

A Study on Impact of Social Media Marketing on Consumer Purchase Decision

Akash Singh
Prof. Sankar Mukharjee

ABSTRACT

Social media marketing sites have taken over today's world. From what was started merely for entertainment. Today these websites provide a host of opportunities to its Users ranging from marketing their products increasing awareness on social issue, sharing photos, video class, joining groups and forms of interests promoting an idea, finding family roots finding a lost friend, gaming, entertainment application and so on. In fact, the usage of social media marketing sites has been so diverse that many people use it for more than just entertainment. Mena et al (2012) studied the readiness of health students to use Facebook as a platform for training professional habits particularity in the case of influenza vaccination. This clearly shows social networking sites serve as a creative solution to many business problems.

INTRODUCTION

Social network marketing is popularly called as Internet marketing. Today you can find many ways for internet marketing. Many people who enter this online marketing are less worried because of its guaranteed success. Buyer behaviour was studied to predict buyer's reaction in markets. If a firm understands its customers, it becomes successful in the market place. The success of any business is based on understanding the consumer and providing the kind of products that the consumer wants. The consumer decides what to buy, when to buy and also what not to buy. One cannot thrust a product on a consumer. A marketer sells what the consumer wants. So, emphasis is placed on knowing what the consumer's wants are. Brand awareness is a degree to which your brand name is known. Brand name solidifies customers' trust. So, it is important that your brand name overshadows your products.

LITERATURE REVIEW

In today's technology driven world, social networking sites have become an avenue where retailers can extend their marketing campaigns to a wider range of consumers. Chi (2011, 46) defines social media marketing as a "connection between brands and consumers, [while] offering a personal channel and currency for user cantered networking and social interaction." The tools and approaches for communicating with customers have changed greatly with the emergence of social media; therefore, businesses must learn how to use social media in a way that is consistent with their business plan (Mangold and Faulds 2009). This is especially true for companies striving to gain a competitive advantage. Consumer technology readiness is

important for retailers to remember when marketing on social networks because if their intended target market does not use social media, is not familiar with it, or perceives it negatively, then their social media marketing will be unrewarding.

OBJECTIVES

In this study, the prime objective is to identify the opportunities and challenges of the marketing through the social networking sites. This study is based on emergence of social networking sites as an efficient marketing tool.

- To figure out the profile of users of social networking sites.

- To study the trends and shifts in the marketing practices from traditional marketing to online marketing.
- To find out the opportunities available to the marketers in marketing through social networking sites.
- To study the challenges faced by the marketers adopting social networking sites as their marketing tool.
- To study the scope of social networking sites to be used as a marketing tool.

RESEARCH METHODOLOGY

To evaluate the objective of the study, 100 people was selected at random.

Research Design-

- Descriptive Research

Sample Unit-

- Individual

Sample Techniques-

- Non-Probability sampling

Data Collection Method-

- Primary data is collected through questionnaire
- Used Structured Questionnaire for research

CONCLUSION

Social media can emerge as best tool for brand promotion, if used efficiently. Customers have positive perception towards social media marketing practices; they consider social media advertising more interesting, innovative, informative and interactive as compare to traditional advertising. Social media is not only creating the awareness among customers about different brands but also playing important role in their

purchase decision as the study shows that there is a significant relationship between awareness and preference of brands that are promoted on social media sites. But women customers are not comfortable in sharing their personal information on social media websites due to which social media web-site marketers“ may not get additional information about their prospective customers.

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