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A Role on Social Media in Digital Marketing Special Reference with Facebook

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Abstract

In today's world everything is digitalized. Internet users are also growing faster in India. Business organizations are adopting Digital Marketing strategies to reach their customers to ensure the success in their business. In this article researcher want to study the role of the digital Marketing on purchase decision. Researcher used descriptive research for conducting the study. Primary and secondary data are used to collect the data. Well-structured questionnaire was prepared with the objectives in mind and distributed among 120 respondent in Karur. Frequency analysis, chi-square test, one way anova and factor analysis are used for analyzing the data with the help of the statistical package SPSS 20.0. The major findings are age and occupations of the respondent have significant association with frequency of online purchase. Opinion of the women on convincing ability of Digital Marketing is different among the different among the age, education and income of the respondents. The 8 factor extracted out of 19 variable to study role on Digital Marketing with their variance are Information Facilitator (12.3%), Frustration(11.8%), Ease of Information(10.1%), Convincing Ability(9.0%), Brand Awareness(8.8%), Offers and Discounts(8.3%), Compare Online (6.9%) and Switching (6.8%).

INTRODUCTION

In the recent years there is a huge growth in the digital space. The growth in number of internet users is phenomenal. Number of internet users in India has increased from 483 million on 2018 to 566 million on 2019. This means that products and brands have new audience to marketing their product in innovative way (VikasChawla, 2019).

Most popular Digital Marketing channels are Google search ads, Facebook ads, Instagram ads, Twitter ads, Youtube ads, video ads, In-Game ads and Gmail ads.

Digital Marketing

Digital marketing is also called as a online marketing. Digital marketing is process of promoting the brands to the potential customers through internet and other digital communication mode (mailchimp.com).

Digital marketing is the component of marketing using the internet and online based digital technologies such as computer, smart phone and other digital media to promote the product to the customer (Financial Time). Digital marketing uses mobile, internet, social media, search engine and other digital media to reach the customer (Investopedia)

Digital Marketing in India

Digital marketing is booming in India contribute Rs. 13,683 crore in 2019. The growth of the digital marketing from 2018 to 2019 is given by 26% compare to the overall advertising growth 9.4%. The expected growth for the digital marketing on 2020 is 27% and will reach Rs. 17,000 crore mark. India reaches 700 internet users mark in 2020. It is expected to reach 970 million internet users in 2025. So India is huge potential market for the online market.

Types of Digital Marketing

1. Search Engine Optimization: this is the art and science of developing web pages in such a way that search engines are attracted towards the web page. Important features to develop attractive web pages are content quality, engagement of user, mobile friendliness, quality of the links and number of links.
2. Content Marketing: Strength of this marketing is to deliver the relevant and valuable information to the target customer. Main features of the content marketing are entertaining and helpful information, huge manpower for content development and understand the value of contents.
3. Social Media Marketing: Direct purchase is the objective of the social media marketing. It contains build in engagement metrics, which is useful for the user of social media according to their interest and wishes.
4. Marketing Automation: It uses the software to use digital marketing technology to improve the relativeness and effectiveness of the advertisements. Understanding the customer and personalized content is the main feature of the marketing automation.

Benefits of Digital Marketing

- Digital marketing covers a broad geographic reach
- Digital marketing is cost effective compare to other traditional advertising methods.
- Digital Marketing facilitates the quantifiable result
- Personalization of the advertisement is easier for the Digital Marketing compare to other advertisement channels.
- In digital marketing there are more bonding between the brand and customer

Size of the Indian Advertisement Industry

- Television size is Rs 427 billion with compound annual growth rate 24%
- Filmed entertainment size is Rs. 153 billion with compound annual growth rate 18%
- Print media size is Rs. 198 billion with compound annual growth rate 12%
- Radio size 12 billion with compound annual growth rate 32%
- Music size 7400 million with compound annual growth rate 1%
- Live entertainment 18000 million with compound annual growth rate 18%
- Out of home advertisement size 17000 million with compound annual growth rate 14%
- Internet advertising size 7.5 billion with compound annual growth rate 50%

Indian Advertising agency at a glance in 2019-2020

- Overall advertising industry bagged Rs. 61878 crore in 2018 and expected to grow at the faster rate in upcoming years.
- Projected market size of Rs. 85250 crore in the year 2020 with compound annual growth rate of 10.62%.
- Digital advertising witnessed 26% annual growth in 2019 as compared overall advertising growth 9.4% as per the latest industrial report.
- Digital advertising contribute Rs.13683 crore in the year 2019
- Projection shows that digital advertising will grow 27% in upcoming year with projected contribution Rs.17377 crore in 2020
- It will cross Rs. 50000 crore mark in the year 2025 with the annual growth rate 27.4%

Advertisement Media Share

- 70% of the market share of advertisement media is bagged by the television and printed media.
- Net to television and printed media, digital media constitute maximum share with 17% market share. This expected to contribute 20% market share in the year 2019 and 29% market share in the year 2021.

This is due to the shifting of the traditional to digital media as the technological advancement happening at the faster phase.

REVIEW OF LITERATURE

Dr.TabithaDurai and Ms.Rachel King (2015) tested 20 variables that impact of digital marketing on the growth of consumerism with the help of factor analysis and determine the 4 predominant factors. The four factors are consumer expectation (12 Variables), Functionality factor (4 variables), Marketingfactors (2 variables) and service factors (2 variables). According to researchers has suggested the companies to consider these 4 factors to frame the suitable strategy for the digital marketing activities.

EnruEnginkaya and DilaysuCinar (2014) have conducted a study on impact of digital advertising on consumer purchase decision. According to the researcher consumers use Digital Marketing as informative tool and some time they feel ads are annoying and distracting. Gender, age and income of the consumer significantly influence the attitude of the consumer towards the digital ads. Results shows that female consumers are influenced more by the Digital Marketing in making purchase decision than male consumer.

Amira M. Omar and NermineAtteya (2020) have studied the impact of digital marketing on consumer buying decision process in the Egyptian Market. Result shows that email has positive impact on the information search and post purchase activity and negative impact on consumer decision during the purchase decision process. Mobile as a digital marketing channels have negative impact on all the stages of the buying decision process.

M.K Ganeshan and Dr.C.Vethirajan (2020) have analyzed emerging trends in digital marketing in India. According to the researchers web search is effective in locating the merchants in a particular location. Mobile marketing techniques are most effective and essential in digital marketing. Emergence of online networks like Facebook and Whatsapp are open door for the marketer to reach the clients in effective way.

Lamin B. Ceesay and Lang Sanyang (2018) have studied the impact of the digital media advertising on Consumer Behavioral Intention towards the Fashion and Luxury Brands: Case in Gambia. Result of the study found that the content, trust of the advertiser among the consumer, and entertaining aspect of the Digital Marketing highly significant towards the behavior of the consumer towards the brands in Gambia. Researcher suggested that the digital marketing should be integrated with the offline, brick and motor store to enable the consumer to access to the physical preference of the brand.

Digital media greatly influence the advertising industry with the innovative way of advertising subside the traditional way of advertisement. Internet advertisement move from the simple way of displaying the ads to likes of viral video and social networking (Karen L.Mallia, Kasey Windels, 2013)

OBJECTIVES OF THE STUDY

- To study the impact of the digital Marketing consumers buying decision.
- To analyze the relationship between the demographic variables and impact of Digital Marketing on buying decision and price of the product online.
- To identify the association of the demographic variables on frequency of online purchase.
- To reduce the variables to study role on Digital Marketing into factors using factor analysis.

RESEARCH METHODOLOGY

The study describes the characteristics of the women using the Digital Marketing for purchase decision. Hence the research type applied for the study is descriptive research study. The data required for study are both primary data and secondary data collection methods. The secondary data are collected from the various journals, articles published in the internet, books etc. The primary data collected through well-structured

questionnaire from the women having exposure to the digital advertisement. The sample space for the data is women have exposure to Digital Marketing in Karur. The sampling technique applied for the study is convenient sampling technique. Researcher has prepared structured questionnaire with objective of the study in mind and distributed among 120 respondents living in Karur to collect the data. The collected data is entered in the statistical package SPSS 20 for analyzing the data. The statistical techniques used for analyzing the data are frequency analysis, one way anova, chi-square test and factor analysis.

RESULTS AND DISCUSSION

Table 1 Demographic Characteristics of the respondent

Variables	Frequency	Percentage
Age		
15 – 25 Years	48	40.0
26 – 40 Years	45	37.5
41 – 55 Years	18	15.0
56 and above	9	7.5
Total	120	100.0
Marital Status		
Single	32	26.7
Married	88	73.3
Total	120	100.0
Education		
Illiterate	12	10.0
School Level	38	31.7
Diploma	15	12.5
UG	41	34.2
PG	12	10.0
Doctorate	2	1.7
Total	120	100.0
Occupation		
Student	31	25.8
Homemaker	35	29.2
Private Employee	32	26.7
Government Employee	14	11.7
Entrepreneur	8	6.7
Total	120	100.0
Monthly Income		
Up to ₹ 15000	34	28.3
₹ 15001 - ₹ 25000	45	37.5
₹ 25001 - ₹ 35000	24	20.0
₹ 35001 - ₹ 45000	12	10.0
Above ₹ 45000	5	4.2
Total	120	100.0
Frequency of online purchase		
Rarely	15	12.5

Occasionally	38	31.7
Often	49	40.8
Frequently	18	15.0
Total	120	100.0

Among the 120 respondents considered for the study 40% are belongs to the age 15-25 years and 37.5% are 26 – 40 years. 15% and 7.5% of the respondents are belongs to the age category 41 – 55 Years and 56 and above respectively. 73.3% of the respondents are married and remaining 26.7% of the respondents are single. About 34.2% of the respondents are under graduates, 31.7% of the respondent's educations are school level and 12.5% of the respondents are diploma holders. 10%, 10% and 1.7% of the respondents illiterate, completed post graduate and doctorate respectively. 29.2% of the respondents are homemaker, 26.7% of the respondents are private employee, 25.8% are students, 11.7% are government employee and only 6.7% of the respondents are entrepreneur. 37.5% of the respondents are earning ₹ 15001 - ₹ 25000, 28.3% of the respondents earn up to ₹ 15000. 20%, 10% and 4.2% of the respondents earn ₹ 25001 - ₹ 35000, ₹ 35001 - ₹ 45000 and above ₹ 45000 respectively.

Chi-Square Test

Hypothesis 1: There is no significant association between the demographic variable and frequency of Purchase

Table 2 Chi-Square test between demographic variable and frequency of Purchase

Row Variable	Column Variable	Value	Df	Asymp. Sig. (2-sided)	Hypothesis
Age	Frequency of online purchase	18.854 ^a	9	.220	Accepted
Education		29.413 ^a	15	.003	Rejected
Occupation		14.774 ^a	12	.254	Accepted
Income		7.999 ^a	12	.046	Rejected

Result of the chi-square test suggests that age and occupation of the respondent have significant association with frequency of online purchase. On the other hand education and income of the respondent have significant association with the frequency of the online purchase. It shows that women with better education have well awareness about online portal, application, products and offers available online. It is may also be inferred that women with better income affordable to purchase the products online.

ANOVA

Hypothesis 2: There is no significant difference between the demographic variable and Digital Marketing convince to buy.

Table 3 One way Anova between demographic variable and Digital Marketing convince to buy

Demographic Variables		Digital Marketing convinces to buy					Hypothesis
		Sum of Squares	Df	Mean Square	F	Sig.	
Age	Between Groups	17.5	4	4.4	2.7	0.03	Rejected
	Within Groups	183.6	115	1.6			
	Total	201.1	119				
Marital Status	Between Groups	4.9	3	1.6	1.9	0.13	Accepted
	Within Groups	98	116	0.8			
	Total	102.9	119				
Education	Between Groups	19.4	2	9.7	6.2	0.00	Rejected
	Within Groups	181.8	117	1.6			
	Total	201.1	119				
Occupation	Between Groups	1.7	3	0.6	0.5	0.67	Accepted
	Within Groups	129.4	116	1.1			
	Total	131.2	119				
Monthly income	Between Groups	2.1	4	0.5	3.5	0.01	Rejected
	Within Groups	17.1	115	0.1			
	Total	19.2	119				

Convicting ability of the Digital Marketing to buy the product varying with respect to the age, education and monthly income category of the women considered for the study. This result indicates that opinion of the women on convincing ability of Digital Marketing different among the different among the age, education and income of the respondents. On the other hand opinion of the women towards the convincing ability of the Digital Marketing to buy is same among marital status and different occupation in Karur.

Factor Analysis

Table 4.1 KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.563
Bartlett's Test of Sphericity	Approx. Chi-Square	502.240
	Df	171
	Sig.	.000

Kaiser-Meyer-Olkin Measure of Sampling Adequacy value (0.563) is greater than 0.5. This indicates that factor analysis is suitable for reducing the 16 variable in to the 8 factors.

Chi-Square value 502.240 and significant value 0.000 of Bartlett's Test of Sphericity indicates that there are significant association among the various factors related to the attitude of the women with respect to the

digital ads. Hence the factor analysis is applicable to reduce the dimensions using principle component analysis.

Table 4.2 Communalities with Loadings

Communalities		
	Initial	Extraction
IDAW 1	1.000	.720
IDAW 2	1.000	.849
IDAW 3	1.000	.791
IDAW 4	1.000	.494
IDAW 5	1.000	.741
IDAW 6	1.000	.772
IDAW 7	1.000	.695
IDAW 8	1.000	.598
IDAW 9	1.000	.754
IDAW 10	1.000	.762
IDAW 11	1.000	.705
IDAW 12	1.000	.728
IDAW 13	1.000	.748
IDAW 14	1.000	.803
IDAW 15	1.000	.804
IDAW 16	1.000	.805
IDAW 17	1.000	.856
IDAW 18	1.000	.757
IDAW 19	1.000	.693
Extraction Method: Principal Component Analysis.		

Communalities of the 19 factor that creates an impact of digital marketing on women is given in the above table. The communalities vary from 49.4% to 85.6.

Table 4.3 Total Variance and Eigen Values

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.0	20.8	20.8	4.0	20.8	20.8	2.3	12.3	12.3
2	2.2	11.6	32.5	2.2	11.6	32.5	2.2	11.8	24.1
3	1.8	9.5	41.9	1.8	9.5	41.9	1.9	10.1	34.2
4	1.5	8.0	49.9	1.5	8.0	49.9	1.7	9.0	43.3
5	1.4	7.2	57.1	1.4	7.2	57.1	1.7	8.8	52.1
6	1.1	5.8	62.9	1.1	5.8	62.9	1.6	8.3	60.4
7	1.1	5.7	68.6	1.1	5.7	68.6	1.3	6.9	67.3
8	1.0	5.4	74.1	1.0	5.4	74.1	1.3	6.8	74.1
9	1.0	5.1	79.2						

10	0.7	3.9	83.1						
11	0.7	3.6	86.7						
12	0.5	2.9	89.6						
13	0.4	2.2	91.8						
14	0.4	2.1	93.9						
15	0.4	1.9	95.9						
16	0.3	1.8	97.6						
17	0.3	1.5	99.1						
18	0.2	0.9	100						
19	0.0	0.0	100						
Extraction Method: Principal Component Analysis.									

Among 19 variables, factors with Eigen Value greater than 1 are considered for the dimension reduction using principle component analysis. 8 factors have Eigen value greater than 1 and have explained total variance 74.1. The cumulative variance explained by 8 factors are 12.3%, 24.1%, 34.2%, 43.3%, 52.1%, 60.4%, 67.3% and 74.1% respectively.

Table 4.4 Rotated Component Matrix

Rotated Component Matrix ^a								
	Component							
	1	2	3	4	5	6	7	8
IDAW 6	0.859							
IDAW 7	0.778							
IDAW 8	0.413						0.432	
IDAW 13		0.812						
IDAW 11		0.685						
IDAW 12		0.654						
IDAW 10		0.64						
IDAW 9			0.789					
IDAW 5			0.775					
IDAW 1	0.501		0.662					
IDAW 17				-0.9				
IDAW 14				0.775				
IDAW 3					0.823			
IDAW 2					0.816			
IDAW 15						-0.8		
IDAW 18						0.774		
IDAW 4						0.526		
IDAW 19							-0.82	
IDAW 16								0.85
Extraction Method: Principal Component Analysis.								
Rotation Method: Varimax with Kaiser Normalization.								

Before rotation component matrix is not interpretable. The rotation method used for the analysis is Varimax with Kaiser Normalization. After 7 rotations component variables are grouped. 19 variables considered for the study are grouped in to the 8 factors.

Table 4.5 Naming of the factors with Loadings

Factor	Label	Statement on impact of digital ads	Loadings
Information Facilitator (12.3%)	IDAW 6	Know about the instant deals on the product through online	.772
	IDAW 7	Digital Marketing recommend suitable product	.695
	IDAW 8	Reviews and rating of the users are helpful	.598
Frustration (11.8%)	IDAW 13	Unreliable information through online reviews	.748
	IDAW 11	Online ads spoil the attention towards certain work	.705
	IDAW 12	Some contents are irrelevant in digital ads	.728
	IDAW 10	sometime ads are irritating in digital media	.762
Ease of Information (10.1%)	IDAW 9	Information provided at convenient time through digital ads	.728
	IDAW 5	Provide updated information about the brands of product	.741
	IDAW 1	Reviews and comments in social media influence me to buy	.720
Convincing Ability (9.0%)	IDAW 17	Personalized Digital Marketing influence me to buy	.856
	IDAW 14	Digital Marketing convinces me to buy	.803
Brand Awareness (8.8%)	IDAW 3	Online access to new and emerging brands are satisfactory	.791
	IDAW 2	Digital Marketing contain relevant details about the product	.849
Offers and Discounts (8.3%)	IDAW 15	Price of the product through online is satisfactory	.804
	IDAW 18	Cash back offers through digital media is satisfactory	.757
	IDAW 4	Discount offered are satisfactory	.494
Compare Online (6.9%)	IDAW 16	Easy to reach and compare online	.805
Switching (6.8%)	IDAW 19	Switching to new brand is easy, as alternative brands are more	.693

Above table describe factor reduced and the naming and loadings of the extracted factor. The 8 factor extracted with their variance are Information Facilitator (12.3%), Frustration(11.8%), Ease of Information(10.1%), Convincing Ability(9.0%), Brand Awareness(8.8%), Offers and Discounts(8.3%), Compare Online (6.9%) and Switching (6.8%).

Conclusion

India is the second populated country with huge customer base. Emergence of the information technology lifts the use of the internet and digital media. Rapid growth and industrialization attracts big corporates to setup their business in India. Due to the huge competition among the corporates, companies come up with the innovative marketing strategy to reach the customer in effective way. Digital marketing is one among the innovative way of reaching the customer.

The result of the study concludes that facebook with better education have well awareness about online portal, application, products and offers available online. It is may also be inferred that women with better income affordable to purchase the products online. Opinion of the women on convincing ability of Digital Marketing is different among the different among the age, education and income of the respondents. The result of the factor analysis suggest that the manufacturer should concentrate on Digital Marketing to facilitate information facilitation, avoiding frustrating ads, ease in providing information, create brand awareness, offer and discounts, comparing facility and facilitate switching brands to reach consumer in Karur.

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