

A CASE STUDY OF FACEBOOK SOCIAL MEDIA TOOL FOR ONLINE MARKETING

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Abstract: The term "social media" refers to a category of computer-based technologies that enable users to share any and all types of content on publicly accessible online media platforms. It is web-based and gives customers the freedom to communicate their ideas and information to potential partners in a matter of minutes rather than days. Accessible through a computer or mobile device, social media may be used as a practical advertising tool for promoting the product or service, allowing businesses to rapidly acquire new clients. Facebook, Instagram, Twitter, WhatsApp, etc., are the most popular and widely used social networking platforms. Facebook, which has its headquarters in Menlo Park, California, is by far the most popular social media network used for digital marketing. Despite its humble beginnings as a platform for college students to connect with one another, Facebook has evolved into a full-fledged marketplace where users may buy and sell goods and services and promote themselves to potential clients. Facebook is a fantastic marketplace where one can get nearly any information, build brand identity, and increase client base, regardless of the size of the target audience. This research is to evaluate the efficiency of Facebook advertising among social media users. People who are Facebook users were surveyed for the research. One hundred people filled out a well-structured questionnaire to provide us with information. Both the chi-square test and a percentage analysis were used to make sense of the data.

Index Term: social media, social media marketing, Facebook, Facebook marketing, Facebook marketing strategies.

1. INTRODUCTION

Facebook is a great spot to develop the brand identity. It makes it possible for a person or corporation that is operating on a limited budget to communicate with the people they are trying to reach in a way that is both swift and effective. There are specific locations, like as a Facebook page, where anybody may upload photographs, links, and videos associated with a product or service. These will reach audiences on a worldwide level in an instant, which would not have been feasible in any other setting. Large multinational corporations have incorporated digital marketing into their marketing strategies for the purpose of expanding their customer reach because the geographical restrictions that affect traditional media platforms, such as Facebook, do not apply to social media platforms, such as Facebook. It is the perfect medium for businesses to maintain two-way contact with their clientele and potential clients.

The internet was responsible for the wealth of more than half of the world's top 50 wealthiest persons as of this year. As a result of the Internet's growing presence in everyday life, an increasing number of individuals are participating in the "gold rush" on the internet. Despite the fact that it is an online world, the effects are

quite real. The advent of online buying, or e-commerce, as a mode of transaction for consumers fundamentally altered how people saw the internet. The fact that we live in a networked world generates new possibilities and, as a result, drives the development of marketing strategies.

The use of social networking sites is a phenomenon that is rapidly expanding all across the world. Advertisers are always looking for tools that will help them get in touch with a massive audience as quickly as possible. Facebook is by far the most popular platform available across all forms of web-based media, which explains why it attracts such a large number of active users who choose to focus the bulk of their time and attention there rather than on any other online media platform. For marketers, it's like finding a gold mine full of opportunities since it costs substantially less than any other media or medium to reach their potential consumers and promote their company and sell things. Because of this, it is important to investigate the reasons for employing Facebook marketing. The issues that need to be contemplated are as follows: regardless of whether it is anything but a profitable road for advertising, if it is good to have a Facebook page for associations, and how to establish a successful business presence on Facebook.

The Objective of Research paper is, to do research on how successful marketing on Facebook is among users of other social media platforms. To investigate the several marketing strategies that Facebook use to promote the product. To determine whether or not Facebook is a more effective marketing tool than some of the other tools available for use in online media.

2. LITERATURE SURVEY

Technologies are gaining a considerably larger role in the 21st century, which is now underway. A great number of aspects of people's regular lives are governed by the use of various technologies (Alalwan et.al, 2016). The processing of information and data is sped up, and mobile devices such as smartphones, laptops, and tablets are replacing traditional methods such as telephones, computers, and books (Zhu and Chen, 2015). According to this new development, the relevance of social media has significantly increased over the last ten years. Platforms such as LinkedIn, Twitter, Instagram, and Facebook are becoming an increasingly important component of our life, and the vast majority of members of society now use these platforms (Alalwan et. al., 2016). In addition, the amount of time individuals spend on social media has never been higher than it is right now. People have a generally good attitude about social media, and the majority of them are having fun using it. According to (Gensler et. al., 2013), users of social media are actively participating in the sharing of their opinions, the dissemination of data, the like of postings, and the creation of their own personal virtual user accounts.

More than 1.5 million brand pages can be found around the globe, and this figure is steadily increasing on a daily basis (Jeanjean, 2012). Followed by a brand is the activity of every other social media user (Van Belleghem et. al., 2011). It should come as no surprise, in light of these facts, that businesses and organizations are turning to social media platforms in order to entice new users who have the potential to become new consumers (Luarn, et. al., 2015). The communication impact of Facebook brand pages with a broad variety of people provides enterprises with an opportunity and a significant potential to grow in popularity and achieve greater levels of success. This is a significant obstacle for managers in all types of

businesses (Vries et. al., 2012). The dynamics of the market are shifting, thanks in large part to the influence of social media and technology. They have the potential to jeopardize the competitive positions of firms and to impact the growth of the companies' sales. (Alalwan et. al., 2016).

When compared to the older, more conventional forms of marketing, social media marketing may reach a much greater number of prospective clients over a variety of user channels (smartphone, laptop, iPad). Additionally, they have a closer relationship with the end user. Customers are increasingly becoming not just a recipient of value but also a producer of that value (Berthon, et. al., 2012). Customers that wield significant influence have the ability to get the optimal deal for their requirements and preferences (Alalwan et. al., 2016).

In addition, Facebook is able to improve interactions with consumers and followers by catering to a variety of cultural norms and preferences (Minton et. al., 2012). The following data highlight the fact that there are significant cultural disparities among Facebook users. This is the case despite the fact that using Facebook is generally important or necessary. For instance, in 2011 individuals in Russia used social media for 10 hours per month, which was twice as much as those in the United States used it for (5 hours per month) (5,2 hours). Because so many people now have smartphones or tablets, the figure is substantially greater now (Minton et. al., 2012).

In recent years, there has been a continuing rise in the total number of rewrites that discuss the issue of Facebook and marketing. Therefore, it should not come as a surprise that there is a great deal of review articles available. Facebook is the most widely used of all the social media sites available today (Meiselwitz, 2016). The following analysis will exclusively cover Facebook and marketing-related topics. In this particular instance, Facebook serves as a stand-in for social media. The literature evaluation is limited in its ability to cover every aspect in great depth due to the fact that Facebook is such a large industry.

One other emerging industry is sustainable marketing, which also includes social media. Many businesses, in an effort to capitalize on the growing interest and demand for sustainable marketing, are turning to social media in an effort to promote their products and services in a manner that is environmentally friendly (Minton et. al., 2012).

3. RESEARCH METHODOLOGY

Research methodology is an efficient method to tackle research issues. It provides ways and means to solve research problems.

Sources of Data

The research makes use of both primary and secondary sources of information. The primary data was collected with the use of a structured survey that was managed to be sent out to selected people who had Facebook accounts. Data from secondary sources such as websites, journals, and other publications were collected.

Sample Design

- ✓ **Population:** People who live in and around the Trivandrum region and who are logged in to Facebook at the time of the research made up the sample population.

- ✓ **Sample size:** For the purpose of the research, a sample size of one hundred participants who had Facebook accounts was chosen.
- ✓ **Sampling method:** Convenience sampling was the method that was used for the selection of the samples to be taken.
- ✓ **Tools for data analysis and representation:** Both percentage analysis and chi-square were applied in the process of doing the data analysis. Tables and charts are often the primary tools used for the display of data.

4. RESULT AND DISCUSSION

Many companies see the value of using Facebook as a fantastic and cost-effective promotional tool and have created profiles on the platform. These pages provide businesses with the opportunity to present themselves, not only through the posting of product offerings and services, but also through the sharing of connections, pictures, and posts on an adaptable page in order to provide an impression that is unparalleled of the personality and character of a company. In the margins of the Facebook website, you'll find Facebook adverts, which are Facebook's own kind of advertising. These commercials may be accessed via the Facebook website. These noteworthy advancements are referred to as Marketplace Ads, which makes their significance even more clear. They integrate a feature with text and an image, as well as an exploring link to a Facebook page, a Facebook application, or an external website. This may be done in a variety of ways. Competitions, giveaways, and other sorts of Facebook-based activities are an additional form of Facebook marketing that might assist in the development of brand recognition. These activities can be hosted on the platform itself. Supported Stories function in a manner similar to that of advertising on Facebook in that they draw attention to the many relationships that a user has attained. It makes an attempt to capitalize on the "casual" marketing notion in the marketplace.

A. DATA ANALYSIS

Opinion about 'Facebook serves to makes the relationship between customer and seller'

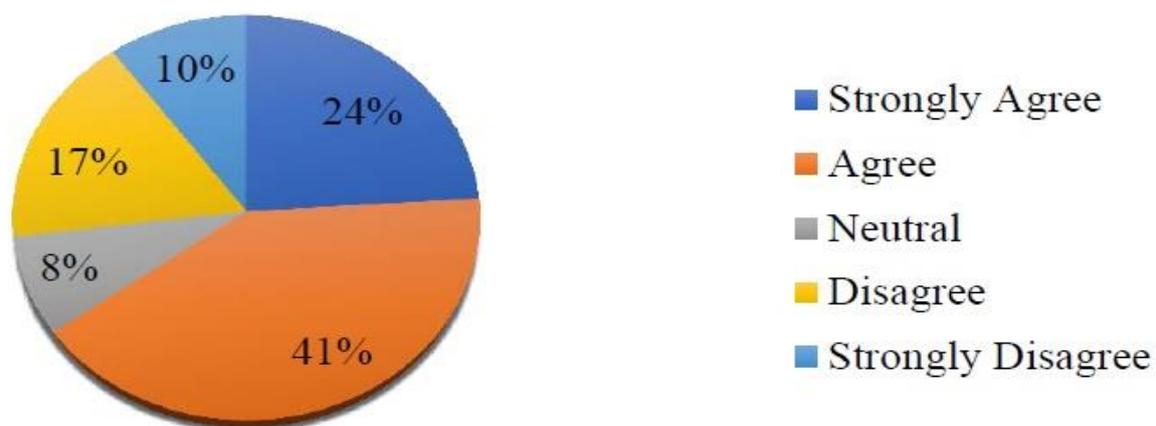


Figure 1: Facebook serves to makes the relationship between Customer and seller

According to the chart that was just presented, more than half of the respondents agreed with the explanation that "Facebook serves to make the connection among customer and marketer." 8% of the

respondents had a neutral evaluation, and slightly more than a quarter of the respondents disagreed with this assertion.

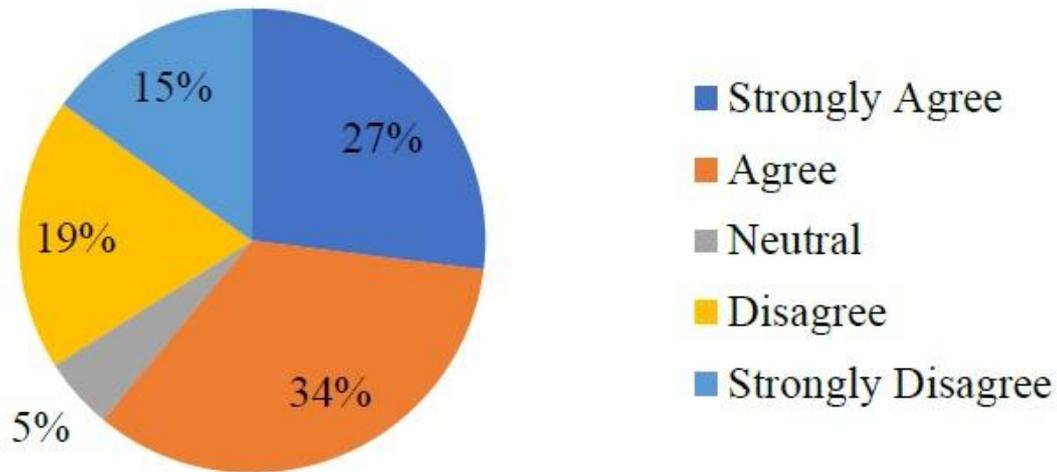


Figure 2: Effectiveness of Facebook advertising for positioning the product

From the above chart it is understood that majority of the respondents agreed to the fact that Advertising on Facebook plays a key role in introducing clients to the product and keeping it in their thoughts. 19% of the respondents did not agree with the statement, 15% of the respondents strongly disagreed with the statement, and just 5% of the respondents were indifferent.

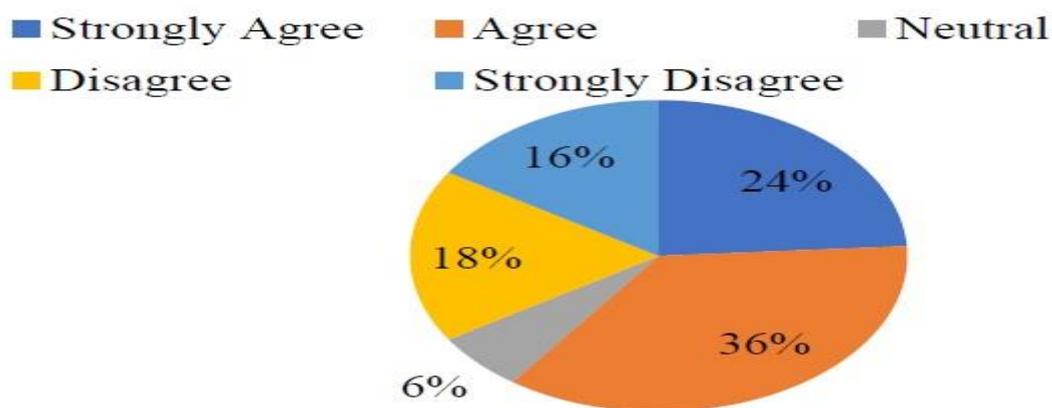


Figure 3: Assessment on Facebook as the best marketing tool among any other social media platform
 According to the figure above, more than half of the people who responded to the survey believed that Facebook is the social media site that offers the most effective marketing tool. While just 6% of those polled had a neutral attitude, 18% of respondents said they disagreed with the statement, and 16% said they strongly disagreed.

5. CONCLUSION

This experiment focuses on the degree to which an individual is convinced that looking for product recommendations on Facebook will be helpful to him while shopping online. It is investigated whether or not the influence of innovation acknowledgment elements has on the utilization of Facebook for product ideas from allies, and whether or not this would lead them to form a good attitude towards utilizing

Facebook as a strategy for purchasing from a brand page. There are a lot of individuals who "like" or follow businesses via various forms of online media, and some of these people make consistent recommendations for products and services. These promoters' friends and family members serve as ambassadors for the company, helping to spread the word about the campaign. Customers who effectively advocate things and administrations via online media are the same individuals that are often active on brand pages on Facebook, where they recognize and adore the brand in question. Customers are becoming increasingly more aware of the products they buy, the locations from which they buy them, and the methods by which they buy things on the internet as a result of the proliferation of cutting-edge inventions and practices. With the assistance of web-based media, the family buying decision cycle requires an individual to collect more info before ultimately deciding on an item or brand to buy. Therefore, the influence of recommendations derived from web-based media driven communication may be minimized while embracing various forms of advertising strategy.

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