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Social Media and E-Marketing

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Abstract:

The revolution of information technology (IT) and communications has changed the way people conduct business today. Nowadays, most of the businesses are related to electronically instruments, especially internet. Implementation of E-marketing can change the shape of business all over the world. In this era of e-marketing, new business models are frequently introduced and new trends have started to emerge. One such latest trend is social networking websites. Social media has become the method of statement in the 21't century, enabling us to express our belief, ideas and manner in an absolute new way. This way of message also has a huge impact on corporation, where they have realized that without a correct plan and social media strategy they have no chance to stand out in the rapidly changing digital freedom. Social media plays a hybrid role in the promotion mix. It allows companies to talk to their clientele and, at the same time, it allows regulars to talk to one another. Social media marketing is the way of promoting a website, brand or business by interacting with or attracting the interest of current or prospective customers. Facebook, Twitter and Youtube are the most popular social media that are widely used by the companies and the celebrities in promoting themselves and their brands.

In this paper, we explore online social networking as a new trend of e-marketing. We have focused on influensiveness and familiarity of different social media among the respondents. Present study is based on primary data which is collected through questionnaires which are distributed randomly to the sample size of 120 respondents of Udaipur city. Data collected was analysed using chi-square test and percentage analysis. It is revealed that the number of users rising each day on social networking sites which thereby influences and increases awareness among customers. Hence making social media, the better and most preferred platform for marketing.

Keywords: E-Marketing, social media, influence, chi-square and percentage analysis

1. Introduction

Every day our minds are encountered by bundle of catchy advertisements while watching T.V, reading newspaper, walking on the roads or surfing the web. It really persuades us in all aspect of living style. Advertisement may defined as the process of communicating the most persuasive selling message possible, to the right potential consumer of products or services at the right time and place, atleast possible cost. So advertisement is a communicating bridge between producer and consumer. Consumer preferences are defined as the subjective (individual) tastes, as measured by utility, of various bundles of goods. Advertisement is as old as human civilization. Right now it has become an essential element of the corporate world and hence companies are investing huge amount towards their advertisement budget. There are several reasons behind advertisement such as to increase the sales of the product/service, creating and maintaining a brand identity or brand image, communicating a change in the existing product line, introduction of a new product or service. Likewise diverse media are also available for advertisement of products /services.

1.1. Advertisement Media and Ethics

Media encompasses all goal-oriented technical means or instruments for the procurement of information in print, visual, or auditory forms as well as the organizational and institutional entities behind them that generate and provide this information. Today our marketing system is very interactive which creates plethora of ways for contacting customers, e.g. Web, kiosks, etc. Journey of media can be traced back to 30, 000 c.c which was a Stone Age where messages were left in the form of cave-paintings till 2010 where T.V sets with 3D technology are available. Today various types of media are in existence, out of which some are categorised as follows

1. Print media- Newspaper, Magazines, Journals, Newsletter, Yellow pages.
2. Electronic media- T.V, Radio, Websites, Mobile
3. Outdoor media: - Hoarding, Trade shows, Balloons, Kiosks.

Ethics means “Good Conduct”. Ethics should persist anywhere human beings are at work, at home, in a public place etc. Ethics is a choice between good and bad, between right and wrong. It is governed by a set of principles of morality at a given time and at a given place and in a given society. Appropriate publicity is the kind of advertising that is ethical and should comply with reality. In advertisements clear demarcation of true and false is not possible. There is no single regulatory body in India for regulation of advertisements. In 1985, a self regulatory mechanism of ensuring ethical advertising practices was established in the form of the Advertising Standards Council of India (ASCI), a non statutory tribunal. Companies doing advertisement should follow some ethical principles that are relevant such as honesty, loyalty, fair competition, social responsibility, etc. Ethics in advertising improves the quality of the advertisements in any media and enhances the brand image for the advertised product. The ethical aspect of Indian advertisement is extremely important for restoration of our Indian culture, norms, ethics and heritage

1.2. Rationale of Study

Today’s era is completely occupied with the fierce competition, thus in order to survive and lead, aggressive advertisement is done by the companies. But while doing the same, are advertisers following the ethical standards, which are basically important for upliftment and betterment of the common people. Diverse media are available to make people aware about new and existing product/services. Hence to study the preferences of customers towards ethically strong advertisement media, we are conducting the research.

2. Review of Literature

DePaula (2010) in his study on “Security Aspects and Future Trends of Social Networks”, suggested that Social networks represent a new range of online uses that pose a series of Challenges to the security community An understanding of the implications of online social networking to human social interaction and societal structure will bring new ideas and challenges to consumers, businesses, and governments worldwide.

Chatterjee (1996) considers banner ads to be a form of passive advertising exposure, in that the consumer does not consciously decide to view the banner ad. Rather, the banner ad is presented as an outcome of accessing a particular Web content page, or as the outcome of entering a series of key words into a search engine Kelly et al (2010) suggests that advertising in the online social networking environment is more likely to be avoided if the user has expectations of a negative experience, the advertising is not relevant to the user, the user is skeptical toward the advertising message, or the consumer is skeptical toward the advertising medium.

Hudson et al (2008) said that the major problem with advertising implemented towards children is that they are not able to understand the true intent of advertisements, what they see they believe to be true. Children have difficulty distinguishing what is true and false from advertising..

Ravikumar (2012) said that the goals of advertising have been changed, modified, adjusted and re-defined over the years in India and thereby concluded that Advertising value is closely related with women consumers’ attitude towards visual media advertisements.

3. Research Methodology

3.1. Objectives of Study

1. To find out the extent of familiarity of different social medias.
2. To study the influence of demographics on social media with particular reference to Facebook.

3.2. Research Hypothesis

- H_{01} : There is no significant difference in the respondent’s demographics and influensiveness on the basis of Facebook.
- H_{a1} : There is a significant difference in the respondent’s demographics and influensiveness on the basis of Facebook.

3.3. Sampling and Data Collection

This study is descriptive in nature. Primary data is collected with the help of structured questionnaires which are distributed randomly to the respondents of Udaipur city on the basis of convenience. And it is found that 200 questionnaire are complete which are consider for study.

3.4. Tools and Techniques

The collected data in the present study are analysed through descriptive and inferential statistical techniques. The analysis has been in conformity with the objectives of the study and the hypotheses formulated to achieve those objectives. Percentage analysis and Chi square test is used to test the collected data regarding influensiveness of demographics on the basis of Facebook.

4. Data Analysis and Interpretation

Customer preference towards ethics in advertisement is studied for three categories of media like print, electronic and outdoor media.

4.1. Demographic Profile of Respondents

The questionnaire was designed to seek information about the user groups, age, gender and their occupation. The detailed breakdown of the demographic profile of the customers has been given in Table 1

Occupation	Respondents	Percentage
Housewives	35	29.16
Employee	30	25
Students	25	20.83
Businessman	30	25
Gender	Respondents	
Male	70	58.33
Female	50	41.66
Age	Respondents	
15-25	40	33.33
25-35	35	29.16
35-45	30	25
45- Above	15	12.50

Table 1: Distribution of respondents

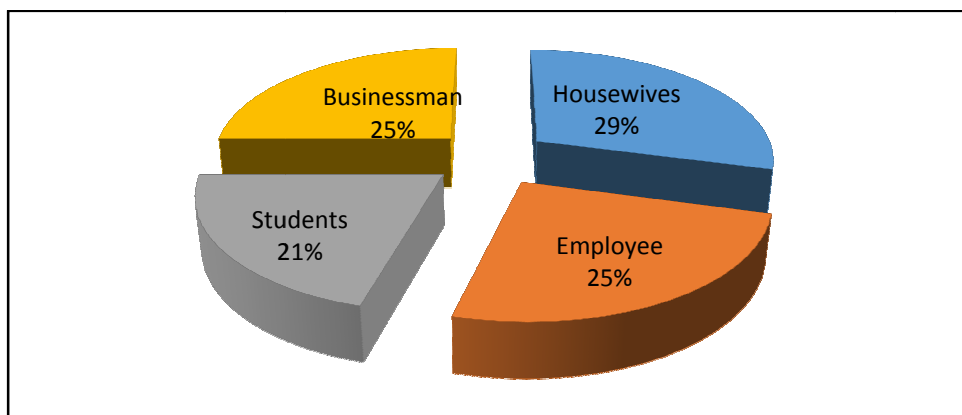


Figure 1: Distribution of respondents- Occupation wise

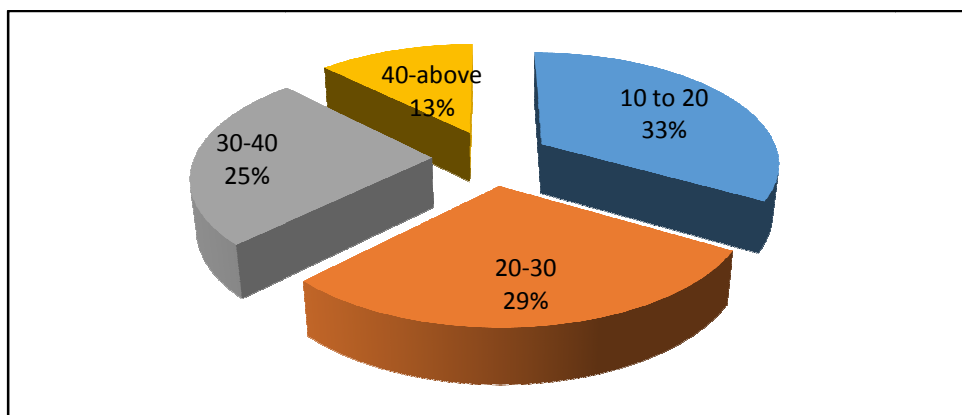


Figure 2: Distribution of respondents- Age wise

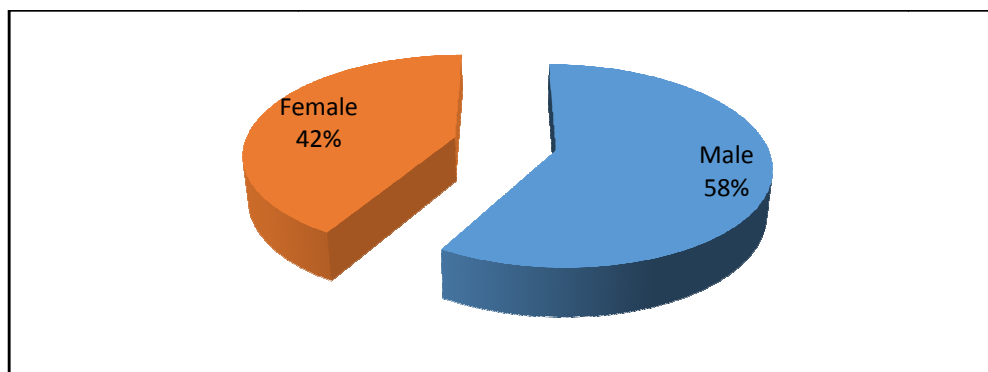


Figure 3: Distribution of respondents- Gender wise

On the basis of demographics utmost responses in the category of occupation is received from housewives (29.16%), next among the category of gender maximum response is received from male (58.33%), similarly among the category of age highest responses are received from the age group of 15 to 25 (33.33%).

4.2. Comparison of Three Different Media on the Basis of Attributes

Attribute	Print	Electronic	Outdoor
Overstate products feature	20	85	15
Extra flushing of money	10	90	20
Awareness among audience	40	60	20
Comparison of products	10	70	40
Best language used	85	30	5
Misguidance	18	92	10
Children getting stubborn	11	95	14
Creates violence	20	90	10
More informative	30	80	10
Easy reach	30	80	10
More reach	70	45	5
Long life	20	70	30
More attractive	10	90	20

Table 2: Attribute of three different media (Percentage)

Table 2 reveals that there are different positive and negative attributes of print, electronic and outdoor advertisement media. Print media leads in features like use of good language and more reach whereas electronic media leads in most of the positive attributes like more informative, easy reach, more awareness, more attractive, long life and easy comparison of different products can be done easily. Similarly it also leads in negative attributes like creating violence, making children stubborn, extra flushing of money, overstating of product features and misguidance. Outdoor media is still on the silent side among the public. It is mainly preferred more for long existence of products in audience mind along with its attractiveness and sometimes awareness.

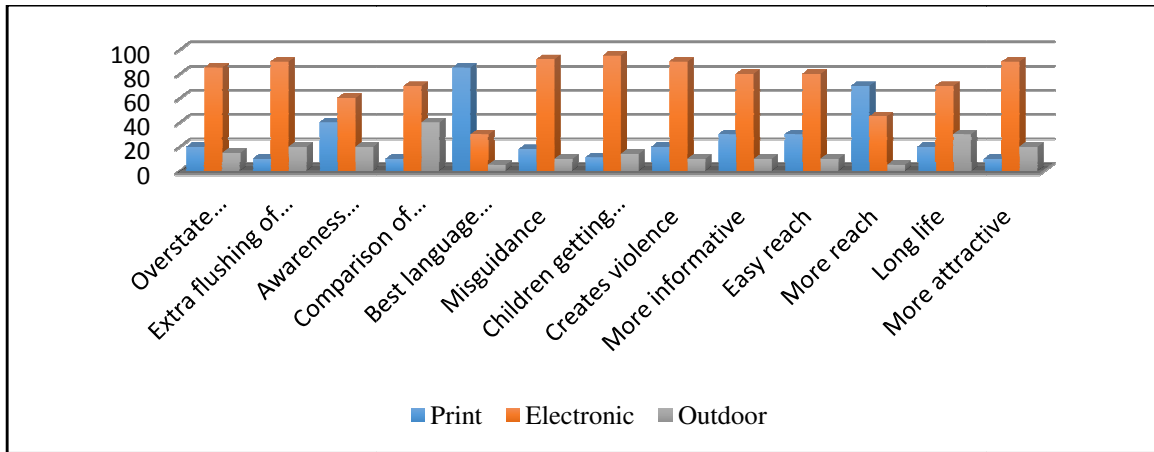


Figure 4: Comparison of Media

4.3. Customer Preference for Three Different Media for Ethical Advertisement on the Basis of Occupation

Occupation	Highly Ethical	Ethical	Unethical	Total
Housewives	16	16	3	35
Employee	15	12	3	30
Students	7	8	10	25
Businessman	16	11	3	30
Total	54	47	19	120

Table 3: Print media

Karl Pearson Chi-square Test	Calculated value 14.680
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There are different preferences of customer regarding advertisement media. Observation table 3 shows that on the basis of occupation 45% respondents rate print media as highly ethical, 39.16% rate it as ethical and rest mark it as unethical.

The calculated Chi-Square value is significant at 5% level of significance for 6 degrees of freedom. This implies there is significant difference in the respondent's preference for ethicality in print advertisements media on the basis of occupation. Hence, the null hypothesis is rejected and alternative hypothesis is accepted at 5% level of significance.

Occupation	Highly Ethical	Ethical	Unethical	Total
Housewives	5	15	15	35
Employee	10	15	5	30
Students	10	10	5	25
Businessman	5	17	8	30
Total	30	57	33	120

Table 4: Electronic media

Karl Pearson Chi-square Test	Calculated value 11.3497
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There are different preferences of customer regarding advertisement media. Observation table 4 shows that on the basis of occupation 25% respondent's rate electronic media as highly ethical, 47.50 % rate it as ethical and rest mark it as unethical.

The calculated Chi-Square value is not significant at 5% level of significance for 6 degrees of freedom. This implies that there is no significant difference in the respondent's preference for ethicality in electronic advertisements media on the basis of occupation. The difference occurred is due to chance. Hence, the null hypothesis is accepted and alternative hypothesis is rejected at 5% level of significance.

Occupation	Highly Ethical	Ethical	Unethical	Total
Housewives	10	15	10	35
Employee	15	10	5	30
Students	10	10	5	25
Businessman	10	12	8	30
Total	45	47	28	120

Table 5: Outdoor media

Karl Pearson Chi-square Test	Calculated value 3.811598
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There are different preferences of customer regarding advertisement media. Observation table 5 shows that on the basis of occupation more than 70 % of respondents rate outdoor media as highly ethical or ethical.

The calculated Chi-Square value is not significant at 5% level of significance for 6 degrees of freedom. This implies there is no significant difference in the respondent's preference for ethicality in outdoor advertisements media on the basis of occupation. The difference occurred is due to chance. Hence, the null hypothesis is accepted and alternative hypothesis is rejected at 5% level of significance.

4.4. Customer Preference for Three Different Media for Ethical Advertisement on the Basis of Gender

Gender	Highly Ethical	Ethical	Unethical	Total
Male	40	20	10	70
Female	30	15	5	50
Total	70	35	15	120

Table 6: Print media

Karl Pearson Chi-square Test	Calculated value 0.48979
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There are different preferences of customer regarding advertisement media. Observation table 6 shows that on the basis of gender more than 85% respondents rate print media as highly ethical or ethical and very few mark it as unethical.

The calculated Chi-Square value is not significant at 5% level of significance for 2 degrees of freedom. This implies there is no significant difference in the respondent's preference for ethicality in print advertisements media on the basis of gender. The difference occurred is due to chance. Hence, the null hypothesis is accepted and alternative hypothesis is rejected at 5% level of significance.

Gender	Highly Ethical	Ethical	Unethical	Total
Male	10	35	25	70
Female	6	15	29	50
Total	16	50	54	120

Table 7: Electronic media

Karl Pearson Chi-square Test	Calculated value 6.133
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There are different preferences of customer regarding advertisement media. Observation table 7 shows that on the basis of gender 50% respondents rate electronic media as highly ethical or ethical and near about 50% rate it as unethical.

The calculated Chi-Square value is significant at 5% level of significance for 2 degrees of freedom. This implies that the respondent's preference based on ethics for electronic media advertisements on the basis of gender is significant. Hence, the null hypothesis is rejected and alternative hypothesis is accepted at 5% level of significance.

Gender	Highly Ethical	Ethical	Unethical	Total
Male	25	35	10	70
Female	20	25	5	50
Total	45	60	15	120

Table 8: Outdoor media

Karl Pearson Chi-square Test	Calculated value 0.5714
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There are different preferences of customer regarding advertisement media. Observation table 8 shows that on the basis of gender the preference of 88% respondents is in favour of outdoor media as highly ethical or ethical.

The calculated Chi-Square value is not significant at 5% level of significance for 2 degrees of freedom. This implies there is no significant difference in the respondent's preference for ethicality in outdoor advertisements media on the basis of gender. The difference occurred is due to chance. Hence, the null hypothesis is accepted and alternative hypothesis is rejected at 5% level of significance.

4.5. Customer Preference for Three Different Media for Ethical Advertisement on the Basis of Age

Age	Highly Ethical	Ethical	Unethical	Total
15-25	6	24	10	40
25-35	8	18	9	35
35-45	12	11	7	30
45- Above	9	5	1	15
Total	35	58	27	120

Table 9: Print media

Karl Pearson Chi-square Test	Calculated value 14.0178
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There are different preferences of customer regarding advertisement media. Observation table 9 shows that on the basis of age the preference of 77% respondents is in favour that prints media as highly ethical or ethical.

The calculated Chi-Square value is significant at 5% level of significance for 6 degrees of freedom. This implies there is a significant difference in the respondent's preference for ethicality in print advertisements media on the basis of age. Hence, the null hypothesis is rejected and alternative hypothesis is accepted at 5% level of significance.

Age	Highly Ethical	Ethical	Unethical	Total
15-25	10	24	6	40
25-35	10	14	11	35
35-45	3	14	13	30
45- Above	1	5	9	15
Total	24	57	39	120

Table 10: Electronic media

Karl Pearson Chi-square Test	Calculated value 15.34278
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There are different preferences of customer regarding advertisement media. Observation table 10 shows that on the basis of age the preference of 67.50 % respondents said that electronic media is ethical.

The calculated Chi-Square value is significant at 5% level of significance for 6 degrees of freedom. This implies there is significant difference in the respondent's preference for ethicality in electronic advertisements media on the basis of age. Hence, the null hypothesis is rejected and alternative hypothesis is accepted at 5% level of significance.

Age	Highly Ethical	Ethical	Unethical	Total
15-25	10	23	7	40
25-35	8	19	8	35
35-45	11	14	5	30
45- Above	6	7	2	15
Total	35	63	22	120

Table 11: Outdoor media

Karl Pearson Chi-square Test	Calculated value 3.057
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There are different preferences of customer regarding advertisement media. Observation table 11 shows that on the basis of age the preference of 81.66 % respondents said that outdoor media is ethical.

The calculated Chi-Square value is not significant at 5% level of significance for 6 degrees of freedom. This implies there is no significant difference in the respondent's preference for ethicality in outdoor advertisements media on the basis of age. The difference occurred is due to chance. Hence, the null hypothesis is accepted and alternative hypothesis is rejected at 5% level of significance.

6. Findings of the Study

The major findings of our study are as follows:

1. On the basis of demographics utmost responses in the category of occupation is received from housewives (29.16%), next among the category of gender maximum response is received from male (58.33%), similarly among the category of age highest responses are received from the age group of 15 to 25 (33.33%).
2. Print, electronic and outdoor media are having their own different positive and negative attributes. It is evident that in some attributes print media leads while in some features electronic media leads. But overall electronic media is having high score for positive attributes as well as for negative attributes. Outdoor media is still on the silent side among the public
3. Customer preference for three different advertisement media on the basis ethics are tabulated as follows:

Respondents of different age have different preference for print media advertisement on the basis of ethics which is also proved significant through Chi-Square test.

Respondents of different gender and age have different preference for electronic media advertisement on the basis of ethics which is also proved significant through Chi-Square test.

Respondents of different occupation, age and gender have difference preference for outdoor media advertisement on the basis of ethics is just due to chance which is also proved insignificant through Chi-Square test.

Media	Respondents Category	Result Of Karl Pearson Chi-Square Test
Print	Occupation	Difference is Significant
Print	Gender	Difference is not significant
Print	Age	Difference is Significant
Electronic	Occupation	Difference is not significant
Electronic	Gender	Difference is Significant
Electronic	Age	Difference is Significant
Outdoor	Occupation	Difference is not significant
Outdoor	Gender	Difference is not significant
Outdoor	Age	Difference is not significant

Table 12

7. Conclusions

Honesty, loyalty, fair competition, social responsibilities are the important features of ethical advertising. Ethics in advertising improves the quality of the advertisements in any media and enhances the brand image for the advertised product. The ethical aspect of Indian advertisement is extremely important for restoration of our Indian culture, norms, ethics and heritage. Hence it is concluded that print, electronic and outdoor media are having their own different positive and negative attributes. Print media is leading in some attributes like good language and more reach whereas electronic media is having high score for many positive attributes as well as for negative attributes. But outdoor media is still on the silent side among the public. Thus on the basis of age and occupation most of the respondents feel that all three medias are ethical whereas electronic media is found to be comparatively less ethical on the basis of gender.

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