

A Study on Social Media Effect on Digital Marketing at Puttur

Reshma Pai A, Jeevitha B V

Assistant Professor

Department of MBA

Vivekananda College of Engineering and Technology Puttur, India

Corresponding Author Email Id: *reshmavivekpai@gmail.com, bvjeevitha@gmail.com*

Abstract

Social media has become a vital part of everyday life. This stunning growth is due to the increasing usage of smart phones. Today's era of Internet has opened a gate of vast variety of opportunities for businesses and to reach their customers conveniently. Growing popularity of social media has compelled the marketers to think about this media along with traditional functional areas of marketing. The main purpose of the present paper is to examine the effect of social media on digital marketing. This paper describes various forms of social media which are available for the marketers to market their products. The study also has undergone to find out the popularity and effectiveness of digital marketing among people in and around Puttur. The study has mainly dependent on primary data collected through questionnaire. The secondary data collected through books, journals, articles and literatures have also been incorporated in this paper. The sample of 200 respondents randomly has been selected for the study from in and around Puttur. Chi square method is used for analyzing the data. Table and charts have been used as supportive tools for analyzing the data. The study has revealed a positive effect of social media on digital marketing. This study will definitely contribute towards marketing literature.

Keywords: *Digital Marketing, Social Media, Effect, Customer Reach*

INTRODUCTION

Social media is a platform which not only connects people worldwide but also serves best for Digital Marketing. Digital marketing is a practice which is usually performed to connect the target audience to the business owners. This is done to expand the business quickly and efficiently.

Days are gone when people took help of televisions and newspapers to attract people. Since technology is handy and internet connection is a necessity today, traditional methods are almost discarded. Ever since social media has gained popularity among humans, companies cannot think of promoting a brand without taking help of social media.

Due to the impact of social media, the relationship between brands and consumers has changed a lot. Nowadays, companies create strategies after they analyze and understand the target consumer's demands, likes and dislikes through Social Media. Social media has had a major effect on the world and business. Starting from an MNC or a small startup, everyone is adopting Social Media Marketing to make their brand or services visible.

Earlier traditional marketing mediums such as radio, TV commercials and print ads were very costly mediums. But now, through Social media marketing, companies or brands can connect with their target customers for free, the only cost is time. Using social media platforms like Facebook, Twitter, LinkedIn etc., and companies can lower their marketing costs.

Social media has countless benefits some of them are:

Improved Customer Insights

Businesses get a better understanding of their customers by allowing them to share their insights, knowing that the brand is listening. Social media allows them to see what potential customer's opinions are and network with them as well.

Better Customer Service

Social media allows businesses to respond to customer grievances, questions, and concerns almost instantly. Customers want to be assured that, if they have a problem they will receive assistance at the earliest possible time.

Cost Efficient

When a business is running on a fixed marketing budget, social media is the most

cost-efficient way to market and promote the business. Websites like Facebook, Twitter, Pinterest etc., allow any business to share their content for no cost at all. Hence Social media is an affordable advertising platform.

Connectivity

Businesses will always be connecting with the customers in terms of changing preferences, lifestyles, and resources and adapt to the changing interest of the consumers.

Establishing Brand Awareness

Through social media, it is possible to increase brand awareness among customers as businesses can create awareness by building company image.

Sales

Increased exposure through social media drives traffic to the company. This, in turn, converts potential customers to actual customers.

Some of the major social media platforms are:

Facebook is a popular free social networking site on which registered can create profiles, upload photos and videos, send messages and keep in touch with

friends, family, and colleagues. People can also create Facebook pages related to businesses, brands, and services. There are 2.07 billion monthly active Facebook users with an increase of 16% increase year over year.

Twitter is a famous social networking website that allows registered members to write their messages through short posts called tweets. There are 330 million active Twitter users.

LinkedIn is a social networking site designed for the business community, professionals, managers etc. LinkedIn has 467 million members connected. Basically, this site allows the registered member to connect and make a network of people they know and trust professionally.

Instagram is a fast-growing social media platform that allows users to share their images, stories and promote their business. Instagram has 800 billion monthly active users. Instagram is used by many brands to promote their products, target their audience and drive real social value.

Whatsapp is a social media platform that allows sharing text, images and videos to the users as individuals and groups.

Whatsapp has more than 1.5 billion monthly active users.

About Puttur

Puttur is one of the towns and taluk headquarters in Dakshina Kannada district. Puttur is located at a distance of 53 Km from Mangalore city in a hilly region between the coast and Western Ghats. Puttur is the second biggest town of the Dakshina Kannada district and also rewarded as the rich town of the district.

Puttur Taluka of Dakshina Kannada district has total population of 287,851 as per the Census 2011-19. Out of which 143,116 are males while 144,735 are females. As per Census 2011-19 out of total population, 21.1% people lives in urban areas while 78.9% lives in the rural areas. The average literacy rate in urban areas is 91.9% while that in the rural areas is 84.4%. The total literacy rate of Puttur Taluka is 86.02%. The male literacy rate is 81.56% and the female literacy rate is 72.7% in Puttur Taluka.

These information shows that educated people are more in Puttur, which gives more scope for their perception towards digital marketing. Therefore, the present study concentrates on Puttur region.

LITERATURE REVIEW

The following studies have witnessed “A Study on Social Media Effect on Digital Marketing at Puttur”.

Dehkordi and Javadian, (2012) investigated that ecommerce and digital marketing shows internet marketing is way easier rather the traditional marketing. It decreases the marketing cost and target marketing increases. They get low cost without physical appearance. Result also show that people feel more relax and comfortable by digital marketing and e-commerce rather than Newspaper, and TV and magazine advertisement.

Nazir, Tayyab, Sajid, Rashid, and Javed, (2012) studied that in social media marketing, company have their own social links, Facebook page and other networking sites to target the audience. Through social media advertisement the target audience increased through their social appearance. E-mails, social networking sites company receive online information from their customer’s feedbacks. By liking the companies Facebook pages you and your friends also get information of that company’s products or services. Through this way company’s target market increases and cost decreases.

Hidayat and Diwasasri, (2013) reported that consumer purchase intention has been used as a key construct in marketing researches in a variety of contexts but they include varying variables such as consumer attitudes perceived value perceived risk, usefulness and the ease of use. Nielsen (2013) consumers spend more time on social networks than on any other category of website. Approximately 20 percent of their total time online was used on a personal computer (PC) and 30 percent of total time online on a mobile device. Other devices such as tablets, game consoles, handheld music players and e-readers also increased in popularity for accessing social media.

Laudon and Traver (2013) the Internet has succeeded in expanding the information intensity of the market place immensely by providing marketers and customers with well detailed real-time information about consumers as they transact in the market. Consumers are much more available to receive marketing messages due to the “always-on” environment created by mobile devices which results to an extraordinary increase in marketing opportunities for firms.

Magneto (2015) reported that a few years back, the concept of consumer engagement was about catching the attention of consumers by emphasizing on “touch-points” when marketing products and services. Presently, with a vast range of merchandise options, media means and novel shopping experiences, consumer engagement is about making supreme efforts and constructing emotional ties which can steer the word of mouth marketing and generate future sales (Magneto, 2015).

Forbes (2015) reported that today’s companies need to utilize the influence of social media to engage consumers instead of using it only as a platform for intensifying their products and brand promotions. Social media can be used to engage consumers by creating value for them. In other words, strengthening social network marketing as a medium for business promotion is necessary.

Mirabi, Akbariyeh, and Tahmasebifard (2015), reported that factors such as product quality, brand and advertisement can be the most important factors that contribute to consumer’s purchase intention. These factors act as the very reason for companies to invest more on the

marketing efforts achieved through novel means besides traditional approaches as both approaches can help to boost their market shares.

Statement of problem

The available literature survey shows customers are utilizing social media for enhancing their purchase decisions. Moreover, buying decision of the customers depends on how they get adjusted to the modern technological methods of purchasing the products. Therefore, it is important for the marketers to ensure that whether customers are comfortable with the access of social media. Are they really getting benefits from the social media? No doubt, marketers who understand consumer-behaviour have greater competitive advantage in the market place. In this backdrop a study titled, “A Study on Social Media Effect on Digital Marketing at Puttur” is undertaken since no study was undertaken finding the effect of social Media on digital Marketing in Puttur region.

Objectives

- To examine the effect of social media on digital marketing.

- To identify various forms of social media which are available for information search.
- To find out the popularity and effectiveness of digital marketing among people in and around Puttur.

Methodology

The study is confined to Puttur region. The present study is based on both primary and secondary data. Questionnaire Survey method was adopted for collecting primary data. For the purpose of survey, a structured questionnaire was prepared and distributed to 200 students in and around Puttur selected on random basis to gather information in the form their opinions regarding whether there exit an impact of social media on digital marketing. The secondary data collected through books, journals, articles and literatures have also been incorporated in this paper. Chi square method is used for analyzing the data. Table and charts have been used as supportive tools for analyzing the data.

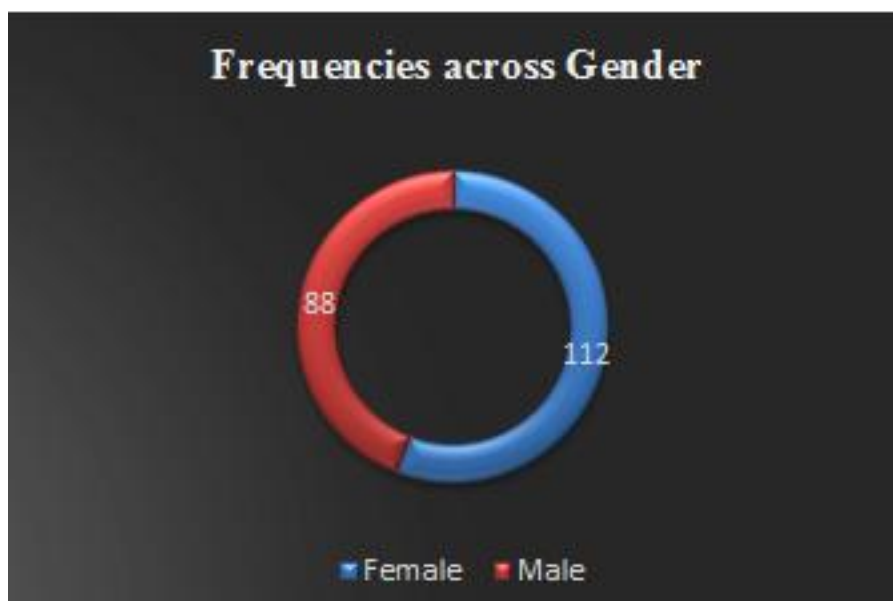
Analysis and Interpretation

The primary data collected from the respondents of Puttur has been tabulated and analysed with the help of percentage analysis. The result of analysis is given below.

Table showing Frequencies across Gender of the respondents

Particulars	No. of Respondents	Percentage
Female	112	56
Male	88	44
Total	200	100

Chart showing Frequencies across Gender of the respondents



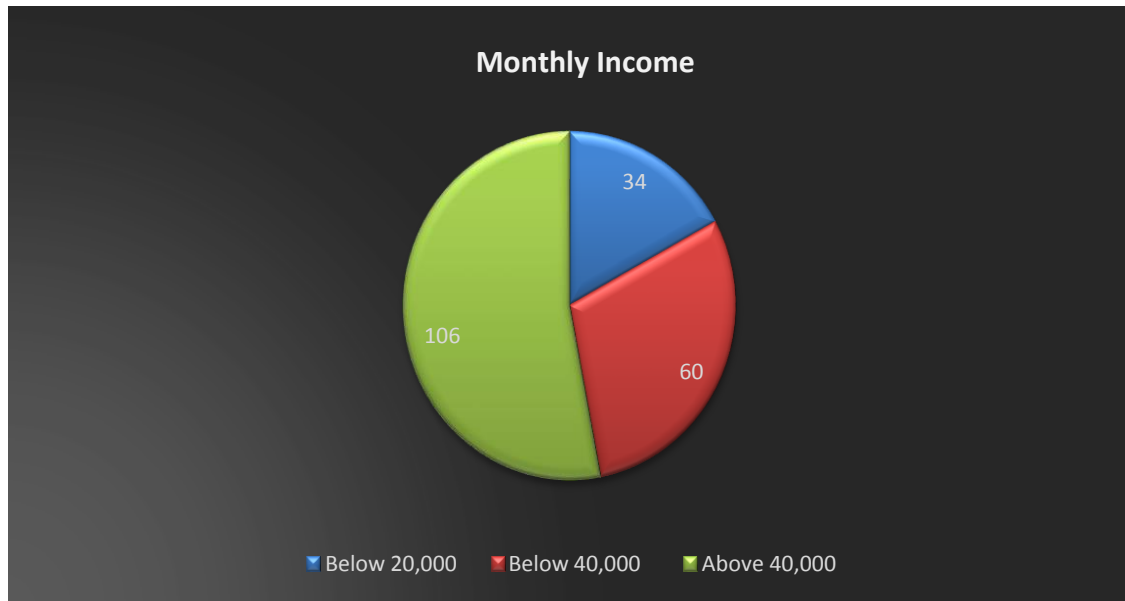
Interpretation

The above chart shows that 56% of the respondents are female and remaining 44% of the respondents are male. Hence, the majority of the respondents are from female category.

Table showing Frequencies across Monthly Income of the respondents

Particulars	No. of Respondents	Percentage
Below 20,000	34	17
Below 40,000	60	30
Above 40,000	106	53
Total	200	100

Chart showing Frequencies across Monthly Income of the respondents



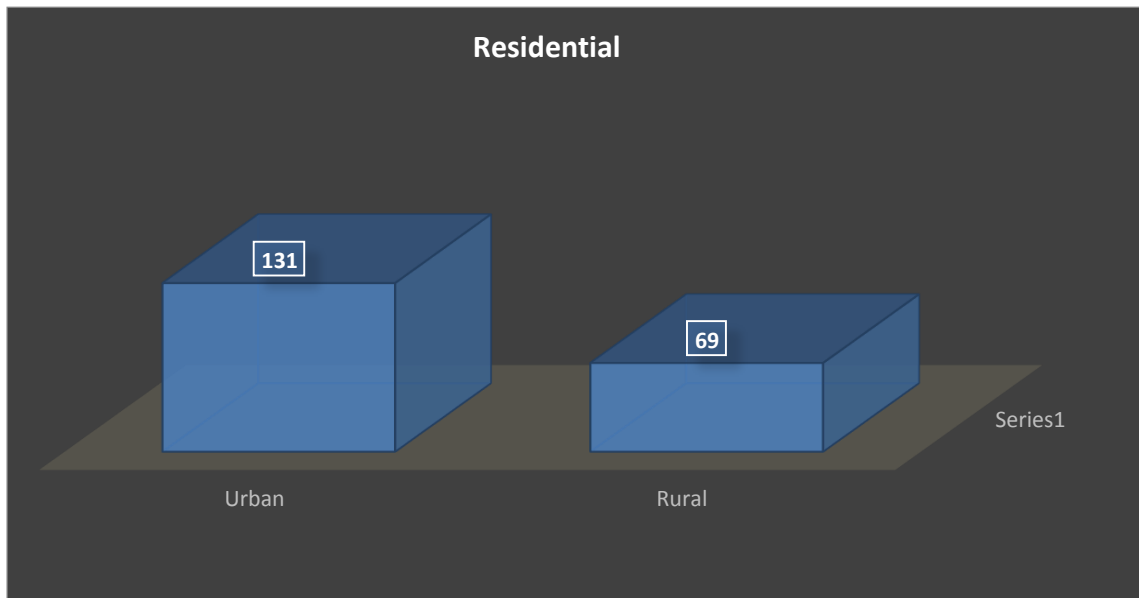
Interpretation

The above graph depicts that, out of the total respondents 17% of respondents have income below 20,000, 30% range between 20,000 to 40,000 and 53% of the respondents have income of above 40,000. Hence, it can be concluded that respondents are having a good financial position and prefer social media for online purchase.

Table showing Frequencies across Residential Area of the respondents

Particulars	No. of Respondents	Percentage
Urban	131	65.5
Rural	69	34.5
Total	200	100

Chart showing Frequencies across Residential Area of the respondents



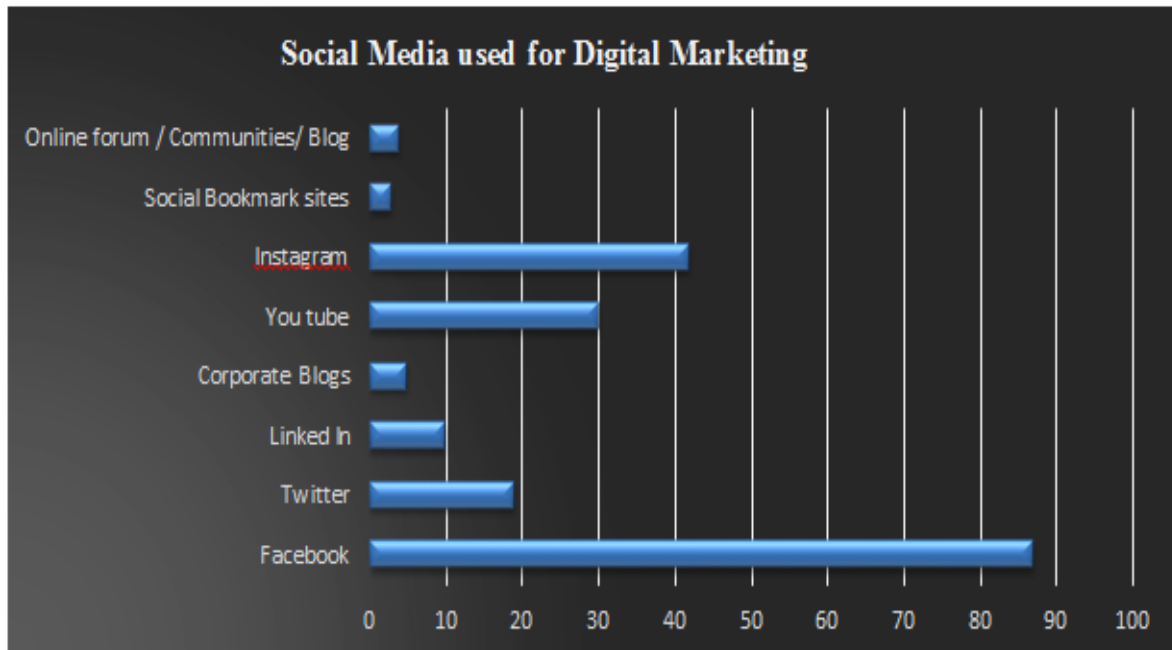
Interpretation

From the above graph, it is clear that, out of the total respondents 65.5% of the respondents come from urban areas and 34.5% of the respondents are from rural areas. Hence it is clear that majority is from urban areas and they are educated and financially sound.

Table showing type of Social Media used for Digital Marketing

Particulars	No. of Respondents	Percentage
Facebook	87	43.5
Twitter	19	9.5
Linked In	10	5
Corporate Blogs	5	2.5
You tube	30	15
Instagram	42	21
Social Bookmark sites	3	1.5
Online forum / Communities/ Blog	4	2
Total	200	100

Chart showing type of Social Media used for Digital Marketing



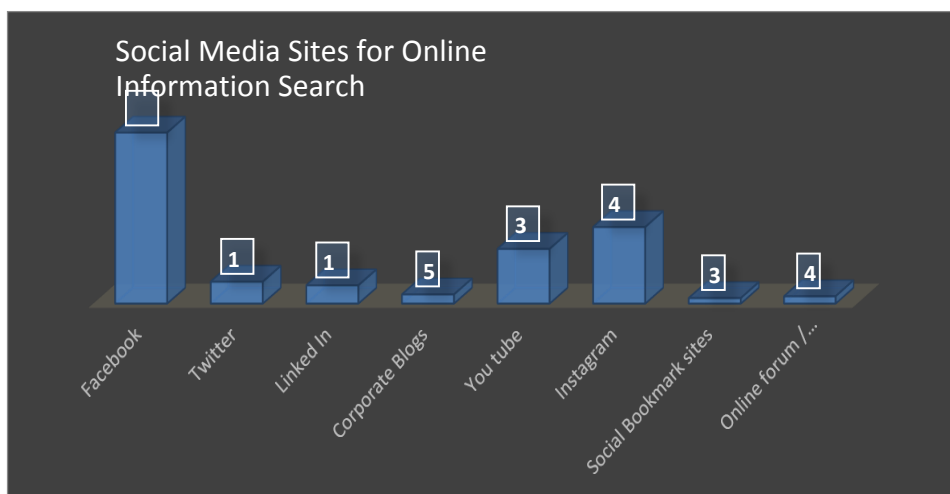
Interpretation

It is clearly visible from the above table that the ratings for Facebook, Twitter, Instagram, Youtube are more hence, it can be concluded that these are the aspects that have a significant impact on digital marketing.

Table showing Preference of Social Media Sites for Online Information Search for different Products & Services

Particulars	No. of Respondents	Percentage
Facebook	94	47
Twitter	12	6
Linked In	10	5
Corporate Blogs	5	2.5
You Tube	30	15
Instagram	42	21
Social Bookmark sites	3	1.5
Online forum / Communities/ Blog	4	2
Total	200	100

Chart showing Preference of Social Media Sites for Online Information Search for Different Products & Services



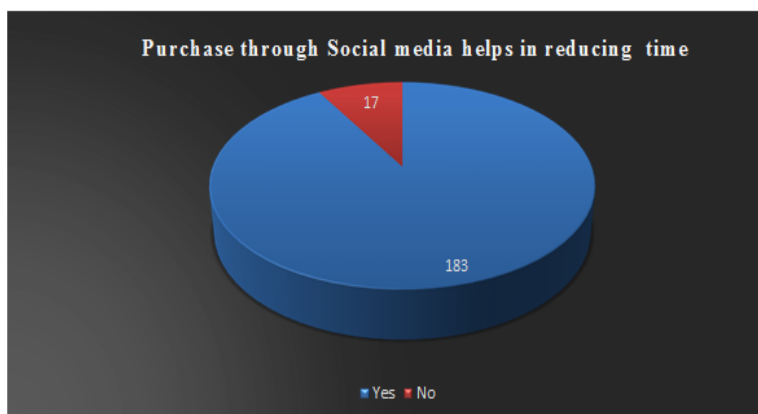
Interpretation

From the above table it is clear that the ratings for Facebook, Twitter, Instagram, YouTube are more hence, it can be concluded that these are the Social Media Sites which are Preferred more for Online Information Search for Different Products & Services by the respondents.

Table showing purchase through Social media helps in reducing time.

Particulars	No. of Respondents	Percentage
Yes	183	91.5
No	17	8.5
Total	200	100

Chart showing purchase through Social media helps in reducing time.



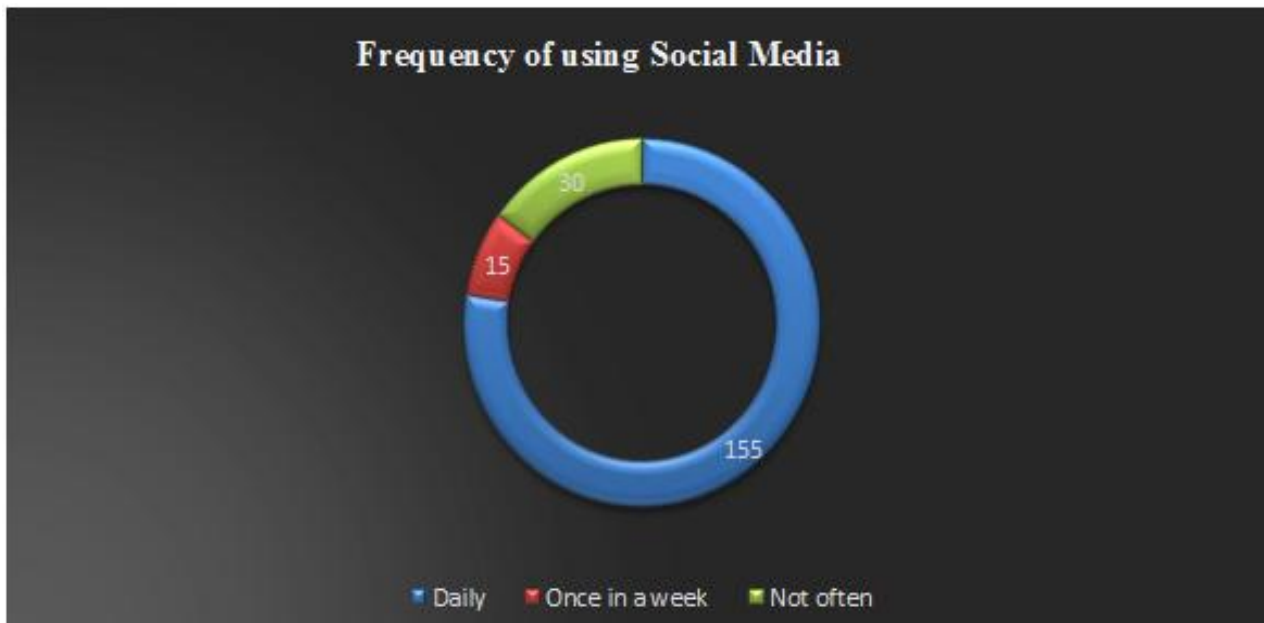
Interpretation

From the above graph, out of total respondents, 91.5% of the respondents feel that purchase through Social media help them in saving time as an alternative to purchase of products from shops.

Table showing Frequency of using Social Media

Particulars	No. of Respondents	Percentage
Daily	155	77.5
Once in a week	15	7.5
Not often	30	15
Total	200	100

Chart showing Frequency of using Social Media



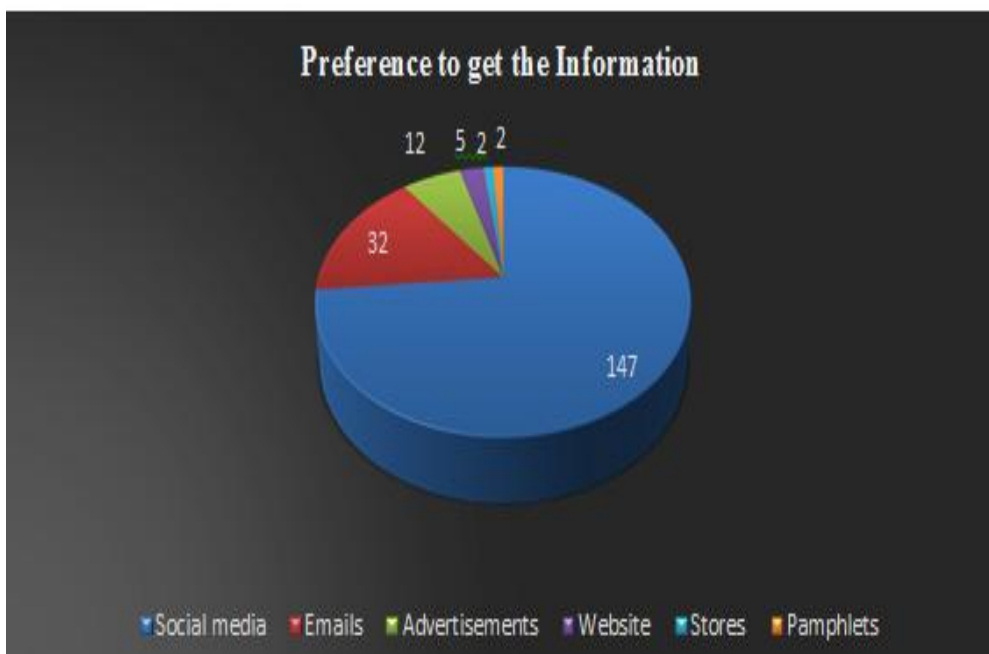
Interpretation

Table shows the Frequency of using Social Media, with the maximum score of 155 and a minimum score of 15. It can be comprehended that there is high usage rate of social media by the respondents.

Table showing Preference to get the Information

Particulars	No. of Respondents	Percentage
Social media	147	73.5
Emails	32	16
Advertisements	12	6
Website	5	2.5
Stores	2	1
Pamphlets	2	1
Total	200	100

Chart showing Preference to get the Information



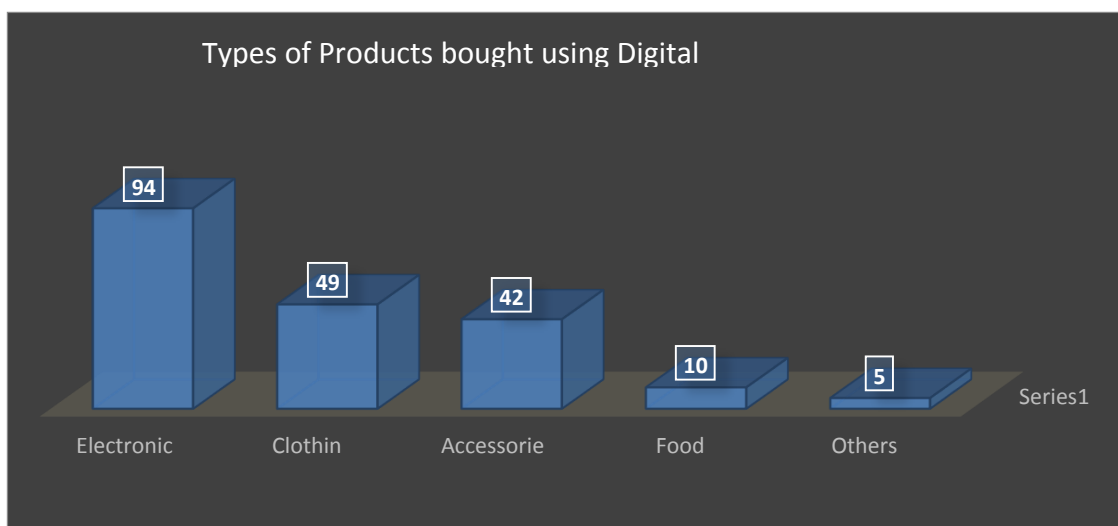
Interpretation

It is clearly visible from the above table that the ratings for Social Media, Email and advertisement are more hence it can be concluded that these are the aspects which are used by the respondents to get Information Concerning Products, Offers, and Campaigns.

Table Showing Types of Products Bought using Digital Marketing

Particulars	No. of Respondents	Percentage
Electronics	94	47
Clothing	49	24.5
Accessories	42	21
Food	10	5
Others	5	2.5
Total	200	100

Chart Showing Types of Products Bought using Digital Marketing



Interpretation

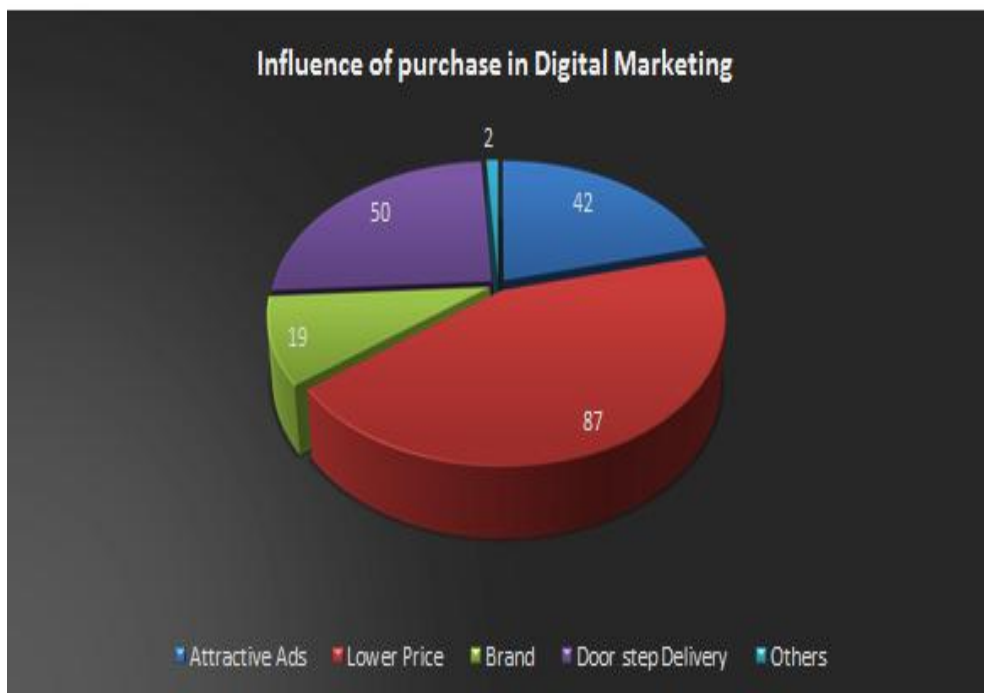
From the above table it is clear that Electronics, Clothing and Accessories are the most preferred products to be brought using digital marketing.

Table showing influence of purchase in Digital Marketing.

Particulars	No. of Respondents	Percentage
Attractive Ads	42	21
Lower Price	87	43.5

Brand	19	9.5
Door step Delivery	50	25
Others	2	1
Total	200	100

Chart showing influence of purchase in Digital Marketing.



Interpretation

From the above table it is comprehended that respondents get influence highly by digital marketing because of lower price, Door step Delivery and Attractive ads.

Chi Square Method of Calculation

Relationship between Impacts of Social Media on Digital Marketing

H0: There is no relationship between Impact of Social Media on Digital Marketing H1: There is a relationship between Impact of Social Media on Digital Marketing

Table showing Preference of Social Media Sites for Online Information Search for Different Products & Services.

Particulars	No. of Respondents	Percentage
Facebook	94	47
Twitter	12	6
Linked In	10	5
Corporate Blogs	5	2.5
You Tube	30	15
Instagram	42	21
Social Bookmark sites	3	1.5
Online forum / Communities/ Blog	4	2
Total	200	100

Sl. No.	OV	EV	O-E	(O-E) ²	(O-E) ² /E
1	94	25	69	138	5.52
2	12	25	-13	26	1.04
3	10	25	-15	30	1.2
4	5	25	-20	40	1.6
5	30	25	5	10	0.4
6	42	25	17	34	1.36
7	3	25	-22	44	1.76
8	4	25	-21	42	1.68
Total					14.56

Interpretation

Here, the calculated value is 14.56, degree of freedom is 7, level of significance is 0.05, table value = 14.067. From the above table, it can be obvious that calculated value is larger than the table value. So the null hypothesis is rejected. Therefore, it can be concluded that there is an Impact of

Social Media on Digital Marketing. Digital marketing has a greater future in the present market which improves the business and lead to gain Profit through effective use of social media. Most of the customers are satisfied to purchase products through online.

Findings

Findings of the present study are listed below

- Majority of the respondents are from female category.
- Respondents are having a good financial position and prefer social media for online purchase.
- Majority is from urban areas and they are educated and financially sound.
- Ratings for Facebook, Twitter, Instagram, YouTube are more hence, it can be concluded that these are the aspects that have a significant impact on digital marketing.
- Ratings for Facebook, Twitter, Instagram, YouTube are more hence, it can be concluded that these are the Social Media Sites which are Preferred more for Online Information Search for Different Products & Services by the respondents.
- Purchase through Social media help respondents in saving time as an alternative to purchase of products from shops.
- There is high usage rate of social media by the respondents.
- Ratings for Social Media, Email and advertisement are more hence it can be concluded that these are the aspects which are used by the respondents to

get Information Concerning Products, Offers, and Campaigns.

- Electronics, Clothing and Accessories are the most preferred products to be brought using digital marketing.
- Respondents get influence highly by digital marketing because of lower price, Door step Delivery and Attractive ads.
- There is an Impact of Social Media on Digital Marketing.

Suggestions

Suggestions of the respondents are summarized below

- Technical advancement in promotion of digital marketing should be improved
- 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 plays a vital role in providing a bright future for digital marketing. Usage of it by the consumers is getting better day by day. With the use of internet, people can access information about the products from anywhere and anytime with the support of easily accessible forms of social media. People can have comparison between traditional as well as modern marketing systems. At present people are getting addicted to the technology tools available with the click of button on their smartphones as well as in their computers/laptops which assists them to purchase the products online. The present study is descriptive in nature and it has made an attempt to find the relation in the form of impact of social media on digital marketing. By focusing on ratings provided by the respondents, the marketing firms can concentrate more on providing varieties of quality products to have different choices for the customers to purchase online. It will help to attract more number of customers towards online shopping. This will change the scenario of whole marketing era.z

Social Media Marketing is having a tremendous impact on business and market as business growth and performance are

taking place at an astronomical rate. Social media helps in developing business tactics. Social media platforms like Facebook, Twitter, LinkedIn etc., show an opportunity for businesses to grab the attention of the customers while simultaneously building a brand image. These social networks allow businesses to use tactics to build and create brand profiles like fan pages, contests etc. Through Social media marketing, one can figure out the likes and preferences of customers as well as the latest trends adopted by the public. Social media marketing helps a brand/company to build a strong online presence by innovative social media marketing techniques and customer satisfaction.

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