

A STUDY ON EFFECTIVENESS OF FACEBOOK AS A MARKETING TOOL

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ABSTRACT:

Interpersonal interaction locales are starting to change the substance of business in a digitized India with organizations embracing a showcasing blend of online missions, advancements on paper, TV just as street shows to contact individuals. With almost 10 million individuals getting to the web in India out of almost 650 million clients internationally, organizations are sniffing tremendous conceivable outcomes on informal communities. Any brand can make its essence felt in the long-range interpersonal communication space and make a buzz-criticism chain at insignificant cost, connecting with the most extensive range of well-informed purchasers. Long range informal communication destinations like Facebook, YouTube, Twitter, and LinkedIn and several brand-explicit locales made by producers are helping organizations tune in. In the event that the motivation behind promoting is to impact buyers' buys, our exploration shows that there is another approach to impact their conduct. Envision that Sony needs to advance its new computerized camera. Sony can either promote on Facebook and acknowledge an exceptionally low active clicking factor or part with free cameras to a few Facebook individuals (possibly at a lower cost than publicizing) and produce a viral mission. Our examination shows that this viral mission is conceivable. We further show what kinds of clients are bound to be impacted by such a mission.

KEY WORDS: Social Media , Advertisements ,Facebook, Marketing.

INTRODUCTION:

Any media based online which bothers the correspondence better than customary Media is known as a Social Media as per Susan Ward. It gives the issue and gives no decision to the client to include in making it. Instances of Social Media are Facebook, Twitter and so on It empowers clients to take an interest, talk, see yet does not offer the upside of improving or making it. They empower clients to talk about, share, records, photographs, tastes, with the worldwide populace. They empower clients to discover colleagues, business possibilities, engage with a network or a gathering. It offers what one cannot actually anticipate that the open door should include and include others too, as per Susan Ward. The additional preferred position of person-to-person communication lies in the way that it gives clients admittance to have fan pages, make advertisements and like organizations. Facebook empowers organizations to publicize and abuse their image as per Benfer Paymaster. Organizations can know the prerequisites of their customers enjoy input, control assessments about a brand, and impact purchasing conduct

OBJECTIVES;

The various research objectives of the study are:

- To find out the effectiveness of Social networking sites with special reference to Facebook
- To find out how advertisements in social networking sites influence purchasing decisions of customers?

SCOPE OF THE STUDY:

The investigation covers the most recent patterns in online media showcasing in detail. The investigation endeavors to consider the preferences and weaknesses of web-based media advertising and the future possibilities of web-based showcasing. The examination gathers the greater part of the data from various

essential and optional resources .In this report, my goal is to feature the developing significance of internet promoting, particularly social publicizing in the web-based media climate. The proposition looks to do this by tending to the chief examination question "What methodologies can be effectively utilized by promoting and advertising experts inside the long-range informal communication stage?"

REVIEW OF LITERATURE:

. Virtual Communities

Nicholas Negroponte (1995) stated that in the not too distant future 'we will socialise in digital neighbourhoods' in addition Manuel Castells (1996) built the concept of 'networked individualism', which was the concept of individuals building networks both on and offline surrounding ones values and interests, Castells believed that 'our societies are increasingly structured around the bipolar opposition of the Net and the Self' (Chaffey et al, 2009, Internet Marketing, p370). Virtual communities allow individuals with common interests to group together online to create a sense of community with similar minded individuals despite their geographic distance.

For some companies virtual communities can present many attributes for valuable relationship marketing. Sterne (1999) proposes that if a company has a community feature it can advance the website by adding value however minimal disturbance from the company should occur (Chaffey et al, 2009, Internet Marketing, p371).

Armstrong and Hagel (1996) have identified a type of community, which consist of transaction, communities of interest, and communities of fantasy and communities of relationship. According to Hagel (1997)

The power of virtual communities' exhibit a number of positive feedback loops. Focused content attracts new members, who in turn contribute to the quantity and quality of the community's pooled knowledge. Member loyalty grows as the community grows and evolves. The purchasing power of the community grows and thus the community attracts more advertisers to fund it. As the size and sophistication of the community grow its data gathering and profiling capabilities increase- thus enabling better targeted marketing and attracting more vendors(Chaffey et al, 2009, Internet Marketing, p370).

There are many advantages of marketing to virtual communities and one of the main benefits is that communities are naturally formed around interests, hobbies and shared problems, therefore segmentation occurs as expected. Parker (2000), states that eight questions that companies should ask when creating a consumer community.

The Internet presents marketers with many tools, techniques and strategies to engage with consumers. By creating a marketing strategy a business can make an informed decision about how to relate the market place to the business and how it can affect the relationship between the business and its customers. Without a strategy the organisation can miss golden opportunities and be left behind by competitors.

RESEARCH METHODOLOGY:

Exploration information can be portrayed by two unique viewpoints, which are quantitative and subjective procedure. Quantitative is an assortment of information investigation that prompts mathematical information and subjective information assortment prompts examination, which prompts non-mathematical information, for example, words and pictures (Saunders et al, 2007). Saunders by any means (2007, p472) states that subjective information can be utilized to 'create hypothesis from your information' and also it can incorporate both 'deductive and inductive methodologies'. The goal of the analysts study is to investigate how web-based media action is utilized to impact buyers. Utilizing a quantitative methodology won't be applicable to the exploration question. The specialist intends to discover subjective information concerning the advertising devices utilized, the advances utilized by brands to connect with customers and how this impacts them. The scientist will utilize subjective information to legitimize the connection associating clients and the Internet.

SOURCES OF DATA:

- Primary Data
- Secondary Data

Primary Data

The data is collected through questionnaires and observation which are the basic methods. First section consists of questions related to the general information like Age, educational qualification, marital status, occupation. The second section consists of how users are accessing Facebook and what type of ads are they coming across. The last section consists of questions like how users are impacted by the ads are they playing any role in their purchasing behavior.

Secondary Data

Secondary data has been gathered from many sources namely

- Newspapers , website, magazines, journals.
- Standard references and books.
- Purpose of secondary data was to increase accuracy conclusion and recommendations.

Sample Size: 200

LIMITATIONS:

- The study was done for a time of 45 days and because of scarcity of time a top to bottom investigation was unrealistic.
- Technology is dynamic in nature. Accordingly, this report might be significant just till there are no adjustments in the innovation.
- Secondary data may not be true.

Data Collection

In this structure, the poll technique is the proper strategy. A very much organized survey is shaped by the analyst to circulate among Facebook and Twitter clients. All the surveys have similar inquiries in an indistinguishable grouping. The inquiries are brief, straightforward, and meant to make sure about pertinent and solid data. Furthermore, the poll technique is reasonable for gathering information identified with the impact of web-based media on customers. The information gathered from this technique will be useful for the affirmation of online media methodologies that could be executed by brands for their web-based media approach. The Questionnaire technique will help the analyst to get forward-thinking data and what's more data which is significant as it will be information gathered from people who utilize web-based media.

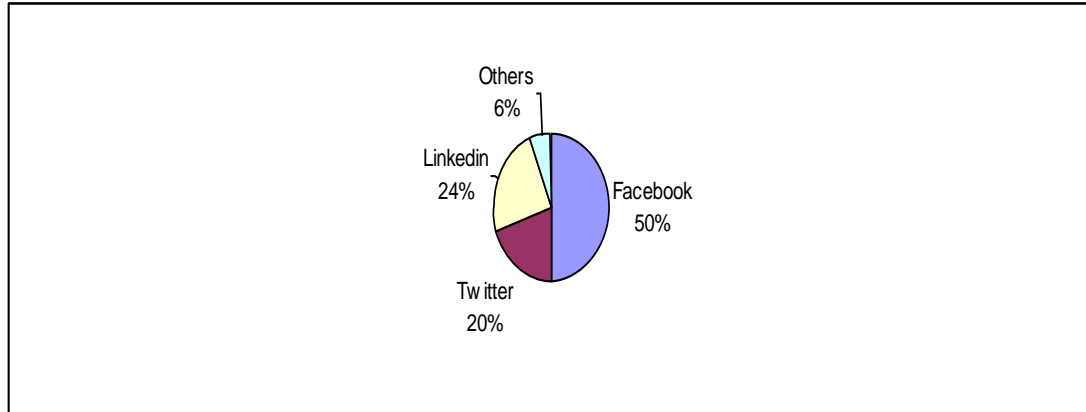
ANALYSIS OF DATA;

The analyst utilizes both auxiliary information and surveys as the examination technique to gather data. The survey technique will permit the specialist to get modern and suitable data from people who presently utilize online media. The principal center isn't to deliver official hypotheses seeing online media as a showcasing apparatus however to give engaging clarification of its effect on buyers. Thusly, grounded hypothesis exploration can help with summing up information as its focal thought is that there is a solid connection among hypothesis and commonsense examinations subsequently its information is gotten from the examination stage (Saunders et al, 2003).

S.No.	Option	No. of Respondents	Percentage (%)
1	Facebook	100	50%
2	Twitter	40	20%

3	Linkedin	48	24%
4	Others	12	6%
Total		200	100%

Source: Primary Data



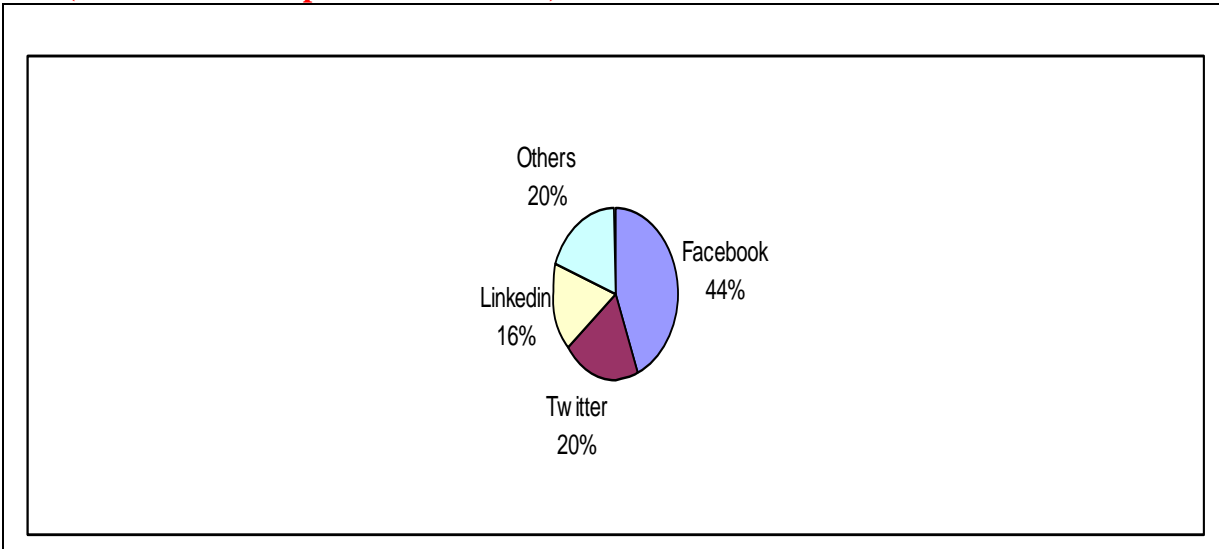
Interpretation

The above graph illustrates that majority of the respondents (50%) like facebook account while 24% of the respondents like LinkedIn the most and 20% like the twitter account.

Table 2 In which SNS do you find ads communicated well?			
S.No.	Option	No. of Respondents	Percentage (%)
1	Facebook	88	44%
2	Twitter	40	20%
3	Linkedin	32	16%
4	Others	40	20%
Total		200	100%

Source: Primary Data

Figure 2 In which SNS do you find ads communicated well?

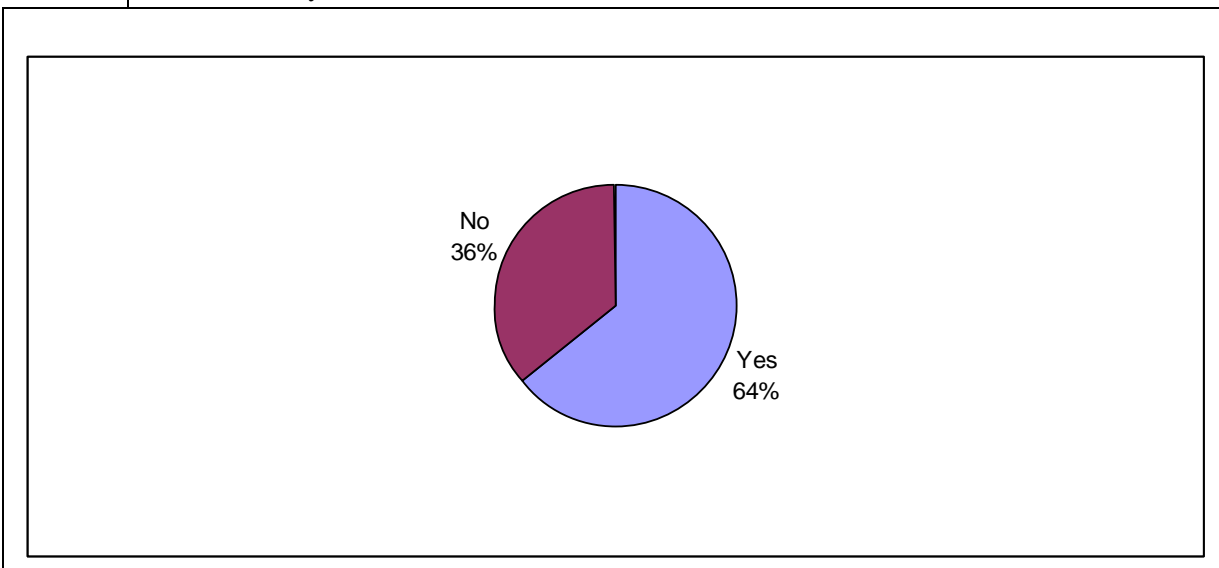


Interpretation

The above graph illustrates that majority of respondents (44%) find ads communicated well in Facebook, while 20% find ads good in twitter and 16% find the ads communicated well in linkedin

Table 3 Do you agree ads appearing in Facebook?			
S.No.	Option	No. of Respondents	Percentage (%)
1	Yes	128	64%
2	No	72	36%
Total		200	100%

Source: Primary Data



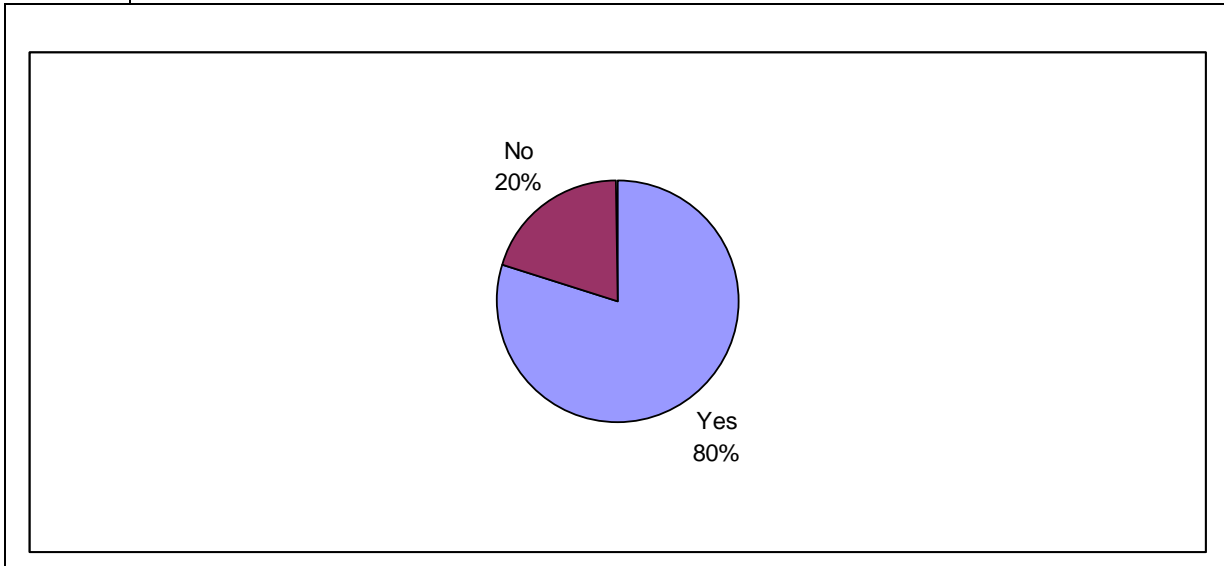
Interpretation

The above graph illustrates that majority of the respondents (64%) are OK with ads appearing on Facebook. 36% of the respondents are not OK with the ads on facebook.

Table 4 Have you ever accessed these ads coming on your way on facebook			
Have you accessed	Option	No. of Respondents	Percentage (%)

S.No.	Ads coming our way on book?	No. of Respondents	Percentage (%)
1	Yes	160	80%
2	No	40	20%
Total		200	100

Source: Primary Data

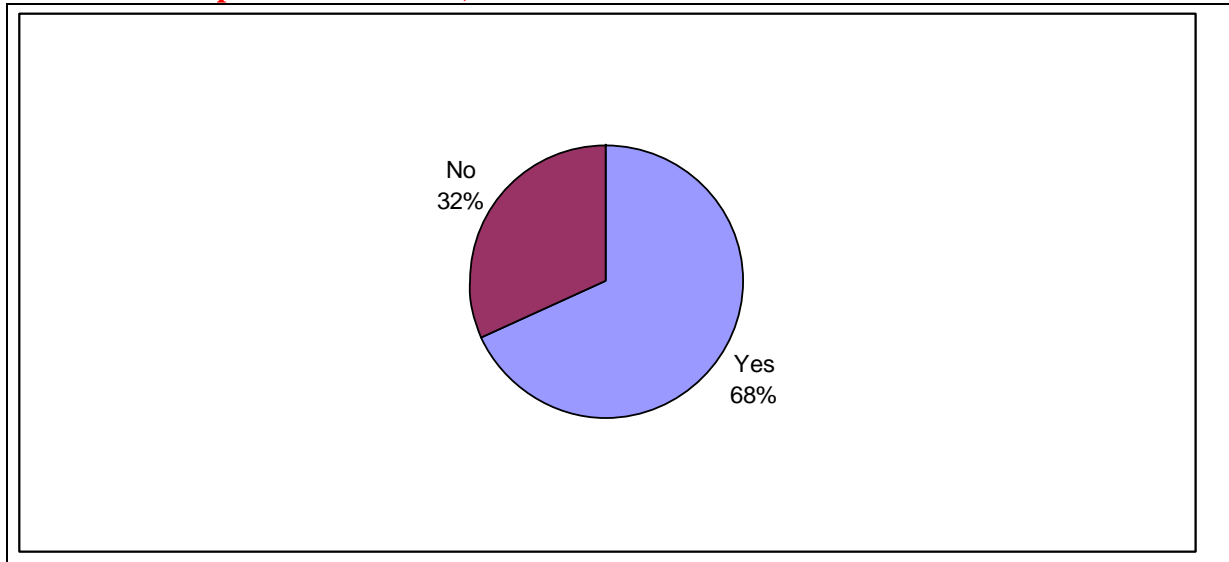


Interpretation

The above graph illustrates that majority of the respondents have accessed (80%) the ads coming up on facebook.

Table 5: Did these kinds of ads made an impact over you?			
S.No.	Option	No. of Respondents	Percentage (%)
1	Yes	136	68%
2	No	64	32%
Total		200	100%

Source: Primary Data



Interpretation

The above graph illustrates that majority of the respondents (68%) agreed that ads coming on facebook have made an impact over them while the remaining 32% are not influenced by the ads.

FINDINGS AND SUGGESTIONS :

Findings:

- Majority of the respondents are less than 20 years(50%) while 24% of the respondents are between 20-30 years, 16% of the respondents are between 30-40 years, and 10% are more than 40 years old.
- 28% each so the respondents are Graduates or Under Graduates each while. 16% each of the respondents are High School or Postgraduates. 12% of the respondents are pursuing o holding diplomas.
- 76% of the respondents are unmarried while 24% of the respondents are married.
- 32% of the respondents are students, 30% of them are self-employed and 24% of them are employees .
- 34% of the respondents use laptop to access their facebook account, 20% of them internet use a desktop, 30% of them use mobile while 16% of the respondents use tabs to access their facebook account.
- 32% of the respondents logon to their facebook account 2 or 3 times a week, 28% of them 1 or 2 times a day and another 20% each once a week and more than 3 times a day.

Suggestions:

- If did appropriately, Facebook can draw a profoundly focused on portion of Internet clients to visit your business or Website. This should be possible by utilizing the different boundaries components and apparatuses via online media sites, empowering you to build perceivability of your substance on both a neighborhood and worldwide level. Numerous independent ventures can profit by this worldwide crowd as well as increment their image by getting a more select nearby crowd.
- ROI (Return on Investment) is one of the main measures of most showcasing efforts. For private companies with low spending plans, the showcasing ROI should be beneficial for it to work. Facebook Marketing is probably the least expensive methods of advertising right now accessible. Also, for all intents and purposes all the web-based media you can use to advertise your business either costs nothing or costs an extremely modest quantity. This low venture implies okay to even the littlest business. Considering that most organizations pick up a major fly in perceivability in the wake of utilizing long range informal communication instruments, the favorable position is at last getting great exposure for nothing
- One of the best favorable circumstances of facebook showcasing is that anybody can exploit it, even from their own home. Additionally, it does not expect you to get familiar with a coded language or anything of that sort. Most person-to-person communication locales are outwardly arranged and pretty clear, which

implies that for all intents and purposes any individual who sees how to utilize the Internet can utilize interpersonal interaction instruments.

CONCLUSION:

Web has opened up new roads for arriving at the buyer. The facts confirm that there will never be a fixed way or technique that an advertiser can use to showcase its items and administrations on the web, yet it is still a lot of a field where imaginative reasoning can take the organization arrive at new statures. In this manner, we can say that promoting has not changed its shape. It is the very, flighty, strange and inventive field that needs consistent change and open information sources that can do some incredible things for the organization. Person to person communication destinations is utilized as an Internet showcasing device. In this new time of innovation, an Internet presence straightforwardly influences the accomplishment of a business. Sites open up scads of occasions to arrive at clients through showcasing "Portable Media, for example, messages through blaze games and flags on interpersonal interaction destinations spread all through the virtual world. Long range informal communication locales are starting to change the substance of business in a digitized India with organizations embracing an advertising blend of online missions, advancements on paper, TV just as street shows to contact individuals.

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