

# Promotional Effectiveness of Social Media Marketing at Chennai

Hameedunissa, K. Selvi, P. A. Thirupura Sundary

Mrs. Hameedunissa, Associate Professor, Department of Commerce, JBAS College for Women, Chennai, Tamilnadu, India.

Dr. K. Selvi, Associate Professor, Department of Commerce, JBAS College for Women, Chennai, Tamilnadu, India.

Mrs. P.A. Thirupura Sundary, Assistant Professor, Sri Kanyaka Parameswari Arts and Science College for Women, Chennai, Tamilnadu, India.

## Article Info

Volume 81

Page Number: 6242 - 6245

Publication Issue:

November-December 2019

## Article History

Article Received: 5 March 2019

Revised: 18 May 2019

Accepted: 24 September 2019

Publication: 28 December 2019

## Abstract

Social media marketing is a necessity to target a wider customer base and enlarge the business. We can share our posts on social media to advance business prominence. Today it is the best basis for news updates, promotion, education, and entertainment. The study is based on both the primary data and secondary data. The primary data composed through questionnaire. The data were analyzed by using percentage and correlation tools. It is concluded that Social media promotion is developing day by day. Therefore some innovation is required in social media marketing.

**Keywords:** Social Media, Business Visibility, News updates

## I. INTRODUCTION

Social media marketing is the movement of driving website circulation through social media locations; social media acts as a platform that lets us participate in social networking. Social media such as Facebook, Twitter and Myspace, as one of tools for communication among internet users, has become the attention of business corporations' consideration, because of its huge communication control. Compared with traditional tools for promotion, such as television, people receive the data passively, but social media makes it promising to inspire customers receive and search information absolutely because of its two-way communication appeal. As new technologies become available, businesses that learn to use new technologies gain excessive assistance. Some of the best-known instances include technology driven businesses such as Microsoft, Amazon and Google. In a short period of time, social media has developed one of the most important mediums for the Indian adolescences today. It can be pronounced that online media which reassures every one for response and involvement. It is a social implement of two way communication facilitating the distribution of information between users. Social networking sites apply social media technology to unite with people and build relations. Social media has become a major important factor in consumer behaviors, such as increasing awareness, sharing information, forming opinions and attitudes, purchasing, and evaluating post-purchasing experience.

## II. OBJECTIVES OF THE STUDY

- To know the effectiveness of Social Media Marketing

- To analyse the factors influencing Social Media Marketing
- To suggest the measures to improve the Social Media Marketing

## III. REVIEW OF LITERATURE

Abu bashar (2012) examined effectiveness of social media as a marketing tool: An Empirical Study. He analyzed his study that social media equipment is fast-tracking and can be expected to have a similar influence on trades now and in the future. The researcher has used descriptive method for analyzing the data. Researcher has selected his population consisting of male and female consumers who were aged between 18-60. The result of this study reveals that the brand following over the social interacting sites is improved into brand acquisition either through offline or online buying channel if the promotion strategies were be designed by keeping in mind the observation and expectations of the consumers.

Simonavinerean (2013) observed the effects of social media marketing on online consumer behavior. One of the advantage of networking is that it enhances the trades to reach the customers across world, so that customers can study, choice, and buying products and services from trade across the world social media especially social networking sites, deliver a near universe for people to communicate through the Internet. The researcher used an exploratory research and survey was collected from students. Factor analysis was included in the survey in order to observe the students approach regarding responses to online ads and trust in information provided on social media websites.

#### IV. COMPANY PROFILE

##### Facebook:

To get more engaged like and shares, inspires your audience; use great graphics and video; make your information shareable, useful and fun; and cross promote to other channels. Plus show your personality throughout your face book marketing.

##### Twitter:

Twitter is another social networking platform that permits registered users to use and write 140character messages called 'tweets'. It is offered across all devices such as cell phones, desktops, laptops, and tablets.

##### Youtube:

You tube is a video sharing website that lets you upload, view, and share videos. You can also like and comment on videos. It is used by millions of users. It is a great tool for business branding

#### V. DATA ANALYSIS AND INTERPRETATION

**Table Showing The Respondents Regularly Browse Online**

Particulars	Respondents	%
Less than an hour	33	33
1 – 3 hours	25	25
5 hours	10	10
More than 5 hours	32	32
Grand Total	100	100

##### Interpretation:

From the above table it shows that 25% of respondents spend 1-3 hours, while 10% of respondents spend 5 hours, 33% of respondents are falling under less than hours and 32% of respondent spend more than 5 hours

**Table Showing The Respondents Of Using Social Networking Sites**

Particulars	Respondent	Rank
Face book	70	I
Google+	35	III
Instagram	25	IV
Twitter	19	V
YouTube	50	II

##### Interpretation:

From the above table it was found that 70 respondents used face book, 35 respondents used google+, 25 respondents used Instagram, 19 respondents used twitter and 50 respondents used you tube.

**Table Showing The Respondents Frequently Use Social Networking Sites**

Particulars	Responde nt	%
Once in a day	26	26
More than once in a day	64	64
Once in a week	10	10
Grand Total	100	100

##### Interpretation:

From the above the table, it reveals that 64% respondents frequently used more than once in a day, 26% falling under once in a day and 10% respondents used once in a week

**Table Showing The Promotions In Social Media Marketing Are Effective**

Particulars	Respondent	%
No	14	14
Yes	86	86
Grand Total	100	100

Interpretation:

From the above table, it shows that 14% of respondents disagree with effectiveness in social media marketing and 86% of respondents agree with the effectiveness

**Table Showing The Factors That Influence To Buy A Product**

Particulars	Respondents	TOTAL	Rank
Advertising	68	100	I
Sales/service representative	7	100	V
Social media marketing	38	100	II
Trade shows/events	11	100	IV
Word-of-mouth	13	100	III

Interpretation:

From the above table, it was found that 68 respondents purchase through advertising, 7 respondents purchase by sale/service representative, 38 respondents through purchase social media marketing, 11 respondents by purchase shows/events and 13 respondents purchase by word-of-mouth.

X	Y	$dx = X - \bar{X}$	$dy = Y - \bar{Y}$	$dx^2$	$dy^2$	$dx dy$
7	6	-13	-14	169	196	182
25	20	5	0	25	0	0
45	47	25	27	625	729	675
15	22	-5	2	25	4	-10
8	5	-12	-15	144	225	180
100	100	0	0	988	1154	1027
			$\frac{\sum dx dy}{\sqrt{\sum dx^2 \sum dy^2}}$			

$$r = \frac{1027}{\sqrt{988 \times 1154}} = 1$$

Result:

H0 is rejected and H1 is accepted. Hence there is significance difference between products available in social media and preference of a particular brand.

## V. FINDINGS& RESULTS

- It is found that 33% of respondents browse the online for less than an hour's time and 10% of respondents browse online for 5 hours.
- Majority of 70 respondents are using face book and while only 19 respondents are using twitter.

Correlation:

H0 = There is no significance difference between products available in social media and preference of a particular brand

H1 = There is significance difference between products available in social media and preference of a particular brand.

- Majority of 86% of respondents convey that there is effectiveness in promoting the social media marketing and 14% of respondents disagree with the effectiveness in promotion of social media marketing.
- It is found that 68 respondents purchase product by advertising and 7 respondents purchase through sales/services representative.
- Majority of 38% of respondents choose for quality of the product and 2% of respondents choose the product due to its quantity,
- Majority of 44 respondents choose the brand based on advertisements and 5 respondent choose the product as its priced high

## VI. SUGGESTIONS

- Many respondents say that variety of products is not available in social media. Hence variety of product can be made available to the customers.
- Fraudulent advertisement creates stress and time consuming. Therefore frequency of advertisement should be reduced since frequent advertisement discourages the uses to engage themselves in social media.
- Promotion should be made in effective manner by involving the celebrities in advertisement which would increase the number of sales and improve the brand.

- Many fraudulent activities are done in social media because of which customers do not reply in social media marketing. Therefore technology must be upgraded according to the trends in the market to reduce these sort of activities

## VII. CONCLUSION

Social media marketing is developing day by day. To know the effectiveness of social media marketing certain objectives and hypothesis were framed. To test the hypothesis a statistical tool of correlation is used. The result of the hypothesis tested is there is significant difference between products available in social media and preference of a particular brand. From the analysis certain findings and suggestions were drawn presented in the report. Therefore some innovation is required in social media marketing.

## BIBLIOGRAPHY

1. Abu Bashar (2012) effectiveness of social media as a marketing tool. Publication at: <https://www.researchgate.net/publication/211676030>.
2. Simonavinerean (2013) International journal of business and management ,the effects of social media marketing on online consumer behavior, Canadian center of science and education. Vol.8, No.14:2013 ISSN1833-3850 E-ISSN 1833-8119 [www.wikipedia.com](http://www.wikipedia.com) □ [www.googlebooks.com](http://www.googlebooks.com)