A Study on Social Network Marketing among the Business Sectors in Coimbatore

P. Govindaraj	Dr. M. Venkatraman
Assistant Professor, Department of Commerce, PSG College of Arts and Science, Coimbatore	Assistant Professor, Department of Commerce, PSG College of Arts and Science, Coimbatore

ABSTRACT *Social Network marketing is recent development in building relationship between business in successful and systematic manner. The awareness is slowly increasing around India where the western countries dominate in a significant manner. Social networks like Facebook, Twitter, YouTube and MySpace are being increasingly used for promoting every type of business from a small one-person business to mega corporate. From its inception, LinkedIn has geared more to fostering network connections within the business community and it's common for entrepreneurs and corporate managers to get along and to seek out opportunities for their business. This paper includes A study about the impact of social networking for their business promotions, difficulties and problem faced out of it.*

Introduction

Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. A corporate message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself. Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media. Social media has become a platform that is easily accessible to anyone with internet access. Increased communication for organizations fosters brand awareness and often, improved customer service. Additionally, social media serves as a relatively inexpensive platform for organizations to implement marketing campaigns.

Statement of the problem

Social media is an umbrella term used to describe social interaction through a suite of technology based tools, many of which are internet based. This includes, but is not limited to, internet forums, networking sites such as Face book, Twitter, LinkedIn and Google Plus, webcasts, and blogs. Social media exhibits unique characteristics when compared to „traditional‟ media forms. Its speed and scope means that once content is published it is available instantaneously, to a potentially global audience. Social media tools tend to be free or available at a very low cost relative to other forms of media and do not require users to have much technical knowledge. This allows larger numbers of individuals to access and publish material than with traditional media forms. Social media is usually interactive in a way that traditional media is not, so users can comment on and edit published material, making it difficult to control content. Social media blurs private/public boundaries when individuals‟ personal information and opinions enter the public domain. Hence the research takes an effort to know the usability of the social networking site among the business concern in Coimbatore city.

Objectives of the study

To study the level of awareness of social networking sites among the companies in Coimbatore

To study the business effectiveness of social networking sites among the companies in Coimbatore

Methodology

The source of data collected from the companies in the city of Coimbatore through a detailed questionnaire. The random sampling method was used. Tools used to test the result are descriptive analysis and Chi Square Test.

Analysis and Interpretation
Simple percentage Analysis

Particulars	Factor	Number of Respondents	%
Type of business concern	Manufacturing	08	16.0
	Trading	12	24.0
	Service	30	60.0
	Total	50	100.0
Level of awareness	Basic awareness	10	20.0
	Operational level	32	64.0
	Expertise level	08	16.0
	Total	50	100.0

Source: Primary data

Particulars	Factor	Number of Respondents	%
Membership	Facebook	26	52.0
	Twitter	10	20.0
	Google Plus	08	16.0
	YouTube	04	8.0
	Linked In	02	4.0
	Total	50	100.0
Cost of usage of Social Networking sites	High	02	4.0
	Normal	08	16.0
	Low	40	80.0
	Total	50	100.0

The above table shows that out of 50 respondents 60 % of the respondents are in service industries, 24% of the respondents are in trading business and 16 % of the respondents are manufacturing companies. And out of 50 respondents 100% of the respondents have aware of social networking. From that 64% of the respondent's aware operational level, 20% of the respondents have basic awareness and 16 % of the respondents have expertise level of awareness.

Source: Primary Data

The above table shows that out of 50 respondents 52 % of the respondents are members of face book, 20% of the respondents are members of twitter, 16% of the respondents are members of google plus, 8% of the respondents are members of youtube and 4% of the respondents are members of linked in. and out of 50 respondents 4 % of the respondent's opinion towards the cost of social network marketing is high, 80% of the respondents opinion towards the cost of social network marketing is low. 16 % of the respondent's opinion towards the cost of social network marketing is normal.

Particulars	Factor	Number of Respondents	%
Better than traditional	Yes	43	86.0
	No	07	14.0
	Total	50	100.0
How it is better?	Accessibility of large customers	20	46.5
	Overseas advantages	03	6.9
	Ready counseling	05	11.6
	Increase in business quires	15	34.8
	Total	43	100.0

Source: Primary Data

The table shows that out of 50 respondents 86 % of the respondent's opinion towards the social networking sites is better than the traditional marketing system and 14% of the respondent's opinion towards social networking sites is not better than the traditional system. The above table shows that out of 43 respondents 46.5 % of the respondent's opinion towards the social networking sites is better than the traditional marketing system with accessibility of large customers, 6.9% of the respondents opinion towards social networking sites is not better than the traditional system with overseas advantages, 11.6% of the respondents opinion towards social networking sites is not better than the traditional system with ready counseling and 34.8 % of the respondents opinion towards social networking sites is not better than the traditional system with increase in business quires.

Chi Square Test
Test 1: Association between the nature of the firm and membership of Social networking site
Hypothesis
There is no significant association between the nature of the firm and membership in social networking sites. To test the hypothesis the level of significance taken as 5%

Factors	DF	Calculated Value (p Value)	Table value (a Value)	Result	Remarks
Nature of the firm / membership	6	.388	12.592	Reject	No significant

Hence there is a significant association between the nature of the firm and membership in social networking sites. So hypothesis rejected.

Test 2: Association between the type of the firm and level of awareness
Hypothesis
There is no significant association between the type of the firm and level of awareness. To test the hypothesis the level of significance taken as 5%

Factors	DF	Calculated value (p Value)	Table value (a Value)	Result	Remarks
Type of the firm/ level of awareness	5	67.284	11.070	Accept	significant

Hence there is no significant association between the type of the firm and level of awareness. So hypothesis accepted.

Test 3: Association between the size of the firm and time spending for social networking sites.
Hypothesis
There is no significant association between the size of the firm and time spending for social networking sites. To test the hypothesis the level of significance taken as 5%

Factors	DF	Calculated value (p Value)	Table Value (a Value)	Result	Remarks
Size of the firm / Time spending	6	.000	12.592	Reject	No significant

Hence there is a significant association between the size of the firm and time spending for social networking sites. So hypothesis rejected.

Suggestion
Social network providers want to provide certain tools to create and promote the advertisements given on their platform.

Most of the business concerns expect some privilege or premium access in social networking.

Sometimes given advertisements are hiding by some other advertisement providers. So the advertisements are wants to place properly.

Fake advertisements also available in the floor. So the advertisement wants to monitor properly.

Conclusion

A corporate message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself. Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media. Social media has become a platform that is easily accessible to anyone with internet access. Increased communication for organizations fosters brand awareness and often, improved customer service. Additionally, social media serves as a relatively inexpensive platform for organizations to implement marketing campaigns.

REFERENCE Book: | 1. Social media marketing for dummies., Author- Shiv Singh, Publisher- john willey & sons, 2012. | Websites: | • www.wikipedia.com | • www.mashable.com | • www.socialmediaexaminer.com | • www.ibe.org.uk |