

Views of People of Ahmedabad Regarding Use of Social Media for Business Advertising

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ABSTRACT

Article Info

Volume 7 Issue 5

Page Number: 314-321

Publication Issue :

September-October-2020

Article History

Accepted : 02 Oct 2020

Published : 15 Oct 2020

Social media play an important role now a days. Social media is not only used to maintain connection between friends, family members, relatives and known persons but also used by majority of the companies, institutions, business firms for promotion and marketing works to increase sales. Facebook, Twitter, LinkedIn, Instagram, Snapchat, YouTube, Google Plus are some of the important and popular social media which is used by huge number of people worldwide. No company/business firm can think about success without the use of social media now a days. Social Media Marketing is a part of Digital Marketing which is an emerging field. Traditional marketing is losing its appeal day by day. Conducting marketing and promotional works through social media is cheaper, quicker and more attracting. Our research shows that customers prefer social media more to purchase products and business firms are also using social media rapidly and getting success. In our research work, we also found customer satisfaction level and the level of utilization of different social media.

Keywords : Social Media, Digital Marketing, Emerging, Promotion

I. INTRODUCTION

Social media provides a platform or base for individual users to attach with their friends. Business users utilize social media as a marketing and business tool to connect with clients and partner companies. With restricted barrier to entry, businesses are

beginning to use social media as a means of promotion. Sadly, several businesses struggle to use social media and don't have any strategy going into it. As a result, without a basic understanding of the benefits of social media and the way to use it to interact customers, innumerable opportunities are missed. The analysis aims acquire an initial understanding of how business

recognized for using social media to grow the business, uses social media to engage customers. Role of social media in business and consumer market in India cannot be undermined. It is the change in consumers' behavior that is changing the role of social media in India. With time, use of social media has seen a drastic change from just used for fun to fun plus knowledge and marketing. For business purposes, Facebook is the most important social media platform as there is customers' engagement, followed by Twitter, YouTube and blogging. Social media is used by brands to build communities for interaction and spreading news. So not only individuals but every organization, be it big or small, has an online presence on Facebook, Twitter, Pinterest, YouTube channels and other related social media platforms. 95.7% of organizations in India use social media to build communities, 76.1% for highlighting brand news, platform specific parameters such as number of likes, share, comments, people talking about the company are considered by 81% of the organizations to measure their success. As far as the budget is concerned, most of the organizations set budget below INR 10 million on their social media spending that makes 1-5% of their total marketing budget. Social media interaction provides useful information about the behavior of the customers to the organization on regular based

Social media marketing in India

Social media scene represents a fast emerging and influential domain of information exchange involving 196.2 million Internet users in 2017 in the country. While Facebook and twitter continue to dominate the social media scene, Twitter and some other Indian micro blogging websites are also becoming very popular. The rising significance of social media in India is demonstrated by the fact that almost all the conventional media have registered their presence on the social networking websites. According to Telecom Regulatory Authority of India (TRAI) data, there are 196.2 million Internet users in India and more than 56% of them are on broadband. According to media

reports, an increasing number of Indian corporations are turning to social media in an attempt to reach out to their customers in the wake of marketing budget cuts. Indian corporations are not new to the virtual world, having made their presence felt in Second Life. As of today, top Information Technology (IT) firm Wipro is running "Innovation Centers" on social media, while Infosys is using Twitter to address customer concern.

Social media as a marketing tool:

Besides research tools, there are many companies providing specialized platforms/tools for social media marketing, such as tools for:

1. Social Media Monitoring
2. Social Aggregation
3. Social Book Marking and Tagging
4. Social Analytics and Reporting
5. Automation
6. Social Media
7. Blog Marketing
8. Validation

We've provided a list of the well-known platforms for marketing business and acquiring new clients.

1. Facebook

With more than 1.59 billion users, Facebook comprises of the largest blend of demographics of any social platform. It provides an extraordinary medium for business to connect with prospective customers all around the world. And from an advertising perspective, it's the easiest to manage and allows for the best possible targeting. People use Facebook Ads to match current buyers with over two million similar prospects who possess similar characteristics.

2. Twitter

Twitter's value lies in its ability for posts to go viral: the more people share posts and "retweet" content, the more followers anyone will attain. People post recent news, updates and articles in major media. Hashtags make a big difference in building

momentum for posts, so one should pay attention to what is trending today and include relevant hashtags.

3. LinkedIn:

Connecting with business professionals in any industry is easiest with LinkedIn as it allows to target them by industry, job title, etc. As with all social media, LinkedIn prioritizes relationship building more than any other. One of the best features for businesses are LinkedIn Groups. Businesses should establish Groups in target niche or industry and invite others in your target market to join.

4. Instagram:

People use this popular photo-sharing platform at events and tradeshows. whenever hosting events, people always have an incentive for the attendees to post photos to Instagram using event hashtag.

5. YouTube:

Aside from being the second largest search engine, YouTube is owned by Google. So when it comes to search engine optimization, videos are more likely to appear in search results than other websites.

II. RESEARCH METHODOLOGY

In this chapter we have discussed the process of research right from the identification of the problems, reasons for choice this topic to objectives of the study sources of data, filling the questionnaire and its process, sampling methods and limitations of the study. we adopted quantitative research approach. We collected data through survey questionnaires. We prepared the questionnaire and discussed it with our supervisor. When we thought it was ready, we tested it with few people who are using social media for promoting their business and we revised it addressing the weaknesses.

After collecting data from almost 200 respondents, we analyzed those using standard quantitative techniques of data analysis.

Sources of data:

The primary and secondary data was collected for the purpose of the study from different sources as under.

Secondary data:

Secondary data for the research has been collected from various books and websites. Details of the sources are mentioned in the bibliography given at the end of the report in chapter 5-page number 48.

Primary data:

Primary data are those which are collected for the first time hence which are fresh and thus happens to be original in natural.

Primary data has been collected for the purpose of this research was done with the help of questionnaire by conducting personal face to face interviews of the respondents

Research instrument:

We use questionnaire as a research instrument for primary data collection. A questionnaire consists of a number of questionnaires printed in a definite order on a form. Questionnaire preparation was in full plan to cover all the required information so that we would get exact and accurate answers of the questions.

Sampling element:

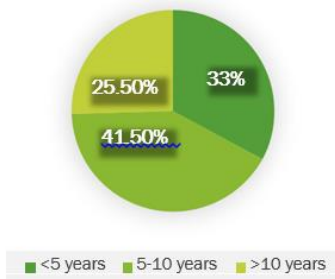
Sampling element for this study is an individual who resides in Ahmedabad city and is willing to respond for this research.

Sample size:

We have got responses from two hundred people who are user or non-user of social media as a marketing tool for their promoting business, as per the instruction by the project guide.

Q.1: Since how many years you have been doing the business?

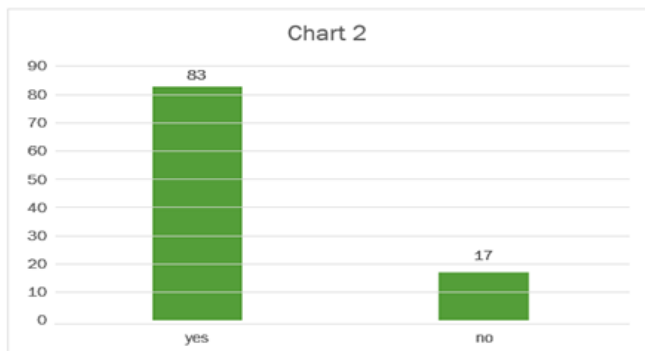
chart 1



This chart No. 1 represents that how many years they have been doing the business.

According to analysis, most of the respondents are doing between 5-10 years is 41.5%, then < 5 years is 33% and >10 years is 25.5%.

Q.2 Do you use social networking site for promoting your business?

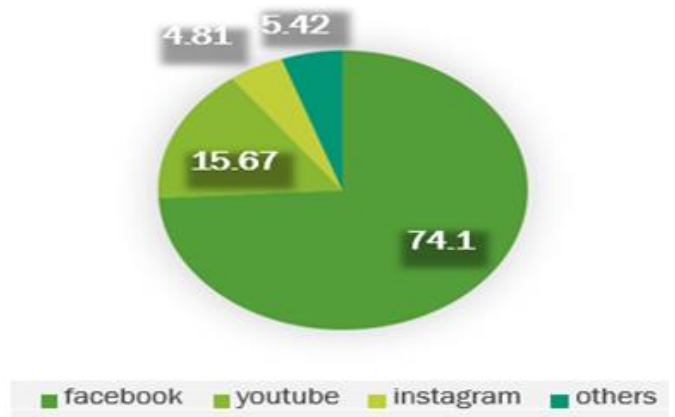


This chart no 2 represents that How many user or non-user are using social site for their business.

According to analysis, most of the respondents said YES is 83% and 17% said NO.

Q.3 What do you use from social media for marketing?

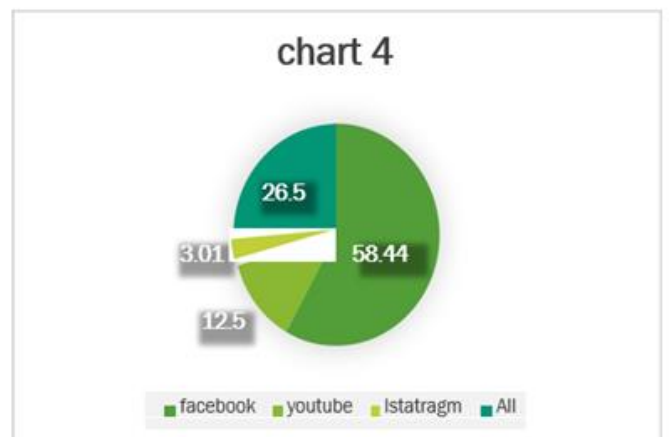
chart 3



This chart no 3 is represents that which site are they using mostly for their business.

According to analysis, most of the respondents are using Facebook is 74.10%, then YouTube is 15.67%, then Instagram is 4.81% and others is 5.42%

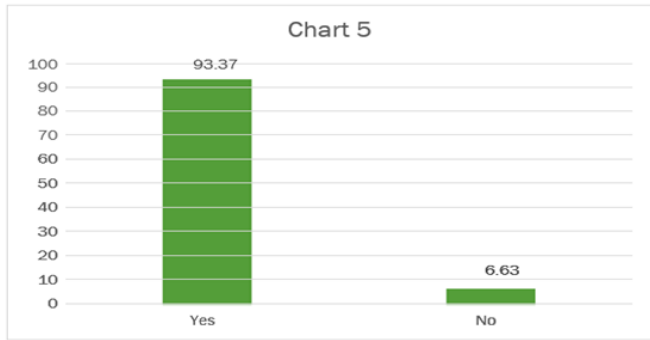
Q.4 What is the best social networking site for marketing? Give reason for your choice?



This chart no 4 is represents that which social site is the best for marketing.

According to analysis, most of the respondents replied that Facebook is the best site for marketing i.e. 58.44%, then 26.50% said All site are best, then YouTube is 12.05% and Instagram is 3.01%

Q.5 Does social media affect your business?



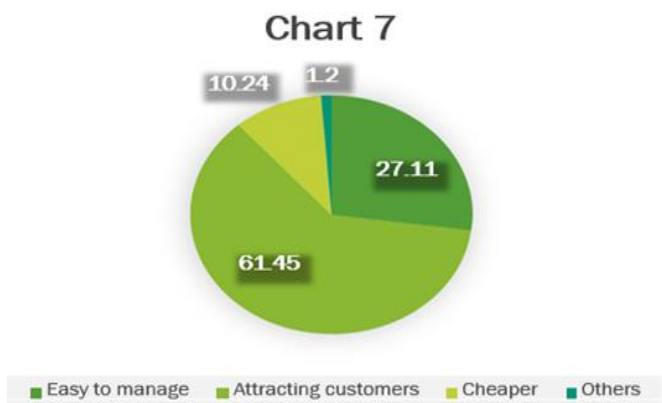
This chart no 5 represent that, Is social media affect to their business.

According to chart, majority of the respondents said Yes around 95% and 6.63% said no.

Q.6 What is the biggest challenge of using social media as a marketing tool?



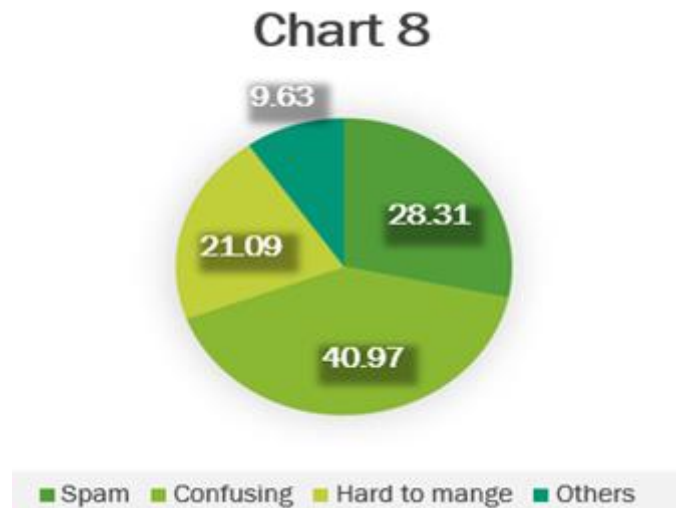
Q.7 What are the advantages of social media for your business?



This chart no.7 represents about benefits of using social sites for the business.

Most of the respondents said attracting customers i.e. 61.45% is the biggest advantage of using social site, then next is easy to manage is 27.11%, then cheaper is 10.24% and other's benefit is 1.20%

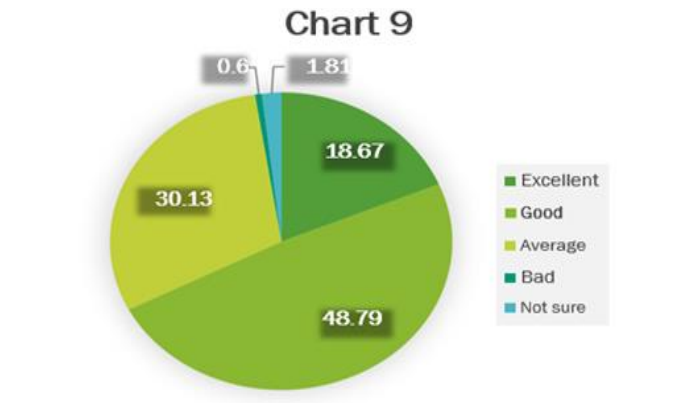
Q.8 What are the disadvantages of social media marketing?



This chart shows about problem of using social site for business.

According to chart, most of the respondents have problem with consuming 40.97%, then the next is spam is 28.31%, then 21.09% is hard to manage and then other issues 9.63%.

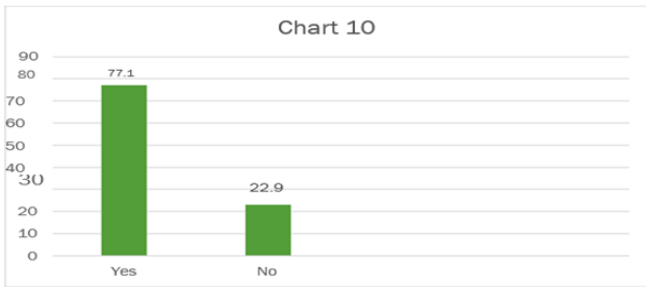
Q.9 How is your experience of using social media as a marketing tool?



This chat shows about their experience of using social media as a marketing tool.

According to chart ,48.79% of respondents said about good, then the next is average 30.13%, then 18.67% is excellent, 1.81% said they are not sure and 0.60% replied about bad.

Q 10 Is social media marketing easy to manage?

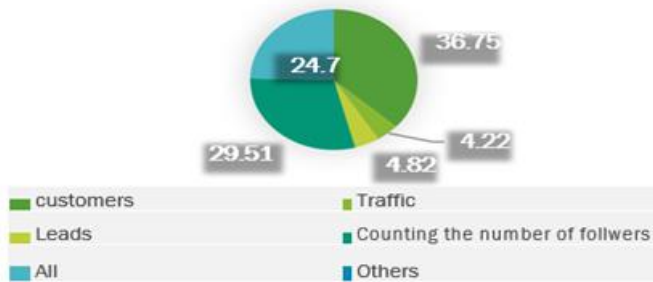


This chart represents that is social media marketing easy to manage.

According to chart, most of the respondents said yes, it is easy to manage i.e. 77.01% and 22.09% said no.

Q. 11 How should companies measure their social media marketing success?

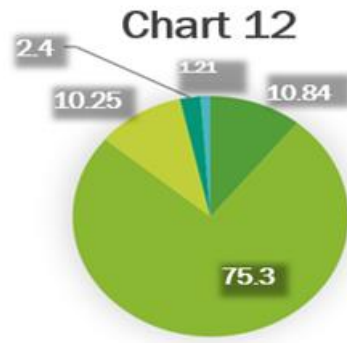
Chart 11



This chart shows how companies are measure their success of using social media.

According to chart ,36.75% of respondents replied they measure their success of customers, then next is counting number of followers 29.51%, then 24.70% said about all, then 4.82% is leads, then 4.22% is traffic.

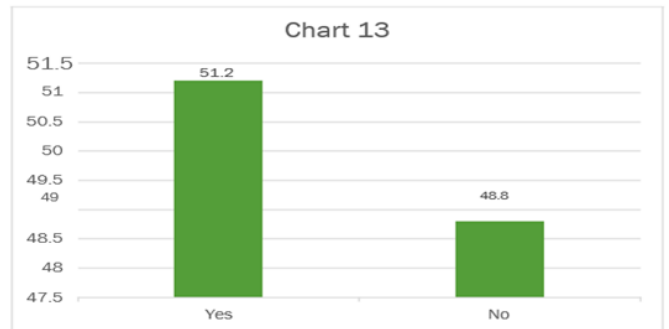
Q 12. In your opinion which words describe the social media marketing cost?



■ expensive ■ Affordable ■ Free ■ Never free ■ Others

This chart shows which word describe the social media marketing cost.

According to analysis ,75.3% of respondents said they describe their marketing cost is affordable, then 10.84% is expensive ,10.25% is free, then 2.40% is never free and last is other's i.e. 1.21%

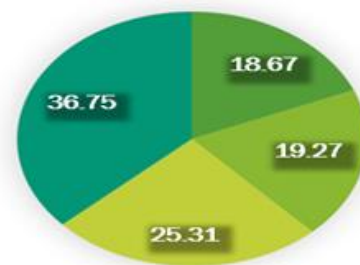


This chart represents that do their company need a blog for their business.

According to analysis, most of the respondents replied they need blog for their social media business i.e. 51.2% and 48.8% said they do not need any blog,

Q. 14 How many minutes or hours do you spend daily on social media for marketing?

Chart 14

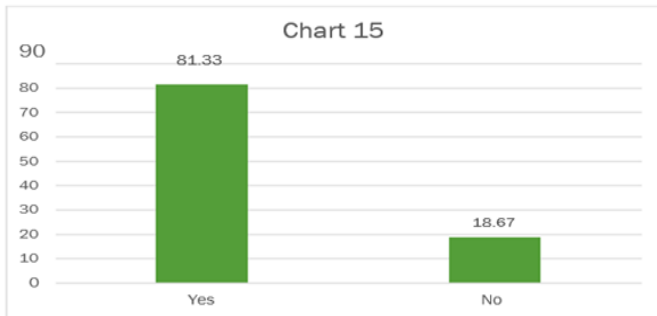


■ 30 minutes ■ 45 minutes ■ 1 hours ■ More than 1 hours

This chart shows about how many minutes and hours do they spend daily on social media.

According to analysis, 36.75% of respondents said they spent more than 1 hours on social media, then next is 25.31% said they spent 1 hour, then 19.27% respondents said daily 45 minutes and 18.67% spent 30 minutes daily.

Q.15 Is YouTube important for marketing?



This chart shows about importance of YouTube for marketing.

According to analysis 81.33% respondents replied that YouTube is important for marketing and 18.67% replied no

III. FINDINGS

Following are some of the finding our study brought into light.

- 1.Among the respondents in Ahmedabad ,83% of them are using social media as a marketing tool for their business. Only 17% are not using.
- 2.Most of the companies are using Facebook for promoting their business i.e. 74% and rest of 26% is other site's like YouTube, Instagram, Twitter etc.
- 3.Mojority of the respondents said, Facebook is the best site for their business.
- 4.More than 50% respondents said they are using social media to attracting the customers.
5. Most of the respondents gave average to good rating to social sites.
- 6.More than 50% respondents measure their marketing success by customer and counting the number of followers.

7.Around 40% respondents spend more than 1 hours daily on social media.

8.Around 80% of respondents said, they would like to use Facebook in future for their business.

IV. CONCLUSION

The purpose with this research was to investigate Social media as a marketing tool. By using Social Networks as an additional channel to communicate their product value.

So, what value does social media offer to their customers? The findings showed that many entrepreneurs use various social media such as Facebook, Instagram, twitter and YouTube to market their products or what the customer perceived as the main.

Facebook platform has become the top preferred social media by the business owners to market their products. We were carrying out this research we came across many business people whom still operate their businesses in the old way without using social media as a marketing tool and those businesses were doing pretty good.

From this case study it has been proven that Social Networks are indeed an appropriate communication channel to transmit Value Proposition online. Through the communication channel, Social Networks could use this tool to encourage potential customers to purchase their product. Building direct relationships with potential customer could be a solution for *to* communicate their value for the money.

Most importantly for to keep in mind, is that they should not only see their customers as revenue sources but as people with useful ideas, suggestions, and comments. If succeeds with communicating their product value through Social Networks new paths may lead.

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Cite this Article

Biltan Chakma, Md. Intekhab Rahman Galib, Utsho Chakraborty, Sowrav Saha, Dr. Sheshang Degadwala, "Views of People of Ahmedabad Regarding Use of Social Media for Business Advertising", International Journal of Scientific Research in Science, Engineering and Technology (IJSRSET), Online ISSN : 2394-4099, Print ISSN : 2395-1990, Volume 7 Issue 5, pp. 314-321, September-October 2020. Available at doi : <https://doi.org/10.32628/IJSRSET184870>
Journal URL : <http://ijsrset.com/IJSRSET184870>