

# A STUDY ON THE ROLE OF MEDIA ON ONLINE MARKETING

<sup>1</sup>V.NIVETHITHA, <sup>2</sup>Dr.S.RENUGA DEVI

<sup>1</sup>Research Scholar, <sup>2</sup>Assistant Professor

<sup>1,2</sup>Department of Business Administration,

<sup>1,2</sup>Auxilium College (Autonomous), Vellore, India.

## Abstract

Social media has changed business in many ways. The fact is that we are in the digital era and internet marketing and social media have a significant impact on the way consumer behave. Due to the fast evolution of the technology, the continuous increase in demand and supply have been increased. The only solution to face the major changes is the automation of all the processes. Even though the new era of communication is here, specialist suggest the companies should not ignore traditional methods and also, they are advised to use social media as much as possible in order to achieve their goals. This study deals with the impact of social media towards digital marketing. This research was performed to explore different types of social media and how they influence in the growth of digital marketing, with the help of questionnaire and interview conducted among the respondents who use digital marketing. The responses were collected from 100 respondents. The collected data were tabulated, coded and evaluated using SPSS tools.

**Key words:** Online marketing, Social media, Consumer behaviour, Marketing, Strategy.

## INTRODUCTION

*“Brands that ignore social media...will die. It’s that simple”- Jeff Ragovin*

Social media has gained popularity among humans. We cannot think of promoting a brand without taking help of social media. The growth of social media marketing platforms has become a major part of building social signals. Different social media channels offer internet marketers a wider market opportunity in building brand visibility over the web. There are different social media marketing trends that will definitely affect the way digital marketers will undertake their search engine optimization campaign to boost their lead generation process and website conversations. Social media is a platform which not only connects people worldwide but also serves best for digital marketing.

- Social networking is used by 76% of businesses in order to achieve their marketing objectives.
- The revenue of business retailers has been increased up to 133% by marketing their business in social media.
- The majority of popular brand have their own social media page into order to develop their business and making their brand more accessible among the social media users.

Social media has become a requirement for digital marketing because research shows that most consumers have a habit of spending a minimum of one hour per day in various social media sites.

## OBJECTIVES

1. To analyze the growth of digital marketing with the influence of social media among the consumers.
2. To examine the contribution of different social media towards digital marketing.
3. To portray the current scenario of the role of social media in the genesis of digital marketing.

## REVIEW OF LITERATURE

Alireza Mohammadpour et al,- This study aims to evaluate the effect of social media marketing on online shopping of customers based on mediating role of value capital, relational capital and brand capital by path analysis method. 169 students from Tehran University were selected to collect the data. The students filled out the questionnaire of social media marketing, value capital, relational capital, brand capital and e-shopping of customers. From the study the researcher concluded, social media marketing has indirectly positive and significant impact on e-shopping customers via value capital, relational capital and brand capital.

Angella J.Kim, Eunju Ko -This study out to identify attributes of social media marketing (SMM) and examine the relationships among those perceived activities, value equity, relationship equity, customer equity and purchase intention through a structural equation model. The researcher concludes it as there is significance relationship between purchase intention and customer equity. The findings of this study can enable luxury brands to forecast the future purchasing behaviour of their customers more accurately and provide a guide to managing their assets and marketing activities as well.

Abu Bashar, Irshad Ahmad - The research status that social media had become really important gradient in today's marketing mix in general and in promotion mix in particular. The paper carries out empirical research to understand the effectiveness of social media as a marketing tool and as effort has been made to analyze the extent social media helps consumers in buying decision making.

Dr.Amit Singh Rathore et al, - The researcher states that massive Indian market is changing fast. Internet access is mainstreaming among professional and the use of mobile is intensifying. He says consumers are looking and searching more on internet to find the best deal from the seller around India. Digital Marketing such as search engine optimization (SEO), Search Engine Marketing (SEM), Content Marketing, Influencer Marketing, Content Automation, E-commerce Marketing, Campaign Marketing and Social media marketing, Social media optimization, E-mail Direct Marketing, Display Advertising, E-books, Optical Disks and Games are becoming more and common in our advancing technology. Digital marketing is cost effective and have great commercial impact on the business.

## RESEARCH METHODOLOGY

- **Primary data** – The Primary data were collected using self-Administered questionnaire.
- **Secondary data** – The Secondary data were collected from the research Papers and articles published in different Journals.
- **Type of Research** – Descriptive Research
- **Sampling Design** – Simple Random Sampling
- **Sample area** – Respondents from Vellore district, Tamilnadu.
- **Sample size** – The sample size of this study is 150 respondents
- **Statistical tools** – Chi square, One way ANOVA and Kruskal Wallis Test.

## DATA ANALYSIS AND INTERPRETATION

**Table: 1**  
**Age of the respondents**

S.no	Age	Frequency	Percentage
1	Below 20 years	47	31.3
2	20 to 25 years	37	24.7
3	26 to 30 years	64	42.7
4	31 to 35 years	2	1.3
	<b>Total</b>	<b>150</b>	<b>100</b>

### Interpretation

From the above table, it is inferred that 42.7% of respondents belongs to the age group of 26 to 30 yrs, 1.3% of respondents belongs to the age group 31 to 35 years.

**Table No. 2**  
**Gender of the respondents**

S.no	Gender	Frequency	Percentage
1	Male	27	18
2	Female	123	82
	<b>Total</b>	<b>150</b>	<b>100</b>

### Interpretation

From the above table, it is inferred that 82% percentage of respondents are female and 27% of respondents are male

**Table No. 3**  
**Marital status of the respondents**

S.no	Marital status	Frequency	Percentage
1	Single	83	55.3
2	Married	67	44.7
	<b>Total</b>	<b>150</b>	<b>100</b>

### Interpretation

From the above table, it is inferred that 55% of respondent's status are single and 44.7% of respondent's status are married.

**Table No. 4**  
**Occupation of the respondents**

S.no	Occupation	Frequency	Percentage
1	Government sector	2	1.3
2	Private Sector	29	19.3
3	Business	7	4.7
4	Student	54	36.0
5	Others	58	38.7
	<b>Total</b>	<b>150</b>	<b>100</b>

### Interpretation

From the above table, it is inferred 38.7% of respondents are others, 1.3% of respondents were employed in government sector.

**Table No. 5**  
**Type of family**

S.no	Type of family	Frequency	Percentage
1	Nuclear	112	74.7
2	Joint	38	25.3
	<b>Total</b>	<b>150</b>	<b>100</b>

### Interpretation

From the above table, it is inferred that 74% of respondents live in Nuclear family and 25.3% of respondents live in joint family.

**Table no. 6**  
**Educational qualification**

S.no	Educational Qualification	Frequency	Percentage
1	HSC	4	2.7
2	Diploma	5	3.3
3	UG	62	41.3
4	PG	79	52.7
	<b>Total</b>	<b>150</b>	<b>100</b>

### Interpretation

From the above table, it is inferred that 52.7% of respondents have completed PG, 2.7% of respondents have completed their HSC.

**Table no. 7**  
**Monthly income of the respondents**

S.no	Monthly Income	Frequency	Percentage
1	Rs.10000 – Rs.20000	72	48.0
2	Rs.20001 – Rs.30000	11	7.3
3	Rs.30001 – Rs.40000	9	6.0
4	Rs.40001 – Rs.50000	58	38.7
	<b>Total</b>	<b>150</b>	<b>100</b>

### Interpretation

From the above table, it is inferred that 48% of respondent's monthly income is Rs.10000 -Rs. 20000, 6% of respondent's monthly income is Rs. 30001 - Rs. 40000.

**Table no.8**  
**Type of social media used for digital marketing**

S.no	Social Media	Frequency	Percentage
1	Facebook	114	76.0
2	Instagram	28	18.7
3	Twitter	2	1.3
4	Pinterest	3	2.0
5	LinkedIn	3	2.0
	<b>Total</b>	<b>150</b>	<b>100</b>

### Interpretation

From the above table, it is inferred that 76% of respondents use Facebook for Digital marketing, 1.3% of the respondents use Twitter for Digital marketing.

**Table no: 9**  
**Preference to get the information**

S.no	Options	Frequency	Percentage
1	Social Media	68	45.3
2	Emails	48	32.0
3	Advertisements	16	10.7
4	Website	9	6.0
5	Stores	1	0.7
6	Pamphlets	8	5.3
	<b>Total</b>	<b>150</b>	<b>100</b>

### Interpretation

From the above table, it is inferred that 45.3% of the respondents prefer social media to get the information, 0.7% of the respondents prefer stores to get the information.

**Table no: 10**  
**Type of products bought through digital marketing**

S.no	Options	Frequency	Percentage
1	Electronics	27	18.0
2	Clothing	69	46.0
3	Accessories	42	28.0
4	Food	3	2.0
5	Others	9	6.0
	<b>Total</b>	<b>150</b>	<b>100</b>

### Interpretation

From the above table, it is inferred that 46% of the respondents bought clothing using digital marketing, 2% of the respondents bought food using digital marketing.

**Table no: 11**  
**The purchase through digital marketing started with the influence of**

S.no	Options	Frequency	Percentage
1	Attractive Advertisements	14	9.3
2	Lower price	63	42.0
3	Brand	11	7.3
4	Door step Delivery	57	38.0
5	Others	5	3.3
	<b>Total</b>	<b>150</b>	<b>100</b>

### Interpretation

From the above table, it is inferred that 42% of the respondents use digital marketing with the influence of lower price, 3.3% of the respondents use digital marketing with the influence of others.

## HYPOTHESES TESTING

$H_0$  There is no significant relationship between age of the respondents and time spend on social media to purchase online products

$H_0$  There is no significant relationship between time period of using digital marketing and occupation of the customers.

$H_0$  There is no significant relationship between the monthly income of the respondents and money spend by the respondents on digital marketing.

Table no: 12

Association between age of the respondents and time spent on social media to purchase online products.

## Chi- Square

	Value	df	Asymptotic Significance (2 – Sided)
Pearson Chi – Square	43.335	12	.000
Likelihood	46.397	12	.000
Linear – by – Linear Association	18.370	1	.000
N of Valid Cases	149		

$H_0$  - There is no significant relationship between age of the respondents and time spent on social media to purchase online products.

$H_1$  - There is significant relationship between age of the respondents and time spent on social media to purchase online products

**Inference:** From the above table, p value is found to be 0.000 which is lesser than 0.05. Hence, alternate hypothesis ( $H_1$ ) is accepted and null hypothesis ( $H_0$ ) is rejected. Therefore, there is significant relationship between the age of the respondents and time spend on social media to purchase online product.

Table No.13

Association between the time period of using digital marketing and occupation of the respondents.

## One Way Anova

	Sum of Squares	df	Mean Square	F	Sig.
Between Group	.874	2	.437	.326	.722
Within Group	196.999	147	1.340		
<b>Total</b>	<b>197.873</b>	<b>149</b>			

$H_0$  - There is no significant relationship between the time period of using digital marketing and occupation of the respondents.

$H_1$  - There is significant relationship between the time period of using digital marketing and occupation of the respondents.

**Inference:** From the above table, p value is found to be 0.326 which is greater than 0.05. Hence, null hypothesis ( $H_0$ ) is accepted and alternate hypothesis ( $H_1$ ) is rejected. Therefore, there is no significant relationship between time period of using digital marketing and occupation of the respondents.

Table No.14

Association between Monthly Income and Money spent on digital marketing.

	Money spent on digital marketing
Kruskal – Wallis H	20.665
DF	3
Asymp.Sig	.000

$H_0$  - There is no significant relationship between monthly income and money spent on digital marketing.

$H_1$  - There is significant relationship between the monthly income and money spent on digital marketing.

**Inference:** From the above table, p value is found to be 0.000 which is lesser than 0.05. Hence, alternate hypothesis ( $H_1$ ) is accepted and null hypothesis ( $H_0$ ) is rejected. Therefore, there is significant relationship between the monthly income and the money spend on digital marketing.

## Findings

- Majority of the respondents belongs to the age group of 26 to 30 years.
- 82% of the respondents are female.
- 55.3% of the respondents are unmarried.
- 36% of the respondents are students.
- 74.7% of the respondents lives in nuclear family.
- 52.7% of the respondents have completed their post graduate.
- 48% of the respondent's income is between Rs.10000 – Rs.20000.
- It is found that 76% of the respondents use Facebook for digital marketing, 18.7 % use Instagram and 2 % of the respondents use Pinterest and LinkedIn.
- Digital marketing has a greater future in the present market which improves the business and lead to gain profit.
- Most of the customers are satisfied to purchase products through online.
- As consumer find online purchasing as safe mode they prefer and suggest it to all other customers.

## Suggestions

- Technical advancement in promotion of digital marketing should be improve.
- Collect and implement the feedbacks, suggestions and opinions of the customers in right way and rectify it as soon as possible.
- Provide transparent and good service to the consumer before and after purchase.
- Should create more awareness about digital marketing among people.
- Complete description of the product, reviews of customers should be mentioned for each product on online so that new customers can gain knowledge about the particular product.

## Conclusion

Social media platforms have been consistently cost effective. The world of social media has provided an extraordinary revolution to encourage the development of communication in this modern age. Social media has been an effective medium to develop business advertising and marketing. In choosing the best medium for reaching the mass of internet users to fulfill the purpose of business promotion, there is no other ideal medium than the social media itself. Social media has becoming very important as whole world has been covered inside it. Over 90% of the marketers report they are or will be using social business for business, while over 60% of them claim to have acquired new customers over social networks. The findings suggest that business professionals and marketers can gain lot of benefits from using social network, which is why implementation of those has become a part of business practices.

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