

## Factors Affecting Social Media Marketing: Perspectives and Dimensions



Commerce

**KEYWORDS:** Social Media, Consumerism, Online Buying, Awareness

**Vijaya Kumar**

Assistant Professor of Commerce GFGC, Kudur

**Dr. Usha Devi N**

Associate Professor of Commerce FGC, Malleswaram, Bangalore

### ABSTRACT

Social media has become a platform that is easily accessible to anyone with internet access and proves out to be an inexpensive platform for the organization to implement marketing campaign. The present paper examines the factors that affecting the social media marketing. The present study is based on primary data collected from two districts of Karnataka namely; Mysore and Bangalore. Chi-square test applied to test the association between dimension and opinion. It has been found from the study that the awareness of people in Bangalore about social media marketing is significantly high and at the same time profession also has significant association with awareness about social media marketing. Male consumers have better awareness about social media marketing compared to female. The use of social media for buying is significantly high in Bangalore compared to Mysore. There is no profession based variation and gender sensitivity in use of social media for buying. Hence, region, occupation and gender are the significant factors in determining the awareness about social media marketing and use of social media for online purchase has been significantly determined by region. Profession and gender are neutrol in determining the use of social media for buying. Therefore, while preparing the strategies for promotion and marketing of the product through social media, companies needs to concentrate on specific region and its specifications and dimensions.

### Introduction:

Technology has been played significant role in human life (Davis, 1989). Three important models have been developed and used to estimate the acceptance and use of new technology in predicting and explaining the impact of new technology on E-Commerce, E-marketing one of the models is Technology acceptance model (TAM) developed by Davis in 1989-, Theory of reason action (TRA) has been developed to identify the facts affecting the behavior of customers in relation to the change of technology, however TRA model was basically used only for computer appliances related business. Therefore, TRA theory is not universally accepted Innovation diffusion Theory (IDT) has been developed to analyze the impact of use of information system & technology usage in different business. Matter of fact, technology has been significantly contributed for development of social media.

Social media has become a platform that is easily accessible to anyone with internet access and proves out to be an inexpensive platform for the organization to implement marketing campaign (Nur Syakirah, Rosidah, & Mior, 2015). Especially for e-commerce business, social media can increase communication for website and create brand awareness and if done correctly improve the positioning in market. Marketing through social media platforms, such as facebook and blogs, can be quick and powerful. Social media marketing programs usually centre on efforts to create content that attracts attention and encourages readers to share it with their social networks. This form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media (Rawata & Divekarb, 2014). Today social media has become powerful platform for online trading and e-commerce. Using social media, a company can reach the large extent of customers. After the globalization social media has become powerful tool for marketing. Given the back ground, the present study is intended to examine the use of social media for marketing and factor that affecting social media marketing.

### Review of Literature:

Most of the previous studies have tried to identify the tools of social media. Some of the studies have also made the comparison between social media marketing and actual marketing (khairil, Lawrence, Mohd, & Inta, 2016). Few studies have also tried to establish the relationship between social media and e-commerce. Some of the studies have used primary data and some of the studies have used secondary data and presented the information in the form of summary (Nur Syakirah, Rosidah, & Mior, 2015). Empirical examination of primary or secondary data has not done by the

previous studies. Most of the previous studies have discussed the issues with descriptive methods (Alma, Luniana, & Gheorghie, 2015). Examining the factor affecting social media and factors affecting the attitudes of customers were not found in the previous literature (Sturiale & Scuderi, 2013). Hence, there is rational for present paper to examine the factors that affecting the social media marketing.

### Methodology:

The present study is based on primary data collected from two districts of Karnataka namely; Mysore and Bangalore. Data collected from 90 customers from each district by giving equal weight. Questionnaire was used for enumeration of data. Questionnaire adopted two point scales. Raw data processed and presented in the form of cross tabulation. Chi-square test applied to test the association between dimension and opinion. Association accepted or rejected at five percent level of significance.

### Results and Discussion:

Awareness about social media marketing and attitudes of online buying have been analyzed in the following section. An attempt has made to examine the association of region (district) profession and gender with the opinion of respondents.

**Table 1: District-wise Awareness about Social Media Marketing (In Numbers and Percentage)**

Opinion about Awareness		District		Total
		Bangalor	Mysor	
No	Count	24	42	66
	% within District	26.7%	46.7%	36.7%
Yes	Count	66	48	114
	% within District	73.3%	53.3%	63.3%
Total	Count	90	90	180
	% within District	100.0%	100.0%	100.0%
Chi-Square Value: 7.751		DF: 01	Sig: 0.005	

Source: Field study data computed by researcher.

Region is one of the factors which influence the awareness of people about social media marketing. Accordingly, the level of awareness has estimated and presented in the above table. It has found from the above table that in the study area, 63.3 percent of people have awareness about social media marketing. The awareness about social media marketing in Bangalore was 73.3 percent and the awareness about social media marketing in Mysore was 53.3 percent. It has been found from the chi-square analysis that there is association between regions and level of awareness at five percent level of significance. Therefore, the level of awareness about social media marketing is significantly high in Bangalore compared to Mysore.

**Table 2: Profession-wise Awareness about Social Media Marketing**

(In Numbers and Percentage)

Opinion about Awareness		Profession			Total
		Officials	Business	Others	
No	Count	23	14	29	66
	% within Profession	38.3%	23.3%	48.3%	36.7%
	Chi-Square Value: 8.392	DF: 02		Sig: 0.015	
Yes	Count	37	46	31	114
	% within Profession	61.7%	76.7%	51.7%	63.3%
	Count	60	60	60	180
Total	% within Profession	100.0%	100.0%	100.0%	100.0%

Source: Field study data computed by researcher.

Profession or occupation is also one of the factors which influence the awareness of people about social media marketing. Accordingly, the level of awareness has estimated and presented in the above table. It has found from the above table that the awareness about social media marketing among officials was 61.7 percent, the awareness about social media marketing among business people was 76.7 percent and the awareness about social media marketing among others was 51.7 percent. It has been found from the chi-square analysis that there is association between profession and level of awareness at five percent level of significance. Therefore, the level of awareness about social media marketing is significantly high among business people compared to officials and others.

**Table 3: Gender-wise Awareness about Social Media Marketing**

(In Numbers and Percentage)

Opinion about Awareness		Gender		Total
		Male	Female	
No	Count	26	40	66
	% within Gender	28.9%	44.4%	36.7%
	Count	64	50	114
Yes	% within Gender	71.1%	55.6%	63.3%
	Count	90	90	180
Total	% within Gender	100.0%	100.0%	100.0%
	Chi-Square Value: 4.689	DF: 01	Sig: 0.030	

Source: Field study data computed by researcher.

Gender is also one of the factors which influence the awareness of people about social media marketing. Accordingly, the level of awareness has estimated and presented in the above table. It has found from the above table that the awareness of male about social media marketing was 71.1 percent and the awareness of female about social media marketing was 55.6 percent. It has been found from the chi-square analysis that there is association between gender and level of awareness at five percent level of significance. Therefore, the level of awareness about social media marketing is significantly high for male compared to female.

**Table 4: District-wise Online Buying Attitude**

(In Numbers and Percentage)

Opinion about Online Buying		District		Total
		Bangalore	Mysore	
No	Count	64	76	140
	% within District	71.1%	84.4%	77.8%
	Count	26	14	40
Yes	% within District	28.9%	15.6%	22.2%
	Count	90	90	180
Total	% within District	100.0%	100.0%	100.0%
	Chi-Square Value: 4.629	DF: 1	Sig: 0.031	

Source: Field study data computed by researcher.

Use of social media for buying is differs based on the features of the regions. Accordingly, the level of use of use of social media for buying has estimated and presented in the above table. It has found from the above table that in the study area, 22.2 percent of people have been using social media for buying. The use of social media for buying in Bangalore was 28.9 percent and the use of social media for buying in Mysore was 15.6 percent. It has been found from the chi-square analysis that there is association between regions and level of use of social media for buying at five percent level of significance. Therefore, the level of use of social media for buying is significantly high in Bangalore compared to Mysore.

**Table 5: Profession-wise Online Buying Attitude (In Numbers and Percentage)**

Opinion about Online Buying		Gender		Total
		Male	Female	
No	Count	66	74	140
	% within Gender	73.3%	82.2%	77.8%
	Count	24	16	40
Yes	% within Gender	26.7%	17.8%	22.2%
	Count	90	90	180
Total	% within Gender	100.0%	100.0%	100.0%
	Chi-Square Value: 2.057	DF: 1	Sig: 0.151	

Source: Field study data computed by researcher.

Use of social media for buying is also determined by profession of the people. Accordingly, the level of use of social media for buying has estimated and presented in the above table. It has found from the above table that the use of social media for buying among officials was 21.7 percent, use of social media for buying among business people was 28.3 percent and the use of social media for buying by others was 16.7 percent. It has been found from the chi-square analysis that there is no association between profession and level of use of social media for buying at five percent level of significance. Therefore, the level of use of social media marketing is significantly differs based on profession of the people.

from the above table that the use of social media for buying by male was 26.7 percent and the use of social media for buying by female was 17.8 percent. It has been found from the chi-square analysis that there is no association between gender and level of use of social media for buying at five percent level of significance. Therefore, the level of use of social media for buying is not significantly differ by gender.

**Gender-wise Online Buying Attitude**

Opinion about Online Buying		Gender		Total
		Male	Female	
No	Count	66	74	140
	% within Gender	73.3%	82.2%	77.8%
	Count	24	16	40
Yes	% within Gender	26.7%	17.8%	22.2%
	Count	90	90	180
Total	% within Gender	100.0%	100.0%	100.0%
	Chi-Square Value: 2.057	DF: 1	Sig: 0.151	

from the above table that the use of social media for buying by male was 26.7 percent and the use of social media for buying by female was 17.8 percent. It has been found from the chi-square analysis that there is no association between gender and level of use of social media for buying at five percent level of significance. Therefore, the level of use of social media for buying is not significantly differ by gender.

**Conclusion:**

The present study examined the awareness of people and their attitude towards the use of social media for buying the goods and services through online. It has been found from the study that the awareness of people in Bangalore about social media marketing is significantly high and at the same time profession also has significant association with awareness about social media marketing. Male consumers have better awareness about social media marketing compared to female. The use of social media for buying is significantly high in Bangalore compared to Mysore. There is no profession based variation and gender sensitivity in use of social media for buying. Hence, region, occupation and gender are the significant factors in determining the awareness about social media marketing and use of social media for online purchase has been significantly determined by region. Profession and gender are neutral in determining the use of social media for buying. Therefore, while preparing the strategies for promotion and marketing of the product through social media, companies needs to concentrate on specific region and its specifications and dimensions.

**References:**

- Alma, P., Luniana, C., & Gheorghe, O. (2015). Social Media's Impact on Healthcare Services. *Procedia Economics and Finance* 27 , 646-651. Davis, F. (1989). Perceived Usefulness, Perceived ease of Use and User Acceptance of Information Technology. *MIS Quarterly*, 13(3) , 319-340.
- khairil, A. A., Lawrence, A., Mohd, H., & Inta, o. (2016). Automotive Consumerism Toward Car Safety in Malaysia. *Social And Behavioral Sciences*, 424-430.
- Nur Syakirah, A., Rosidah, M., & Mior, H. M. (2015). Social Media Consumering. *Procedia Economics and Finance*, 331-336.
- Rawata, S., & Divekar, R. (2014). Social Media Marketing. *Procedia, Economics and Finance*, 626 – 634.
- Sturiale, L., & Scuderi, A. (2013). Evaluation of Social Media Actions for the Agrifood System. *Procedia Technology*, 200-208.