

# Opportunities and Challenges in Promoting Business through Social Networking Sites

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## Abstract

Social media development can absolutely be used as a tool for raising brand awareness, raising the target consumer/customer-base, Support to market analysis, creating leads, and developing loyalty. Many studies have found that people tend to trust and believe more on user-generated messages, such as peer recommendations, reviews, or other social forums media than on messages from the marketers using traditional media channels (Christina and Kristine, 2010). Social networking sites provide such platforms to the consumers, in order to trace those expected referrals and recommendations that would further assist them in the buying process. This study would be help tounderstand out the occasion and confront the marketer'sfrom side to side social communication sites and support in making detailed suggestions to determine efficient marketing approach. The research is aim to find out the outline of stakeholders of social networking position and to analyze the tendency and change in the marketing condition from conventional marketing to online marketing and to identify the prospect available to the marketers in promotion through social networking position. The current study is also undertaken to analyze the tendency and change in the marketing condition from conventional marketing to online marketing. After that examination of the data, the study has attempted to identify the findings based upon the marketing conditions and also given some specific suggestions s for the marketers. The overall conclusions of the study are based on literature studied and analysis of data. The conclusion that can be drawn from this table is that in respect of statements with highest mean and lowest coefficient of variation, the opinions of respondents express a stronger level of agreement as well as uniformity. The feedback from the customers should be readily accepted and there should be quick response to the same otherwise the electronic word of mouth may be harmful to the marketers.

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## I. INTRODUCTION

### *Evolution of society*

Aristotle, one of the greatest philosophers of all times, has rightly said that the one whose significance not with others is whichever a creature or a spirit. Sir William Blackstone also pointed that man was formed for society. Man cannot survive without help in the humankind but life in different types of group ([www.catholicapologetics.info](http://www.catholicapologetics.info), 2013). A society may be distinct that "a continuing union of a amount

of personnel morally clear under power to assist for a general good things" ([www.catholicapologetics.info](http://www.catholicapologetics.info), 2013).

A firm using the social media as the marketing tool has to keep in mind that it has always to stay active and novel. For this, there is a need to devote adequate time and effort for regularly updating their brand pages. There is also a concept of regulated social media marketing which is a mechanism through which the users (customers) feel motivated to share messages regarding brands with their peers (friends on the social networking site). These messages are further transmitted by the friends to their respective friends and for this; the firms reward the customers who share the brand messages.

### *Social connectivity in India*

Ernest (1946) has analyzed that Indians are heritably automatic to be the members of the social assembly. One of the highest themes permeate the Indian existence with the social interdependence (Walter, 2013). People have deep intelligence of 'inseparability condition' from different unions and as a consequence, they are deeply concerned with every other. Indians have maximum fears of being unaccompanied without any social sites and tools. Expressively, Indians are hurdle to be socially associated and deeply entrenched into the upsetting interdependence and the social sites. From early days, a personality in India learn that the existence has to be uphold while being equally associated, that for the rational and psychosomatic development of the personal and expansion of culture, it is important to live in a society. Indians always have the required to be the part of some communal group so as to shape and pursue the norms, performance and the civilization of such groups.

### *Historical development of social media and internet*

"Transform brings chance" (Nido, 2010) the only technique to make sense out of transform is to push into it, shift with it and unite the ballet (Alan, 2010). Now a day's most youngsters are living without any internet, mobile phone or any applications are not possible.

To go 'social' is becoming a significant marketing tactic (Monesson, 2014). Promotion through social system sites is becoming an important tool of attractive the patrons into the connections that revolve around a product, a brand, an organization or any person/activities related to such product, brand and organization.

### *Promotion aspects in using social network spot*

(Sluis, 2014) Social media is "where brand product wants to play and go". According to the (CMI-2014) Content Marketing Institute, contented promoters use social media the majority of the period and as high as eighty eight per cent of promotion professional are creation use of social media. (Marketo, 2010) Stakeholders expectations are raising now days, patrons want platform to give a 'noise' and 'voice' to their concern. They also anticipate a device and platform to articulate their faithfulness, approval and dissatisfaction towards a product or industry, and also insist particular offer, which are all not obtainable to the 'offline' consumers or from the industry down the social media avenue. (James et al., 2010) Also they want to be rationalized based on star reference about a creation, product, industry, as well as 'how', 'when' and 'why' they should acquire.

## II. POPULAR NETWORKING SITES

### *Facebook*

It is a social networking website that allocates users to share information, videos and pictures to send with each other and conversations having in online by sharing communication and answer.

### *Twitter*

It is a service that permits people to 'follow' business or individual that they are involved in conveying information.

Individuals and business are use of twitteris to send short information to their followers. It is an illustration of a 'micro-blogging' examine, which is a category of social site.

### *YouTube*

You tube is founded in the year of 2007, It is an video hosting in online service that people can spread their videos. Individuals and business purpose of it to spread or discover videos on amusement, instructions and promotions.

### *LinkedIn*

LinkedIn networking site is a specialized professional and formal use for business that allows industries to develop specialized outline for themselves as well as their trade for network and gathering others.

## III. REVIEW OF LITERATURE

(The Economic Times, 2014) "In India with the altering government, ways of attainment out to a youngster and inspirational people too are altering. supporting parties that were used to the vintage ways of agitation are increasingly implementation social media to persuade the people. Indian Prime Minister, the BJP's for the 2014 common election, has his separate players for managing social media. Before that the common elections, the focal point was to connect more with the electorate."

(Schibrowsky et al., 2007 and Boyer and Hult, 2006). Trueman et al. (2012), the online purchaser knowledge is being measured as one of the newest topics of the market investigate now a days, but it is immobile in its age of childhood. They have also uttered the same and emphasize that further examination of it is very much clear.

(Deb, 2012) "A victorious viral marketing movement has been distinguishing as that self-propagating, addictive announcement that life on social sites, blogs; mobile phones, communication center, and even genuine world aerobatics. Very kind Marketing encourages patrons to leave behind along company-developed goods and services or video, audio or printed in sequence to others sites."

## IV. RESEARCH METHODOLOGY

### *Origin of the research problem*

In this universal a large numbers of persons are use on social system blogs and promoters have begun to understand that these blogs can revolve out to be an significant tool for promotion. (Business World, 2014) From that the maximum of 2.5 billion are lively social media users in internationally, 1.8 billions the member of 1 or more social blog sites. The investigator as well as investigate superintendent were of the vision in the year 18-19 itself that the company of people on social blog sites is departing to be better and enhanced and it would be a immense design to find out whether these blogs can be used as victorious promotional platform and also review the kind of barricade might be face in the procedure. After comprehensive discussions the accurate predicament that was selected is "*Opportunities and challenges in marketing through social networking sites.*"

### V. OBJECTIVES OF THE STUDY

- To find out the outline of client of social blog sites.
- To analyze the tendency and change in the promotion practice from conventional promotion to online marketing.
- To identify the opportunities obtainable to the marketers in from beginning to end social sites.
- To observe the challenges faced by the promoters adopt social sites as their promotional tool.

### VI. IMPORTANCE OF THE STUDY

The importance of the research is to know the prospect obtainable to the association while using social blogging sites as instrument for promoting as well as to identify the challenges that contain to be faced while responsibility the same. For the reason of this investigation, personal who are the associate of at least one social blogging site have been chosen for the collecting the data. A planned well structured questionnaire has been associated by the investigator for data collection.

### VII. SAMPLING DESIGN

The sample component were the people, with diverse with basic outline, who are all tie up and the members of 1 or more social blogging sites like Linked in, You tube, Face book, Twitter, etc. The sample size for this study was only 410 respondents. Though the investigator approached more than 1000 peoples of which approximately 500 competent to be the objective sample. Then going through and transmission the completed respondents are 410 were found to be absolute in all compliments and therefore fit for investigation.

### VIII. PRIMARY DATA

For this investigation, secondary as well as primary data have been used. A planned well framed questionnaire was intended contain a sequence of questions for the group of primary data. The 1<sup>st</sup> hand data has been received from the samples who were the user of 1 or more social blogging sites. These samples belong to various genders, Age category, with different occupation and educational qualifications.

### IX. ANALYSIS AND INTERPRETATION OF DATA

#### Time spent per week on social networking sites

S. No	Particulars	Frequency	Percentage
1	0-5 Hours	72	17.6
2	6-10 Hours	113	27.6
3	10-20 Hours	145	35.4
4	20-30 Hours	41	10
5	More than 30 Hours	39	95
Total		410	100

#### Source: Primary Data

This is another significant opportunity for the marketers. People spend a lot of time on internet, specifically on various social networking sites. It is important for the

promoter to have their tough occurrence on the social blogging sites, so that people can view the brands during the time that they are spending on social networking sites.

#### Educational qualifications and product categories

S. No	Particulars	Matriculation		Intermediate		Graduation		Post graduation	
		N=20		N=23		N=53		N=60	
		Frequency	%	Frequency	%	Frequency	%	Frequency	%
1	Home Décor	1	5	1	4.3	7	13.2	4	6.7
2	Electronic Items	4	20	12	52.2	19	35.8	22	36.7
3	Home Appliances	6	30	4	17.4	14	26.4	8	13.3
4	Apparels	1	5	0	0	4	7.5	4	6.7
5	Mobile Phones	17	85	19	82.6	50	94.3	50	83.3
6	Fashion Products	1	5	1	4.3	4	7.5	4	6.7
7	Reading Material	5	25	2	8.7	6	11.3	6	10
8	Financial Products	2	10	2	8.7	3	5.6	2	3.3
9	Edu. Institutions	6	30	5	21.7	7	13.2	6	10
10	Hospitals	1	5	4	17.4	4	7.5	5	8.3
11	Other FMCGs	2	10	4	17.4	5	9.4	6	10
12	Others	2	10	2	8.7	5	9.4	4	6.7

Source: Primary Data

The above table indicates that majority of the respondents from all educational qualifications categories look most for the information related to ‘mobile phones’. Graduates have the highest percentage (94.3 percent) who looks for ‘mobile

phones’. The information related to ‘reading material’ and ‘educational institutes’ are mostly sought by the matriculates.

**Cross tabulation: educational qualifications and variable V21 (availability of facility of placing orders and making payment)**

	SD	D	N	A	SA	Total
<b>Matriculation</b>	2(3.4)	9(15.5)	0(0)	20(34.5)	27(46.6)	58(100)
<b>Intermediate</b>	2(3.1)	13(20.3)	1(1.6)	24(37.5)	24(37.5)	64(100)
<b>Graduation</b>	15(11.1)	27(20)	5(3.7)	50(37)	38(28.1)	135(100)
<b>Post graduation</b>	11(7.2)	34(22.2)	6(3.9)	50(32.7)	52(34)	153(100)
<b>Total</b>	30(7.3)	83(20.2)	12(2.9)	144(35.1)	141(34.4)	410(100)

A look at the above table reveals that the matriculates and intermediates results are exposed a highest level of conformity to the declaration that the facility of placing orders and making payment should be available on the social networking sites, while graduates and post-graduates had shown a comparatively lower level of agreement to the same.

**X. FINDINGS & RESULTS**

The respondents strongly and consistently agree that the “social blogging can be used to suggest brand in sequence to the contradict member” is a welcome news for social networking sites as this suggests that if marketers want their brands to be ‘talked about’ and ‘recommended’ to others, they will have to register a strong occurrence on social networking sites. It is shown that the impact of social blogging sites. Their marketing messages must be so catchy that the people pay attention to them and recommend others to see the same. It can be safely argued that if more and more marketers join social networking sites for promotion of their brands on social networking sites, it simply means more advertising revenue for social networking sites.

The facility of placing orders and making payment should be available on social networking sites’ has also garnered patronage of respondents and the researcher feels that such a response must sound music to the ears of marketers of products and services as well as social networking sites. It shows that today’s net-savvy and social networking sites members want not just want ‘content’ on different brands, but also want to enjoy the convenience of ordering and paying for the same then and there. This phenomenon may lead to lots of impulse purchases. The social networking sites must start mulling over how these facilities can be provided to their users.

The internet is no more confined to be used only with computers and laptops but can now be accessed using mobile phones, which is most important to augmented occurrence on social media and internet blogging sites. Apart, people are also accessing the social media sites and internet blogging, with the support of mobile, tablet, laptop and computers. The marketer is available with the

new medium where the customers are readily available and that too 24\*7 without any limitation of time.

**XI. SUGGESTIONS**

The 1<sup>st</sup> and the leading commendation is that the social media sites should not be unspecified as average to put back the conventional media channel. Somewhat it must be an essential part of the ‘promoting communication-mix’, which when incorporated with the conventional media, could bring productive consequences in achieving the promoting objectives.

In the period of internet and social media revolution, when growing number citizens are attracted to the members of various social media sites, the promoters must take the privilege of this yellow prospect.

Social media sites are a budding meadow for the use by the promoters as a fraction of their individual promoting-communication mix. There are numerous opportunities, which have to be identified and shall provide great benefits to the marketers. Keeping in view the environmental factors, there are certain challenges also that have to be faced by the marketers and find solutions thereof.

**XII. CONCLUSION**

Social networking sites offer different kinds of methods for promotion to the marketers, which may be paid advertisements, at different space or through brand Pages or through community Pages, etc. People may notice on or the other kind of the element through which the information is communicated by the marketers. It is an chance for the promoters that the social media sites can also be use as one of the constituent as a part of the incorporated advertising communication.

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