

# A STUDY ON SOCIAL MEDIA MARKETING

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## ABSTRACT

The latest developments in the field of marketing, communication and information are leading to new innovative business and consumption models, in which users are gaining a leading role and are increasingly important. Social media is rapidly emerging as the next big frontier for customer engagement and interactions. There are millions of customer interactions taking place every day on social media sites such as facebook, Twitter, Youtube, etc. as well as a vast number of customer support forums and online communities. Social media emerged and continues to be as a cultural phenomenon. It is also quickly becoming a business phenomenon. Increasingly, current and prospective customers are using social media to communicate about the products and services they buy or intend to buy. Leading enterprises have recognized the importance of tapping such communications. Social media are new innovative tools that collect millions of users all around the globe and they offer several possibilities and opportunities to companies that want to develop communication and marketing strategies while gaining competitive advantage on their competitors. This paper presents the definition of social media marketing with its strategies; it also attempts to identify the challenge and opportunities facing by social media sector and find out the current and future trend in the area of social media marketing.

## Introduction:

Social media marketing is the use of social media platforms and websites to promote a product or service. Although the terms e-marketing and digital marketing are still-dominant in-academia, social media marketing is becoming more popular for both practitioners and researchers. Most social media platforms have built-in data analytics tools, which enable companies to track the progress, success, and engagement of ad campaigns. Companies address a range of stakeholders through social media-marketing, including current and potential customers, current-and potential employees, journalists, bloggers, and the general public. On a strategic level, social media marketing includes the-management of a marketing campaign, governance-setting the scope and the establishment of a firm's desired social media "culture" and "tone". When using social media marketing, firms can-allow customers and Internet users to post user-generated-content, also known as "earned media," rather

than use marketer-prepared advertising copy.

## CONCEPTUAL BACKGROUND

### Introduction:

Diffusion of innovations theories are developed by over a half century ago, have provide a fashionable frame to explain how new ideas and technologies are stretch and adopted by a people. The framework has used for program planning it has empirically tested and it has undergone analysis from various perspective since it inception in the 1950s. During the years it has remained instrumental to extension professionals scholars and students alike and continues to be helpful in countless to other fields as well as medicine information technology, social marketing and tele communications.

Academics and managers alike have applauded a greater understanding of customers' use of social media in order to come at theoretically feasible and convincing models. In particular, a-conceptual understandings of what motivates consumers to use social media, the element that engage and hook them on social media, and the ones that lead to a consistent usage of social media.

Connecting is a social aim that is tied to related needs, as well as an inner need to connect with people. Connecting is linked to a good assessment of the social media group to which the consumer belongs, leading to a private collective aim of self-esteem. Creating is an aim that contributes to a sense of self that stems from self-esteem and identity.

### LITERATURE REVIEW

**ADARSH ANAND, MOHINI3AGARWAL, DEEPTHI AGGRAWALL AND OMPAL SINGH (2018):** Says a company's significant concern is to know the5manner by which a development is received in the commercial center. The motivation behind this paper is to concentrate on the0two-phase nature of dispersion process0in which the delay between individuals being educated and their demonstration of4showcasing last buy is thought of. The outcome is confirmed on deals information of two diverse purchaser durables0and it show great expectation ability of4proposed0models in catching the genuine situation. Further, the proportionality approach causes us to measure such situations4which0were troublesome with displayed with any one specific methodology. Further, the chance of catching diverse market situations by considering different4conveyance

capacities has been recognized.

**Arghy ray, prdeep kumar bala, shilpee a. Dasaguta. Narayanaswamy sivasankaran (2019):** Says that, investigate the buyers and specialist organizations points of view on the components affecting selection of e-administrations in country India. The reason for existing is to empower better dispersion of innovation for cultural advancement in this computerized period. Taking into account individual needs, improving apparent handiness. esteem included alternative, information examination enemy better getting client and improving assistance conveyance of the e-administrations are the central point distinguished by the specialist organization. the investigation additionally presumes that accommodation, similarity, cultural impact and accessibility of significant worth included option of the e-administrations are definitive in e-administration selection from the point of view of the customers.

**Gautam sharma, hemanth kumar (2019)** Says commercialization systems of the advancements that rise up out of the casual division of Indian economy, otherwise called grassroots advancements, they are said to more readily fit with the nearby market requests and conditions in the creating nations of the world. It gives understanding into how the grassroots advancements are popularized in India through various pathway, for example, social enterprise, innovation move and open source innovation. It takes four contextual analyses to talk about the institutional help to the grassroots trend-setter and difficulties in the dissemination of grassroots developments.

**MARRY LUNDBERG, SUSANNE ENGSTROM, HELENA LIDELOW (2019):** Says in the development business, it has demonstrated hard to execute and acknowledge advancement exertion, for instance in the improvement of industrialized development and utilization of stage ideas. Development dispersion process in social framework of a huge organization. Basic qualities of the social framework emphatically influence development dissemination. In subsystems that had not been engaged with inception of the advancements, they were viewed as radical, which upset their reception and execution.

## OBJECTIVE OF THE STUDIES

- To study the concept of diffusion of innovation.
- To study the process of Diffusion of innovation on consumer tendency.
- To Study the consumer participation in social media marketing.
- To identify the factor impacting on consumer.
- To study the diffusion of innovation on social media marketing

## RESEARCH METHODOLOGY

This study is analyses that what are the challenges, how and which stage the customer adapt innovative products. Data is0collected from collectivelycwith primary sources and secondary source. Primary data is collected done through questionnaire, the first part of the questionnaire include demo graphic factors of the respondent and the second part is contained the questions which were linked to diffusion of innovation to adapt innovative products with special reference to social media marketing. This research is expressive in nature with a targeted sample0size of 100 respondents. The study of data collected was carried out by using percentage, correlation and factor analysis.

### Sample-size:

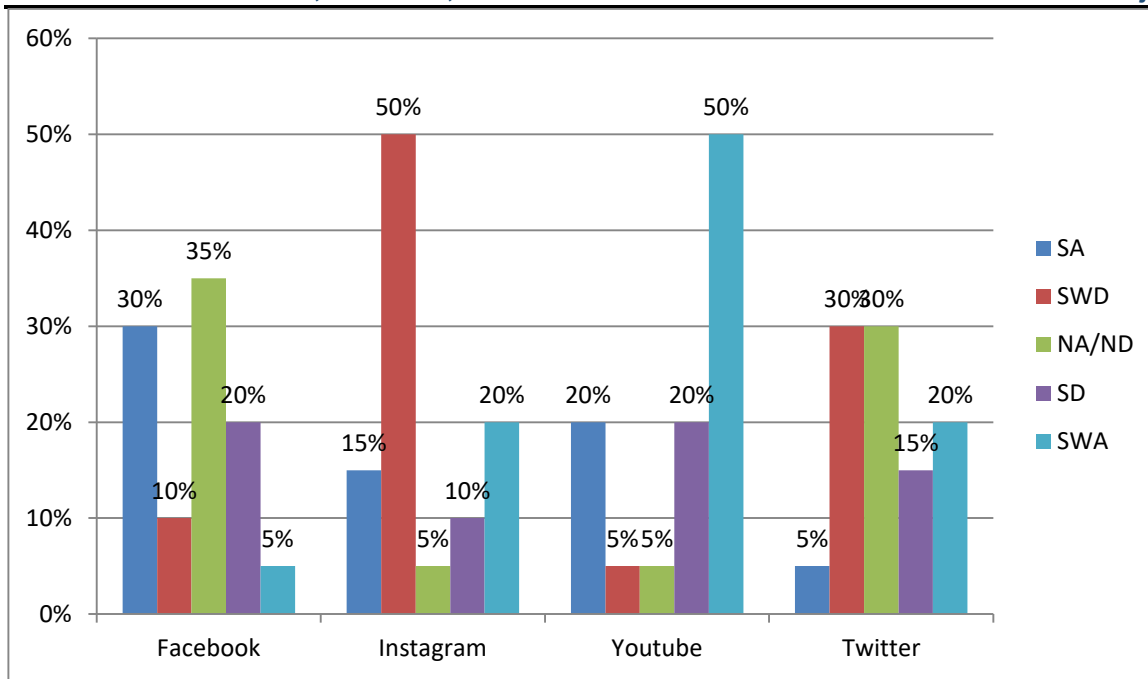
The sample size for the study is 100 members.

### Data Analysis

#### Using social media platform to know about new/innovative products?

Sl no	Factor	Facebook	Instagram	Youtube	Twitter	Facebook	Instagram	Youtube	Twitter
1	SA	30	15	20	5	30%	15%	20%	5%
2	SWD	10	50	5	30	10%	50%	5%	30%
3	NA/ND	35	5	5	30	35%	5%	5%	30%
4	SD	20	10	20	15	20%	10%	20%	15%
5	SWA	5	20	50	20	5%	20%	50%	20%
	Total	100	100	100	100	100%	100%	100%	100%

**Analysis:** The above table shows that 35% of respondents using Facebook social media platform, 50% of respondents using Instagram social media platform, 50% of respondents using Youtube social media platform, and 30% of respondents using Twitter social media platform

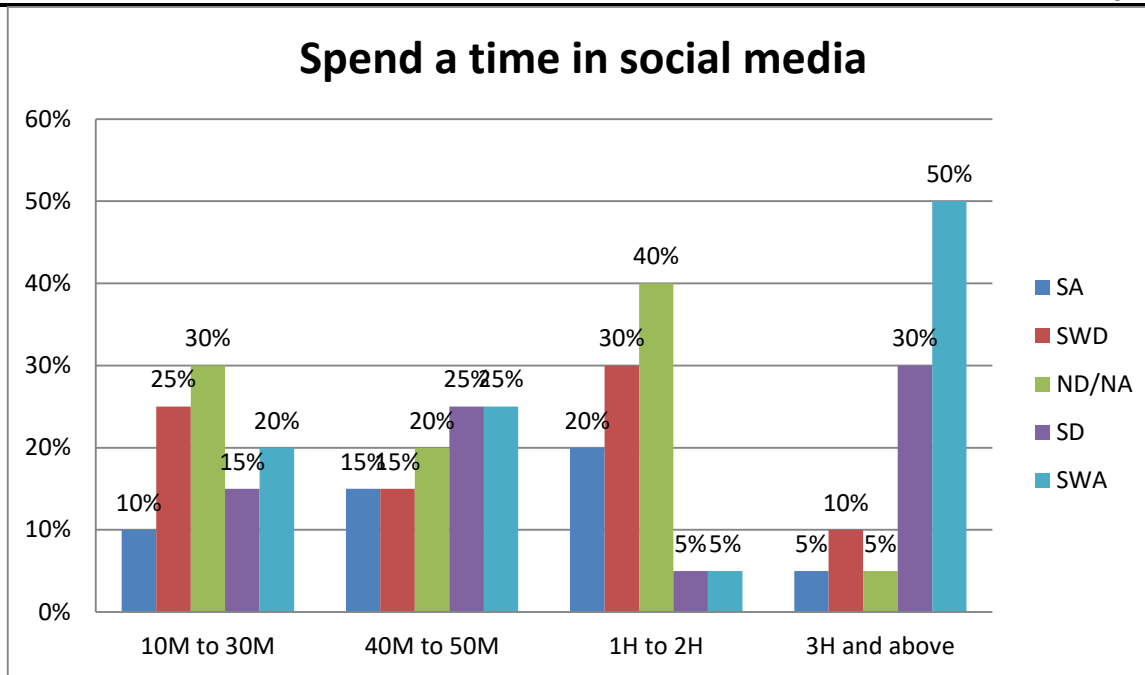


**Interpretation:** The above graph interpreted that the majority of the respondents are male because of innovative products are majority adapted by males.

**How much spend a time in social media to know about new/innovative products?**

Sl no	Time spend	SA	SWD	ND/NA	SD	SWA	total	SA	SWD	ND/NA	SD	SWA	total
1	10M to 30M	10	25	30	15	20	100%	10%	25%	30%	15%	20%	100%
2	40M to 50M	15	15	20	25	25	100%	15%	15%	20%	25%	25%	100%
3	1H to 2H	20	30	40	5	5	100%	20%	30%	40%	5%	5%	100%
4	3H and above	5	10	5	30	50	100%	5%	10%	5%	30%	50%	100%

**Analysis:** The above table shows that the 30% of respondents is 10m to 30 minutes spend a time in social media, 25% of respondents is 40m to minutes spend a time in social media, 40% of respondents is 1H to 2Hours spend a time in social media, 50% of respondents is 3H and above.



**Interpretation:** The above graph interpreted that the majority of the respondents is 50% of peoples spend a time in social media is 3 hours and above because some peoples are always constantly using social network and they are spending much more time to social media to new/innovative products.

## CONCLUSION

In communication and marketing tactics, social media has taken on a critical role. The new generations of consumers have a high level of brand awareness, they participate in worldwide marketplaces via the internet, and their opinions can have a big impact on individuals all over the world. As a result, when managing fan pages and brands' Facebook presences, it's critical for businesses to provide high-quality content. quality contents and a thorough understanding of users' behavioural dynamics on the social network in order to achieve the highest possible engagement.

They need to know what drives engagements in order to maintain things in line with their followers' needs for an effective result and to produce successful promotional efforts. Brands' Facebook fan page posts can have a variety of qualities, and their content can have a variety of impact on various customers. The advantages of social media marketing are self-evident: by creating high

It serves as an innovative marketing tool for engaging an increasing number of customers towards the organization. It's also inexpensive. Although social media marketing may not be suited for every company or product, it should be applied with caution in the workplace.

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