



## Impact of Demographics on the Awareness Level of Social Media Marketing Practices

### KEYWORDS

Social Media Marketing, Awareness, Social Networking Sites, Udaipur

**Dr. Manju Baghmar**

Associate Professor, UCCMS, MLSU

**\* Ms. Khushbu Agarwal**

Research Scholar, UCCMS, MLSU, Udaipur.  
\*corresponding author

**ABSTRACT** *The usage of Social Media is increasing exponentially to satisfy the social needs of internet users, at the same time it has also increased the opportunities for corporate to market their products & services in a personalized way. The past record shows that social media has contributed significantly in changing the perception of customers in buying process. Organizations can't ignore the growing importance of social networking sites on the buying behavior of customers.*

*This paper is an attempt to examine the impact of demographics on their awareness level of social media marketing practices. The paper is based on descriptive research design & close ended questionnaire is used to collect the primary data from social media users. Conclusions of paper reveal the awareness level of customers' towards social media marketing.*

### Introduction:

Social media is changing the way information is communicated to and from people around the world. The rapid use of social media such as blogs and other social networking sites and media-sharing technology is changing the way firms respond to consumer's needs and wants and changing the way they respond to their competitors. Marketers now have the opportunity to engage in broader and more innovative forms of online mass media communications by using the social media marketing tools. Social networking programs group individuals by interests, hometowns, employers, schools and other commonalities. Social networking is also a significant target area for marketers seeking to engage users.

Social media such as Facebook, Twitter and YouTube are dynamic tools that facilitate online relationships. It is a relatively low cost form of marketing and allows organisations to engage in direct and end-user contact. Given the choices made available to consumers and the influential role of social media marketing, the brands and consumers have a changing role to play in the organisation's strategy in that they now have an economic impact. Brands influence customer choice. Customers influence other customers. These chains of events affect repurchases, which further affect future earnings and long term organisational sustainability.

All in all, it helps a company increase awareness of its brand, generate leads, build its customer base, improve sales and market share. If planned and executed properly, social media becomes a very cost effective mode of online promotions.

This paper is focusing on the the impact of demographics on their awareness level of social media marketing practices. It will also helpful in identifying the platforms which organizations should prefer for social media marketing.

### Literature review:

**Sliva, Bhuptani, Menon & D'Sliva (2011)** has made an attempt to understand the usage pattern of social media among youth in the city of Mumbai. It also aimed at as-

sessing the influence of social media on the consumer buying behaviour. Results from the analysis indicated that social media is a very important tool for networking among youngsters.

**BASHAR, AHMAD & WASIQ (2012)** has done an empirical research to understand the effectiveness of social media as a marketing tool and an effort has been made to analyze the extent social media helps consumers in buying decision making. Results of paper suggested that The medium is growing very fast and holds huge potential but is still in its nascent stage in India. Therefore, it is time for the companies to make effective strategies and execute them to win larger share of business through this revolutionary medium and become the innovative firm of coming future.

**Vij & Sharma(2013)** has done a study on social media experience of consumers and marketers in the State of Punjab. Based on the results of the study and reviewed literature, the paper suggested the measures for effective Social Media Marketing (SMM) strategies that Above all, social media marketing content should be 'interesting', 'informative', 'interactive' and 'reliable'. Marketers should align their social media marketing effort with the changing tastes and preferences of customers.

**Yadav (2012)** has made an attempt to set up the significance of social networks as an advertising medium and evaluated the existing advertising methods that are in trend via certain case studies and concluded that social websites are not just a tool to interact with the different people but also medium to reach the prospective customers.

**Bhakuni & Aronkar (2012)** tried to understand the usage pattern of social media among the students of Gwalior city and also assessed the influence of social media advertising on the purchasing intention of the students. The study concluded that social media is a rapidly growing area with large number of young students associating with it and there is a strong positive relationship between purchase intention and social media advertising.

Dash (2011) explored the relevant factors applicable for online marketing awareness, Purpose of use and usage of social networking sites and concluded that college students are well aware about different social networking sites and their use & popularity is increasing hence it is serving as a very good medium to connect students. Therefore, marketing with the help of these sites can play an important role for online marketing but it is necessary to ensure product quality since user groups are educated.

**Objectives**

1. Identify the preference of social media among the users.
2. To study the awareness of customers regarding social media marketing.
3. Identify the impact of demographics on their awareness level of social media marketing practices.

**Hypotheses**

H01 = Gender of respondents doesn't affect their awareness level about social media marketing practices.

H02 = Age of respondents doesn't affect their awareness level about social media marketing practices.

H03 = Income of respondents doesn't affect their awareness level about social media marketing practices.

H04 = Education of respondents doesn't affect their awareness level about social media marketing practices.

**Research Methodology**

(a) **Research Design:** - To analyze the the impact of demographics on their awareness level of social media marketing practices descriptive research design was used. Primary data was collected with the help of close ended questionnaire.

(b) **Sample Design:** - Our target population involves the users of Social Media. 120 users were selected through convenience sampling from Udaipur.

(c) **Analysis:** - The data collected was analyzed with the help of various statistical tools like frequency distribution,

Chi-square test, and arithmetic mean.

**ANALYSIS & INTERPRETATIONS:**

**(a) DEMOGRAPHIC PROFILE OF RESPONDENTS:**

**Table 1: Demographic Profile of Respondents**

Particulars	Classification	Frequency	Percentage
Gender	Male	68	57
	Female	52	43
Education	Intermediate	12	10
	Graduate	56	47
	Post Graduate	24	20
	Professional	28	23
Age Group	Below 25	30	25
	25-35	44	37
	36-50	30	25
	51-60	16	13
Monthly Income	Less Than Rs. 10,000	10	8
	Rs. 10,001 - Rs. 20,000	19	16
	Rs. 20,001 - Rs. 30,000	31	26
	Rs. 30,001 - Rs. 40,000	46	38
	More Than Rs. 40,000	14	12

As per shown in table demographics of respondents were classified according to their gender, education, age & monthly income. Out of total respondents 57% are male & rests are female. Majority of respondents are graduate (47%) & 37% respondents belong to the age group of 25 to 35 years. 38% of respondents have their monthly income in the range of Rs. 30,001 to Rs. 40,000 and 26% respondents have their monthly income from Rs. 20,001 to Rs. 30,000.

**(b) PREFERENCE OF VARIOUS SOCIAL MEDIA PLATFORMS**

Table 2 gives the ranking of various Social media platforms.

**Table-2: Preference of Various Social media platforms**

Preference of social media platforms:										
Weight	6	5	4	3	2	1	Total	Weighted Total	Weighted Average	Rank
	Ranks	1st	2nd	3rd	4th	5th				
Social media platforms										
Social networking sites (eg. Facebook)	65	35	12	8	0	0	120	637	30.33	1
Microblogging(eg. Twitter)	8	18	48	34	8	4	120	452	21.52	3
Blogs/Forums	3	4	6	52	25	30	120	298	14.19	4
Social Bookmarking(Digg,Delicious, Stumble-Upn etc.)	5	1	18	19	48	29	120	289	13.76	5
Social media Sharing (Flickr, Youtube, Smug-Mug etc.)	38	62	8	4	4	4	120	594	28.29	2
Online gaming (FullTilt Poker, PS3 multiplayer, Kongregate etc.)	1	0	28	3	35	53	120	250	11.90	6

Table shows that generally customers use Facebook at most in order to keep in touch with their friends and family members. Social sharing platforms like Youtube,smugDug etc. are on next priority, while least preference is given to Online gaming due to lack of leisure time.

**(c ) AWARENESS ON VARIOUS SOCIAL MEDIA MARKETING PRACTICES :**

Table 3 highlights the mean awareness score for each of the major social media marketing practices adopted by companies.

**Table-3: Awareness Score On Social Media Marketing Practices**

Social Media Marketing Practices	Awareness Level			Total score	Mean Score	Rank
	Fully aware	Partly aware	Not aware			
Advertisement	98	22	0	338	56.33333	1
Fan pages	84	34	2	322	53.66667	2
Expert opinion	55	39	26	269	44.83333	7
Reviews of customers	85	28	7	318	53	3
Photos & videos of products	82	25	13	309	51.5	4
Online conversations with company executives	45	39	36	249	41.5	8

**Table-4:Hypothesis testing**

Hypothesis	Factor	Awareness level for social media marketing			Test	Calculated Value	Degree of Freedom	level of significance	tabulated value	Result	
		Fully aware	Partly aware	Not aware							
H01	Gender	Male	32	20	Chi-Square	5.93	2	5%	5.991	Accepted	
		Female	14	17							21
Ho2	Education	Intermediate	4	6	Chi-Square	21.32	6	5%	12.592	Rejected	
		Graduate	18	18							20
		Post Graduate	4	9							11
		Professional	20	4							4
H03	Age Group	Below 35	36	28	Chi-Square	27.21	2	5%	5.991	Rejected	
		above 35	10	9							27
H04	Monthly Income	Relatively Low(< Rs. 30,000)	18	16	Chi-Square	8.93	2	5%	5.991	Rejected	
		Relatively High(>=Rs. 30,000)	28	21							11

The result of the study shows that the null-hypothesis holds to be valid for Gender, but it has been proved wrong in the case of Age, Income & Educational level. So it can be clearly stated that Gender of Respondents doesn't affect their awareness level about Social media marketing practices but Age, Income & Educational level do.

**Conclusions:**

1. Majority of users are aware about Advertisemnet on social media platforms by companies. Fan Pages is ranked on second position on awareness scale.
2. In the same manner majority of customer prefer Facebook at most in order to keep in touch with their

Social Media Marketing Practices	Awareness Level			Total score	Mean Score	Rank
	Fully aware	Partly aware	Not aware			
Promotional offers	65	42	13	292	48.66667	5
Reward points offered by gaming platforms	58	44	18	280	46.66667	6

In order to calculate total awareness score, the numbers of respondents whose opinions are "fully aware", "Partly aware" & "Not aware" are multiplied by 3, 2 & 1 respectively. The mean score is calculated by dividing the total score by total number of weights (6). Data reveals that among six major social media marketing practices, Advertisemnet on social media platforms by companies has got the highest score followed by the Fan Pages & Reviews of customers.

**(d) HYPOTHESIS TESTING:**

H01 = Gender of respondents doesn't affect their awareness level about social media marketing practices.

H02 = Age of respondents doesn't affect their awareness level about social media marketing practices.

H03 = Income of respondents doesn't affect their awareness level about social media marketing practices.

H04 = Education of respondents doesn't affect their awareness level about social media marketing practices.

friends and family members while second preference is given to Social sharing platforms like Youtube,smugDug etc.

3. The awareness level about social media marketing practices is affected by Age, Income & Educational level of customers.

**REFERENCE**

BASHAR, A., AHMAD, I., & WASIQ, M. (2012). EFFECTIVENESS OF SOCIAL MEDIA AS A MARKETING TOOL: AN EMPIRICAL STUDY, *International Journal of Marketing, Financial Services & Management Research*, 1(11), 88-99. | Bhakuni, P., & Aronkar P. (2012). Effect of Social Media Advertising on purchase Intentions of Students-An Empirical Study conducted in Gwalior city. *International Journal of Applied Services Marketing Perspectives*, 1 (1), 73-79. | Dash, A. K. (2011). Use of online social networking sites by college students and its implication for marketing:A case study in Tripura. *Indian Journal of Marketing*, 68-76. | D'Silva, B., Bhuptani, R., Menon, S., & D'Silva, S. (2011). Influence of Social Media Marketing on Brand Choice Behaviour among Youth in India: An Empirical Study, presented in International Conference on Technology and Business Management, March 28-30, 756-763. | Vij, S., & Sharma, J. (2013). An Empirical Study on Social Media Behaviour of Consumers and | Social Media Marketing Practices of Marketers, presented paper in 5th IIMA Conference on Marketing in Emerging Economies, 9-11 January 2013, 1-19. | Yadav, N. (2012). Social Networking Sites-A New Vehicle for Advertising. *MIMT Journal of IT & Management Research*, 2 (1), 38-48. |