

# Impact of Social Media in Online Marketing

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**Abstract:-** Increasing popularity of social media required the marketers to think about this media along with traditional functional areas of marketing. The number of social media user's is more than the population of some of the countries today. Social media becomes an important communication device that people use to connect to other people organization. People use social media to share their experiences, reviews, information, advice, warnings, tips and any kind of issues that are interesting to their "connection" or friend. As a result it can also help in building your community strong enough to make your marketing effective & initiative buying.

**Key Word:** Marketing, Media, Traditional, Effective, Buying.

## INTRODUCTION:

The impact of social media marketing today. Due to the impact of social media, the relationship between brands and consumers have changed a lot 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 is primarily internet or cellular phone based applications and tools to share information among people. It expedites conversation and connection among people. Initially social media may have begun for social engagement, but the commercial value soon became apparent and it has become the marketer's new best friend too. The industry is rewriting its conventional strategies and transforming the basic campaigning structure. Social media once devoid of any commercial content has had such a significant impact on the marketing industry.

In this era of innovation, almost all the spheres of human life have been touched upon by the applications of ever-growing technology. E-Business is a natural extension of the internet. The concept refers to the transaction of business via an electronic means, usually the internet or any of this mediums. E-business has certain characteristics which include internet, information system for handling its business process, an online selling platform, Business models that work to compile data on various customer and market segments and then make this information available to third parties for a fee and online financial exchange facility.

## REVIEW OF LITERATURE:

**Philip kolter(2015)** Integrated marketing communication can produce stronger message consistency and greater sales impact. It forces management to think about every way the customer comes in contact with the company, how the company communicates its positioning the relative

importance of each vehicle and timing issues. It gives some responsibility to unify the company's brand image and messages as they come through thousands of company activities. IMC should improve the company's ability to reach right customers, with the right message, at right time in the right place. Thus personal and non-personal communication channels should be combined to achieve maximum impact.

**Warren J. Keeyan,(2016)** A revolutionary development in the shift to the strategic concept of marketing is in the marketing objective- from profit to consumer benefits. There is a growing recognition that profits are a reward for performance (defined as satisfying customers in socially responsible or acceptable ways). To compete in today's market, it is necessary to have an employee team committed to continuing innovation and to producing quality products. In other words, marketing must focus on the customers and deliver value by creating consumer benefits. This change is revolutionary idea that is accepted today by a vanguard minority marketing practitioners.

**Fitzpatrick Michele (2017)** The concept of integrating online & offline marketing to build success is one who time has come. While many companies still view their online & offline efforts as separate entities, savvy marketers are slowly realizing that success comes through integration through all channels to provide consumers with what they demand.

**Sally Falkow (2018)** Markets have become conversations. Social media are the online platforms and locations that provide a way for people to participate in these conversations. For individuals it is a way to connect and share content with friends and like-minded people. For businesses it's way to tap into what people are saying your brand, your product and/or your service, participate in the conversations, be open to new ideas and then use these insights to better business decisions.

## STATEMENT OF THE PROBLEM:

In the recent years social media marketing has emerged as a new marketing tool. The aim of the organizations is to enhance the profitability by using the effective marketing strategies. Furthermore the main focus of every firm is to maximize the profitability and reduction of cost of production. Internet is in the access of almost every person who is using a mobile phone as the introduction of 3G/4G services. So, this rapid growth of internet is a signal towards using internet as a marketing tool and its nice

opportunity for any firm to change the consumer perception through social media marketing.

#### OBJECTIVE OF THE STUDY:

- To Assess the role of Social Media online marketing as an emerging marketing tool
- To Study the relationship between social media marketing and consumer perception
- To determine the impact of online marketing on society.

#### SCOPE OF THE STUDY:

The scope of the study has been limited to social media marketing only. The study aims to understand the massive contribution of Online marketing as a part of Integrated Marketing Communication and to know its splendid efforts towards promotion in practice in practice and also to find out one challenges in using online marketing as a tool of integrated marketing communication. The recommendations of this research can be used to frame an appropriate integrated Marketing Social Media strategy in which companies can give special consideration to online marketing along with the other traditional tools.

#### RESEARCH METHODOLOGY:

The study is based on descriptive research design. A questionnaire has been designed, to know the point of view

of respondent regarding the extent of social media that helps consumers in buying decision making. First part of the questionnaire contains information regarding demographics and usage pattern of social media of the respondent. Second part has series of close-ended indirect questions which are based on impact of social media in making consumer buy a product and expectation from such media. The survey was conducted online through social networking sites and responses of 150 social networkers were collected. The respondents and other people on different social networking sites were also requested to post the link from their profile. So the sampling technique used was non-probability convenience sampling. We used regression analysis for testing of hypothesis. For visual representation of finding and results bar charts, pie charts and tables etc.

#### Areas of Study

For this study the respondents in pudukottai District.

#### Secondary Data

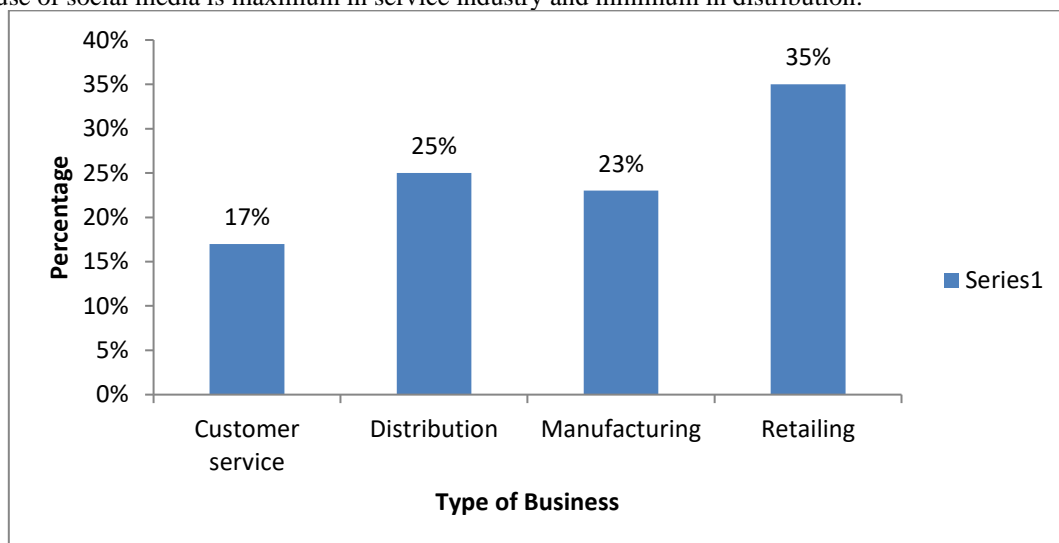
Secondary data is the data that have been already collected and readily available from the other sources such as, various publications of Central, State and local Governments, Various publications of foreign governments or International bodies, Technical and trade journals, Books, magazines, and new paper, report prepared by research scholars, university economists and so on.

TABLE NO.1  
TYPE OF BUSINESS

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE (%)
1	Customer service	30	17%
2	Distribution	45	25%
3	Manufacturing	41	23%
4	Retailing	64	35%
	<b>Total</b>	<b>180</b>	<b>100%</b>

SOURCES: Primary Data

The above table indicates that out of the 180 respondents 35 pertained to Retailing, 64 pertained to retailing and so on which indicates the use of social media is maximum in service industry and minimum in distribution.

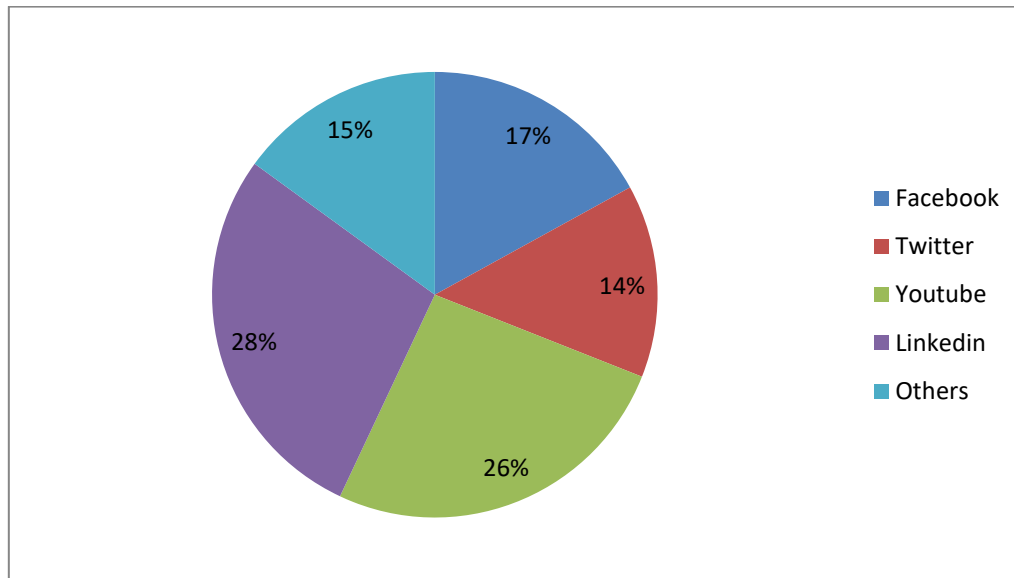


**TABLE NO.2**

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE (%)
1	Facebook	30	17%
2	Twitter	25	14%
3	You tube	46	26%
4	Linkedin	52	28%
5	Others	27	15%
	Total	180	100%

Sources: Primary Data

The above table indicates that out of the 180 respondents 28 pertained to Linkedin, 52 pertained to Linkedin and so on which indicates the use of social media is maximum in service industry and minimum in distribution.



#### CONCLUSION:

As the popularity of social media is growing and there is no turning back it seems social media will overtake to other functional areas of marketing to a large extent. Social media is trying to fill the gap between marketers and consumers through continual dialogue, building trust and interacting with right audience in right way, as fast as possible.

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