.689			DF: 01	Sig: 0.030	

Source: Field study data computed by researcher.

Gender is also one of the factors which influence the awareness of people about social media marketing. Accordingly, the level of awareness has estimated and presented in the above table. It has found from the above table that the awareness of male about social media marketing was 71 percent and the awareness of female about social media marketing was 56 percent. It has been found from the chi-square analysis that there is association between gender and level of awareness at five percent level of significance. Therefore, the level of awareness about social media marketing is significantly high for male compared to female.

Table 4: District-wise Online Buying Attitude

(In Numbers and Percentage)

Opinion about Online Buying		District		Total
		Shivamogga	Bhadravathi	
No	Count	64	76	140
	% within District	71%	84%	78%
Yes	Count	26	14	40
	% within District	29%	16%	22%
Total	Count	90	90	180
	% within District	100.0%	100.0%	100.0%
Chi-Square Value: 4.629		DF: 1	Sig: 0.031	

Source: Field study data computed by researcher.

Use of social media for buying is differs based on the features of the regions. Accordingly, the level of use of use of social media for buying has estimated and presented in the above table. It has found from the above table that in the study area, 22 percent of people have been using social media for buying. The use of social media for buying in Shivamogga was 28 Percent and the use of social media for buying in Bhadravathi was 16 percent. It has been found from the chi-square analysis that there is association between regions and level of use of social media for buying at five percent level of significance. Therefore, the level of use of social media for buying is significantly high in Shivamogga compared to Bhadravathi.

Table 5: Profession-wise Online Buying Attitude**(In Numbers and Percentage)**

Opinion about Online Buying			Profession			Total
			Officials	Business	Others	
No	Count	47	43	50	140	
	% within Profession	78%	72%	83%	78%	
Yes	Count	13	17	10	40	
	% within Profession	22%	28%	17%	22%	
Total	Count	60	60	60	180	
	% within Profession	100.0%	100.0%	100.0%	100.0%	
Chi-Square Value: 2.379			DF: 02		Sig: 0.304	

Source: Field study data computed by researcher.

Use of social media for buying is also determined by profession of the people. Accordingly, the level of use of social media for buying has estimated and presented in the above table. It has found from the above table that the use of social media for buying among officials was 22 percent, use of social media for buying among business people was 28 percent and the use of social media for buying by others was 17 percent. It has been found from the chi-square analysis that there is no association between profession and level of use of social media for buying at five percent level of significance. Therefore, the level of use of social media marketing is significantly differs based on profession of the people.

Conclusion:

The present study examined the awareness of people and their attitude towards the use of social media for buying the goods and services through online. It has been found from the study that the awareness of people in Shivamogga about social media marketing is significantly high and at the same time profession also has significant association with awareness about social media marketing. Male consumers have better awareness about social media marketing compared to female. The use of social media for buying is significantly high in Shivamogga compared to Bhadravathi. There is no profession based variation and gender sensitivity in use of social media for buying. Hence, region, occupation and gender are the significant factors in determining the awareness about social media marketing and use of social media for online purchase has been significantly determined by region. Profession and gender are neutrol in determining the use of social media for buying. Therefore, while preparing the strategies for promotion and

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