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## SOCIAL MEDIA – A BEST TOOL IN MODERN MARKETING

Dr. Hari Om<sup>1</sup> and Rajender Kumar<sup>2</sup>

<sup>1</sup>Assistant Professor, Dept of Commerce, IGU, Meerpur, Rewari, Haryana

<sup>2</sup>PhD. Scholar, Dept of Commerce, IGU, Meerpur, Rewari, Haryana

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### ABSTRACT

In modern times nothing has been left which is not online. Everything is available on the internet and the internet is a part of everyone's life. India has the 1/3rd position of a maximum number of net customers in the global after the USA and China. Social media plays a significant role in today's world. A few years ago they weren't so admired. But now the business market scenario changed. People prefer to be online rather than offline marketing. Companies and organizations have come up with a new way to offer their products by covering a maximum number of customers with a minimum cost. Conventional media have now been converting into social networks. Marketers use different social network platforms to promote their products. The main motive of this paper is to find out the best social media tool for buying the products in the market. For attaining the objective primary data as well as secondary data has been used with the help of SPSS.

**Keywords:** Social Media; Social Media Sites; Social Media Marketing Tool

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### I. INTRODUCTION

News, photos, reports, video, and review on a social media platform and being affliction from them shows an attractive method for the first-rate variety of human beings. Through the years, many studies have been conducted on social media. The Internet is studied as a supply of statistics approximately society and culture. Personal social media is a common term for websites that can meticulously feature a variety of social events. For example, Twitter is an intentional social website that allows people to share brief information. By comparison, Facebook is a full-featured social media platform that allows permits to share video and photos, etc, participate in events and various professional sites, permit companies to connect profile and business to network and meet others, opinions and knowledge, and permit the public to actively participate in the media, showing a trend in the utilization of forceful marketing messages to



facilitate interaction with the messages. Today customers spent more time on social media than traditional media. This appears to be a possible new way to reach and retain consumers, notes Nielsen report (2009), “the advertising and social media industry has yet to find the magic bullet. “Besides the use of more time on social media by the customers, these websites have to be used as a marketing platform to reach and keep the customers.

## **II. OBJECTIVE OF STUDY**

- To find out the best social media tool to be used as an effective marketing tool in engaging customers with investigate the relevant social media platform for companies and highlight some social media platforms for companies to promote their business.

## **III. RESEARCH METHODOLOGY**

The research methodology is based on primary as well as secondary data. The paper is based on consumers of Delhi. Due to lack of time and financial constraints, the consumer chose to participate in the survey by adapting a simple random sampling technique by the questionnaire. Respondents are selected from different age groups by ranking them on the basis of different education, different income by structured questionnaire and the collected the information. The collected information would be analyzed with the help of SPSS.

### **Basic Data of the Respondents**

<b>CLASSIFICATION</b>	<b>PERCENTAGE</b>
Male	56.5
Female	43.5
Age Less than 25 Years	22.2
Age 25-35 Years	33.6
Age 35-45 Years	31.2
Age Above 45 Years	13.0
Married	54.1
Un-Married	45.9
Up to 12th	17.9
Graduate	13.0



Post Graduate	47.5
Others (Diploma etc)	21.5
Student	21.8
Businessman	23.6
Govt. Employee	29.1
Professional	15.7
Others	9.8

Source: Primary data 2020

#### **IV.Social Media and Marketing**

The explanation of marketing from the American Marketing Association (AMA) is "the pastime set of establishments and strategies for creating, communicating, delivering, and changing services which have a price for customers, clients, partners, and society at large". Social media may be described as websites that hyperlink to hundreds of thousands of human beings with comparable needs, reviews, and ideals this consists of blogs, podcasts, social networks, bulletin boards, Facebook, etc. As a detail of logo communication, social media systems are used to include the logo's values and disseminate applicable and attractive content. Social media enables the groups to create a feeling of membership with the enterprise, communicate brand values, and inspire the audience to interact in a speech. In turn, this communication enables the enterprise to hold the aggressive advantage, inform the brand's vision, examine whether or not the brand is being communicated properly, and construct high-quality brand institutions and brand awareness.

#### **V. Social Media Marketing (SMM)**

SMM is using social media websites and social networks to marketplace a company's products. SMM presents corporations with a manner to attain new clients, interact with present clients and sell its desired culture, assignment, or vision (Investopedia 2018). SMM solves diverse troubles dealing with a present-day organization: growing sales, growing brand focus of an organization or product on the Internet, attempting to find new markets for products, attracting new clients and partners, growing site visitors to the organization's website. SMM's most important benefit is an exceptionally low price of an investment, in comparison with the feasible effects.



Comparing using social media with conventional advertising, numerous blessings of selling the organization via those channels are revealed: at the least instances inexpensive than conventional advertising, with every touch representing actual value; a broader and extra correct insurance of focused audience. Moreover, social networks with the aid of using their recognition surpass all conventional resources. The audience of social networks grows dramatically each day. The capacity to get hold of short comments from clients and reply fast to it, growing consumer loyalty because of the humanization of the organization's brand. Advertising in social networks isn't so obvious, it isn't considered with the aid of using customers as being imposed, alternatively, the message is perceived as a recommendation of friends, because of the opinion of exciting humans of network leaders.

## **VI. Marketing through Social Media**

More broadly, social media is a device for advertising and increasing product awareness; however, it is essential to make clear the term "advertising". Therefore, consistent with the American Marketing Association, advertising is a company's feature and a hard and fast of strategies for growing, speaking approximately and remodeling prices for clients and drawing near purchaser relationships in a manner that advantages the business enterprise and its employer and customers. (Marketingpower.com 2012) In the meaning above, the important thing phrases are "organizational feature, and techniques for developing, speaking, turning in, and changing services which have cost for clients". From a business enterprise perspective, the elements of those techniques include in the definition above are products consciousness, family members, etc. So, for the sake of this study, we recognize the simplest on one department of advertising that is products consciousness or product control as a manner of speaking or turning in cost to buyer as already proven in the meaning of advertising with the aid of using the American Marketing Association.

## **VII. Tools Available For Marketing**

### **7.1. Marketing through Face Book**

Facebook became based in 2004 and has extra than 800 million lively customers (as of September 2011), of which 350 million customers get admission to Facebook thru cell devices. It is assumed that the Facebook consumer has at least one hundred thirty friends and is connected



with eighty groups, communities, and events. It is available in more than 70 languages on the website or internet. Its main utility is constructed in expert situations, political relations, friends, and family without any doubt. In April 2011, the agency released a brand new provider for involved entrepreneurs and innovative organizations, an internet platform (portal) that allows entrepreneurs and layout organizations to create logo promotions on Facebook.

### **7.2 Marketing through Twitter**

Twitter was established by Jack Dorsey in 2006 and commenced in the same year in July. With the help of Facebook, the customers make friends and share things with them, on Twitter have to be connected to the latest information that they find interesting the public stream they are interested in and follow in conversations. Each tweet is 140 characters long. Tweets can still be tracked whether or not there are Tweets at all, and there is no limit to how many tweets can be sent through Twitter, companies are now sharing their data or messages faster with a maximum number of customers that are following the company, and from this point of view, it helps the companies to interact with the customer and share their views and products information and after collecting the feedback from the customer the company can modify the quality of the product according to need or requirement of the consumers and also it helps the company to make relations with the consumer for future and get and better relations.

### **7.3 Marketing through Youtube**

YouTube came in Feb. 2005 with a quality of picture sharing internet site on which customers could use this site by viewing, sharing, and upload the pictures as an informative to others all over the world. The organization makes use of Adobe Flash Video and HTML era to show a widespread type of user-generated movie content. YouTube performs as a tool for dispensing matters via way of means of creators and advertisers as well. It is expected that greater than 800 million human beings go to YouTube each month to observe and proportion content. Just because the adage is going a photograph is well worth 1000 words, images have a result in growing a picture in the thoughts of a person. YouTube an aggressive gain in online marketing; all in all greater companies are the usage of YouTube for his or her advertising marketing and promotion. Many Organizations have got an awesome winning by showing and using video-



sharing tools like Youtube when the movies are already showing. Most of the viral videos in viral winning movies are brand marketers to target the market for achieving the goals.

#### **7.4 Marketing through LinkedIn**

LinkedIn came in 2002 and became launched officially on May 5th, 2003. More range of purchasers has joined the LinkedIn in latest years to percentage expertise and notion in extra than a million LinkedIn corporations. The agency manages the largest global Internet network on the Internet with about 5 million full people in more than 200 places and territories around the world. In LinkedIn, agencies have got right of entry to a wealth of statistics which may be in maximum instances man or woman furnished through their bio-statistics records i.e. agency name, undertaking title, duration of the agency and LinkedIn uses these statistics for advertising and marketing and advertising and marketing centered to towards people. Businesses pay some cost to sell their services and products to individuals on LinkedIn or companies in associations on LinkedIn. The traditional example is Cathay Pacific Airway's compliance through the LinkedIn Business Network website, which sends messages to the mother and father who may be following their company on LinkedIn asking them to propose the organization. This enabled to enhance brand's interest in the mobile market segment.

#### **7.5 Marketing through Flickr**

It is a video-sharing site that hosts a web page created by Ludicorp in 2004 and accessible through Yahoo! in 2005. It has a total of 51 million registered participants and 80 million individual visitors (June 2011). As an image download allowance with the free account, you are allowed to have 300MB of images and motion snapshots consistent with the month, where customers with Pro accounts can download an endless variety of movies and snapshots each month and get unlimited bandwidth and storage. This network gadget is made up of specific groups. Each Flickr companion is allowed to create a group that can view and set regulations.

#### **7.6 Marketing through Instagram:**

Instagram is an interpersonal photo-sharing enterprise that allowed customers to take photos, filter, and proportion on Instagram and different casual communities (Wikipedia, 2013 C). The iOS model of the Instagram device changed into formally released on October 6, 2010. After 2010, Instagram fast has become famous in the subsequent months with 1 million clients, 10 million according to year, and 800



million via way of means of September 2017. In February of the equal year, Instagram furnished a function that allowed clients to proportion a publish on the equal time.

### **7.7 Marketing through WhatsApp:**

WhatsApp Messenger is American free software, IP manages (VoIP), and voice manages under Facebook. The customer software is created through WhatsApp Inc. In February 2014, Facebook received Mountain View, California for \$19.three billion. In 2015, it has become the world's maximum well-known statistics software, and as of February 2020, it has extra than 2 billion customers worldwide.

### **VIII. Satisfaction with Products Information from Social Media Sites**

The following table shows the level of satisfaction of the people questioned vis-à-vis the different social channels. Respondents responded on a scale of 1 to 5, where 1 means "very satisfied" and 5 means "dissatisfied". This is the most satisfying information on social networks.

**Descriptive statistics about Best Social Media**

<b>Variables</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Rank</b>
<b>LinkedIn</b>	3.41	1.210	8
<b>Twitter</b>	3.26	1.235	6
<b>Facebook</b>	2.77	1.258	2
<b>Instagram</b>	2.97	1.190	4
<b>Youtube</b>	2.47	1.197	1
<b>OLX</b>	3.28	1.256	7
<b>WhatsApp</b>	2.82	1.355	3
<b>Others</b>	3.24	1.223	5

Source: primary data 2020

The table above suggests the results: YouTube has a mean of 2.47 and an SD of 1.197, Facebook has a mean of 2.77 and an SD of 1.258, WhatsApp has a mean of 2.82 and an SD of 1.355, and



Instagram mean of 2.97 and 1.190 SD. the other social media mean is 3.24 and the SD is 1.223. The Twitter mean is 3.26 and the SD is 1.235, the mean OLX is 3.28, the SD is 1.256 the mean of LinkedIn is 3.41, the SD is 1.210. Based on media and rankings with mean value, found out that respondents are happier with Youtube with a 1st rank and proved that Youtube is the best social media site for the buyer.

## **IX. CONCLUSION**

These days the social media has been using most and a normal person also is using the internet. No person is using the internet for a limited time like a traditional time. Today every user uses the internet most. Every person is talking on the internet about social networking sites without fear of misuse of their identity. Many people are using the internet continuously and talking on the internet about discussing, commenting, and sharing their views with others. On the other side, the companies are also improving the brand quality according to the requirement of customers. Companies now understand the importance of the social media network and making strategies to promote their products with the help of Facebook, Twitter, Youtube, and other social media sites. It is time to take seriously the customer because of the awareness in consumers about products and other social media sites. As marketers or companies recognize the significance of social media they will try to gain more exposure through SM and will provide more facilities to their customers. The study found that social media has an effective tool to attract the customer for purchase products. In all social media tools, Youtube is the best social media tool for attracting customers and it is the best source of information and also provides satisfactory information to the customers. Youtube is also a relevant social media site for the company.

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