

ANALYZING THE ROLE OF SOCIAL MEDIA MARKETING ON STUDENTS: WITH REFERENCE TO BANGALORE CITY

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ABSTRACT

Social media is a phenomenon that has become an important aspect in marketing mix and revolutionizing the way companies interact with customers. It is a new research field and a quick literature scan reveals that not many studies exist. Nevertheless, these few existing studies without scientific evidence with industry data, have rushed to conclude that the emergence of social media has led to the demise of the traditional advertising mainstream media.

KEYWORDS: Marketing, business, social, media, networking, customer.

INTRODUCTION

To consider social media as a marketing tool a retailer must understand every aspect of it. Social media cannot be understood without first defining Web 2.0: a term that describes a new way in which end users use the World Wide Web, a place where content is continuously altered by all operators in a sharing and collaborative way. Social media has become prominent in the 21st century. Companies are persistently looking for ways to utilize this new platform within their marketing strategies to increase business growth. Advertising on Social Networking Sites The best use out of social networks is not to make money directly off them, but to harness their marketing potential and to use them to market your own business.

LITERATURE REVIEW

Silva et.al. (2017) conducted a survey on “Advertising on social networking sites” with the objective of ascertaining the effectiveness of users towards advertisement messages. It also aimed at assessing the influence of social networking sites on the consumer buying behaviour. An amount of 39% increase in advertising spends on Social networking sites have been forecasted for 2016. Results from the analysis indicated that social media is a very important tool for networking among youngsters.

Hindshaw, (2016) has studied on “Effectiveness of advertisement in social networking sites” with aim to measure both the positive and negative aspects of advertisements. He concluded that the advertisement creators must concentrate more on the information and social aspects in any advertising and must avoid harm products. A questionnaire measuring motivation, knowledge and effectiveness of advertisements

Bashar et.al., (2016) have done an empirical research to understand the effectiveness of social networking sites as a marketing tool and an effort has been made to analyze the extent social networking sites helps consumers in buying decision making. Results of paper suggested that the medium is growing very fast and holds huge potential but is still in its nascent stage in India. Therefore, it is time for the companies to make effective strategies and execute them to win a larger share of business through this revolutionary medium and become the innovative firm of the coming future.

Rust, Moorman, and Bhalla (2016) discuss how the marketing approach has changed. It used to be about persuading consumers to buy products by “bombarding” customers with numerous advertisements. Today, marketing is about building relationships and trust through effective two-way communications (e.g., talk

about something that customers are interested in), and creating products that will help to solve customers' problems.

Woessner (2015) suggests as key elements of an effective post. It should also be informative to satisfy the customers' need for information and experts' opinions. Effective contents should be able to elicit call-to-actions from the audience (conversion) so that by the end of this process, fans/followers will place an order, subscribe newsletter, or participate on online surveys. In the offline community, managers/executives should share their expertise with their community by volunteering as a guest speaker in the local community, which will help to attract more followers or fans and to strengthen their connection with the community. As was discussed previously, it is important to maintain the content relevancy within customers' main interests and to not overwhelm the customers with too many posts/messages, which is really important in keeping customers engaged.

METHODOLOGY

The following sections detail the research design, the participants of the study, and the methods and procedures to conduct the study.

RESEARCH DESIGN

In order to determine the impact of social media marketing on individuals' attitudes and perceptions, a descriptive correlational survey method was used. This method was used to assess the demographic profiles, such as sex and age, of each of the participants, along with their social media use.

DATA COLLECTION

The primary data collection technique used in this study are survey research. After each respondent was selected, they were each given a different time slot to come into the facility at NOVA Community College and complete the survey questionnaire. There were 2 participants appointed in each session.

DATA ANALYSIS

After retrieval of the completed questionnaires, responses were tabulated and the results were compiled. The results were analyzed to uncover factors or social behaviors toward social media marketing. The study used descriptive analysis to understand the impact of social media marketing on participants' attitudes and perceptions. Observations were made using the compiled results from the survey.

Gender and age of respondents

From the results of the questionnaire, most of the respondents were young females. From the total 20 respondents, 11 were females (55%) whereas 9 were males (45%). Of those percentages, the survey revealed that 70% of the respondents were under the age of 25, predominantly female. The other 30% of the respondents were above the age of 25. Table 1 shows the gender distribution of participants in the study. Figure 1 shows the age of the participants.

Table 1.1: Gender of Respondents

Gender	# of Respondents	% of Respondents
Female	11	55
Male	9	45

Total	20	100
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Social media usage

All of the respondents have a social media account, confirming the assumption that everyone is engaged in some sort of social media. From the 20 respondents in the study, 70% have three or more social media accounts, whereas the other 30% has at least one social media account. In Figure 1 the analysis of social media platforms that are used by the respondents is shown. Since most of the respondents use more than one social media platform, the percentages are reflected differently.

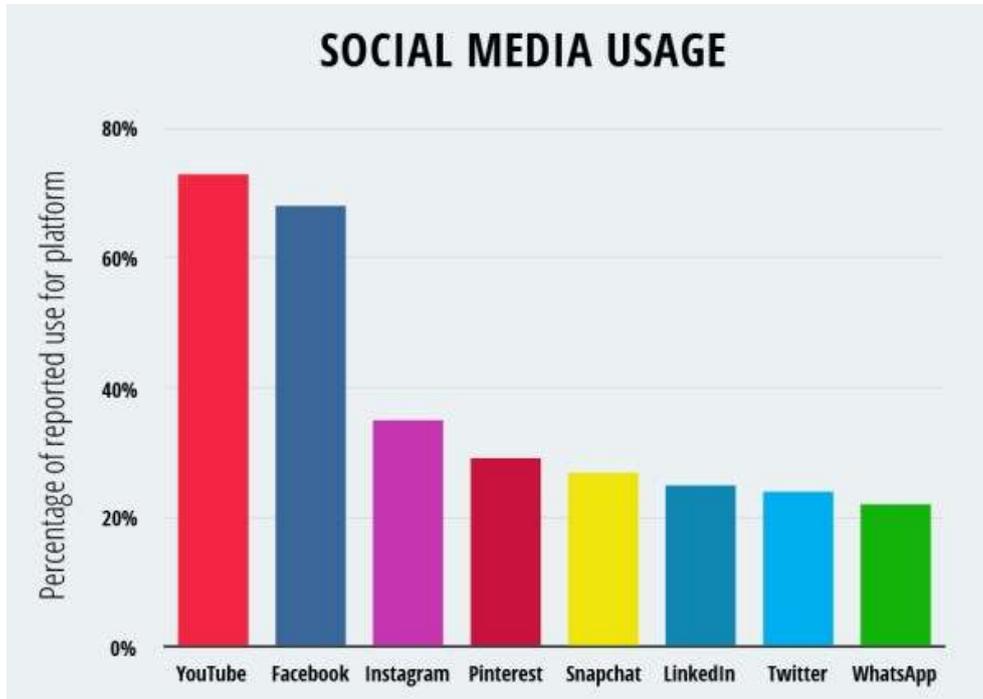


Figure 1.1: Social Media Platforms Used by Respondent

Time Spent on Social Media

The respondents reported how often they use social media and the amount of time they spend on social media per day. Results show that 95% of the respondents noted that they connect every day to a social media platform. The other 5% of participants reported connecting to a social media platform once a week (Figure 2). Of the 95% that connect every day, 63%, reported that they spend 3 or more hours a day on social media periodically.

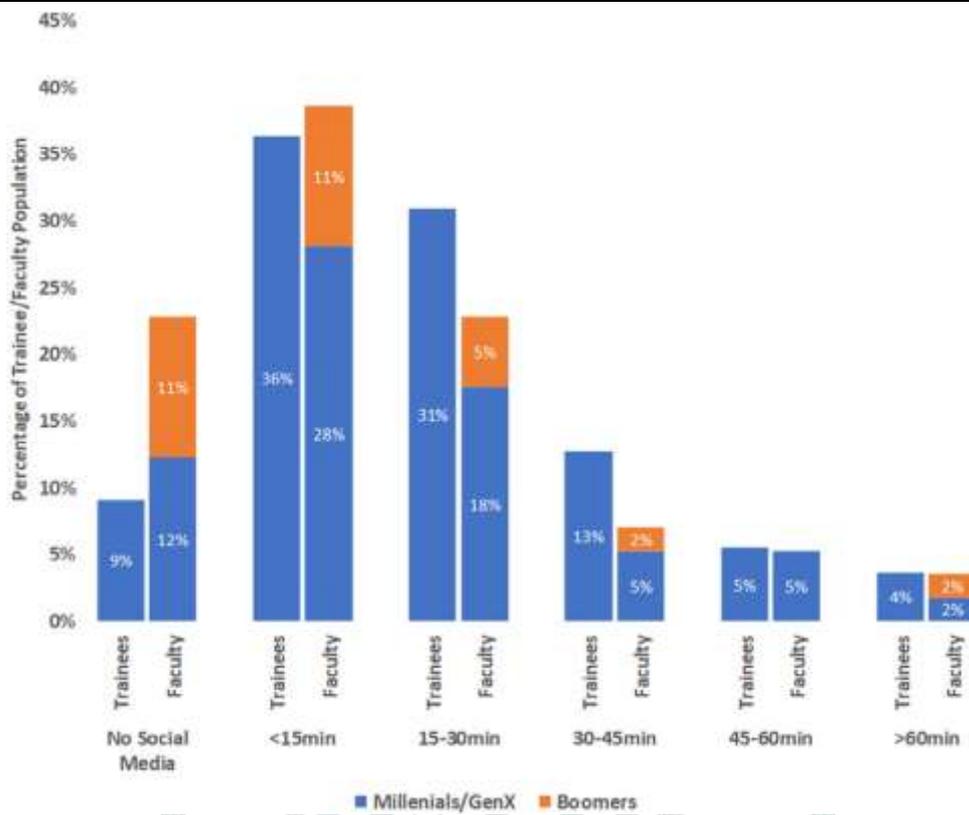


Figure 1.2: Time Spent on Social Media Platforms According to Respondents

Descriptive Analysis

The participants were asked to rate what are the important factors for a business using social media on a scale of 1 to 5, with 1 being the most important and 5 being the least important. The variables in this rating question include consistency of posts, type of content, customer engagement, online promotions and timing of posts. A descriptive analysis was conducted after tabulating the results of the question, specifically focusing on the most important and the least important. The least important factor was the timing of posts and the most important factor was customer engagement.

Social Media Marketing

Results show that 55% of the respondents post about products or services a business offers while the other 45% of the respondents do not. Although the participants may or may not post about the products or services a business is offering, 95% of the respondents believe that a business will receive better results when it comes to customer loyalty and profits if social media is integrated into marketing. Since social media is integrated into everyday life, it is important for businesses to utilize this avenue of marketing. The results also show that 75% of the respondents believe that social media is the best way to reach a business's targeted audience, whereas the other 25% believe that there are other useful ways to reach a target market.

Social Media Activities

Since new technologies have been dominated by social media, businesses have decided to expand their horizons by joining this social movement. Businesses have set up their profiles online in hopes of attracting members in the online community. Out of the 20 participants in this study, results show that 80% of the respondents follow a business on social media. Results show that out of the other 20% that do not follow a business on social media, less than 5% (1 of 4) keep up to date with sales and promotion.

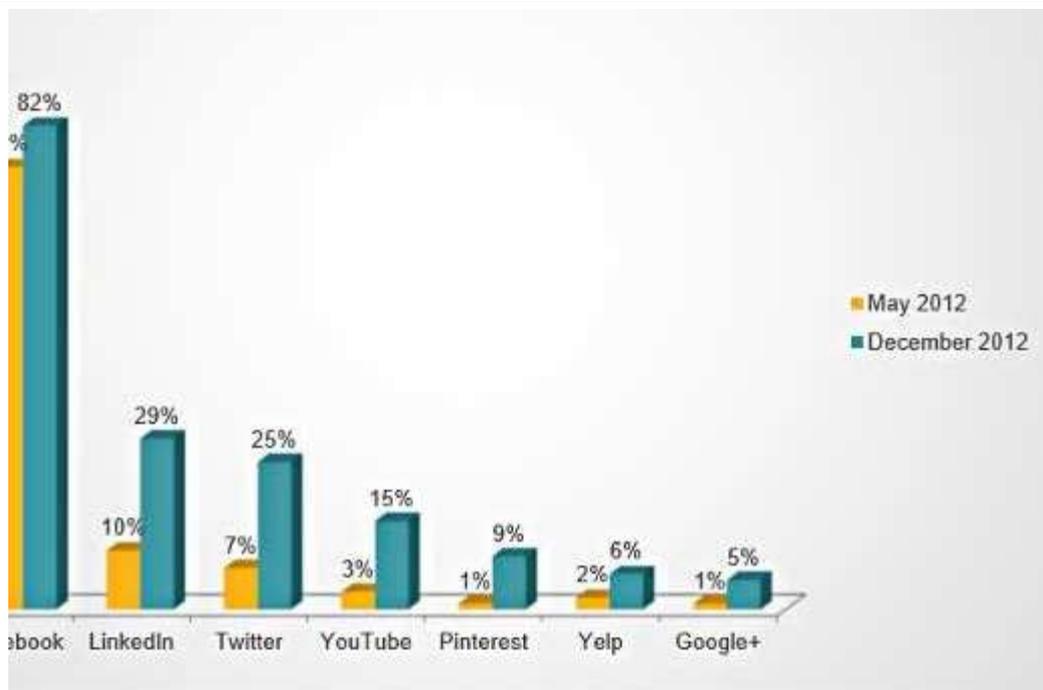


Figure 1.3: Respondents Following a Business on Social Media

Responses to the questionnaire with 20 participants from NOVA Community that 95% of the participants use social media platforms on a daily basis. The most used social media platforms are Facebook and Snapchat with 22.7% of participants having an account on these platforms, and 70% of participants indicating using more than 3 social media platforms. The results showed that 55% of the respondents say that online visibility would affect their purchase. The most important factor for a business using social media was customer engagement and the least important factor was the timing of posts. The questionnaire also revealed that only 55% of the respondents post about products or services of a business.

CONCLUSION

The observations from the responses to a questionnaire from a sample population show that businesses that have a social media presence have the potential to essentially affect business revenue. While some participants do not actively participate in all of the business propagandas that are extended to them via social media, a high percentage of participants notice their efforts and take advantage of the opportunities that are beneficial to them. Businesses should partake in social media marketing for a number of reasons. Some of the reasons may include online exposure, brand awareness, customer-to-business communication, valuable feedback, and the ability to see what customers, prospects, peers, and competitors are saying. The findings of this study revealed that social media not only provides direct interaction with customers, but it also rewards businesses with customer loyalty.

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