



A Study On Implication Of Social Media As Marketing Tool On Promotion Of Consumer Durable Goods.

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Citation: Sudhanshu Sekar Dhir,et.al (2023), A Study On Implication Of Social Media As Marketing Tool On Promotion Of Consumer Durable Goods,Educational Administration: Theory and Practice, 29(4), 3020-3024
Doi: 10.53555/kuey.v29i4.7681

ARTICLE INFO

ABSTRACT

This study explores at how businesses use social media to promote durable goods. With so many people online, social media has become a key tool for companies to reach potential customers, increase brand awareness, and drive sales. The research examines how different social media strategies like creating content, working with influencers, targeted ads, and engaging with customers affect consumer behaviour and buying decisions. The study also identifies what makes social media marketing campaigns successful and evaluates how these efforts impact sales and brand loyalty. The findings reveal underscore the importance of tailoring social media marketing strategies to different demographic segments to enhance engagement and feedback collection. Marketers targeting consumer durable goods can benefit from these insights by developing more personalized and effective campaigns that resonate with specific audience groups. The study aims to offer valuable recommendations for marketers looking to optimize their social media strategies to effectively promote durable goods in the digital age.

Keywords: Social Media Marketing, Consumer Durable Goods, Brand Awareness, Brand Loyalty, Social Media

Introduction

In today's digital world, social media is a crucial way for people to communicate and interact. Its pervasive influence extends beyond personal connections, profoundly impacting the business landscape, particularly in the realm of marketing. Businesses, both large and small, are increasingly leveraging social media platforms to promote their products and services, recognizing the unparalleled reach and engagement these platforms offer. India is currently the 2nd most populated nation in the world with a population of 1.40 billion and growing, and it has one of the fastest growing economies on the planet. Social media has been embraced by the Indian populace like a duck to water. According to the Global Statshot Report of 2022, internet users in India dedicate an average of 2 hour 38 minutes per day to engaging with SM platforms. The prevalence of internet access across the Indian population has led to a consistent rise in the quantity of individuals engaging with social media platforms, resulting in a current estimate of 467 million users. India now boasts a staggering 658 million Internet users, or nearly 47% of the country's entire population. (National Family Health Survey, 2022). Social media marketing is a modern and fast-growing method for businesses to connect with their target customers. It involves using social media platforms to promote a company and its products. This type of marketing is part of online marketing and works alongside traditional methods like email newsletters and online ads (Barefoot & Szabo, 2010).

Literature Review

Ethel Lee (2013) explained how people use social media to gather and select information before purchasing goods and services. The findings imply that, in comparison to traditional media, social media plays a more active role in information search. Fisher (2013) indicated that the major goal of the company should be customer centric rather than marketing-centric. In this approach, social media can aid in the development of consumer loyalty and the retention of repeat customers. The researchers also investigated how social media is used to grow a consumer base. Customers are more likely to look for future purchases thanks to social media.

Ansari et al. (2019) found that brand awareness had a weak positive correlation with purchasing decisions, while social media content marketing showed a moderate positive correlation. Jayasuriya and Azam (2017), in their research on the impact of social media marketing on brand equity within Sri Lanka's fashion-wear retail sector, identified the significant role of Facebook marketing activities in brand equity creation. They developed a conceptual model explaining the relationship between social media marketing and brand equity using academic and empirical evidence. Tritama and Tarigan (2016) explored the relationship between social media communication marketing and company brand awareness. Findings of this research demonstrated that marketing correspondence in an organization has an effect to organization's brand awareness. Also, this research indicated that marketing by means of social media can impact organization's income. Husnaini and Rasyid (2022) studied how social media marketing (SMM) activities impact the performance of small businesses, particularly those in underserved areas. They looked at the benefits that small businesses can gain from using websites and social media platforms. Their research involved a case study approach, collecting data through surveys and semi-structured interviews with the owners of five small businesses. They found that using these online tools helped increase awareness and demand, improve relationships with customers, attract more new clients, expand their reach globally, and boost the local image of these businesses. Zahay (2021) found that online social media has become a crucial marketing tool for entrepreneurs and their customers because it improves communication. The study focused on why entrepreneurs use social media and what they hope to gain from it in a growing market. Data was collected from 368 entrepreneurs using structured questionnaires, and the researchers used advanced statistical methods to analyze the data. The results showed that entrepreneurs' views on the effort required, performance expectations, and social influences largely explained their intentions to use social media. The study suggested that entrepreneurs should put more effort into planning and using social media effectively and develop a positive attitude towards it. Hanaysha (2021) looked at how four specific aspects of social media marketing (SMM) affect customers' decisions to buy fast food. The study also investigated whether brand trust influences this relationship. To gather data, the researcher used online surveys with fast-food customers in the UAE. The results showed that brand trust is important in shaping customers' buying decisions. Specifically, factors like how informative, relevant, and interactive the social media content is can affect whether a customer decides to make a purchase. The study also found that brand trust helps link the effects of "interactivity" and "informativeness" on a customer's buying decision.

Objectives

- To determine the relationship between respondents' marital status and their opinions on the impact of social media sites on brand awareness.
- To study the relationship between education groups and their habits of sharing feedback about consumer durables.

Research Design

This study primarily utilized exploratory research methods, gathering data from customers via questionnaires and various sources, including websites, books, journals, and newspapers. Given the impracticality of surveying the entire population, sampling was employed to collect data from respondents in the Bhubaneswar area. This study is based on descriptive research. Both Qualitative and quantitative data is used in the analysis, and a cross relation of the same has been done to achieve greater efficiency and meaning.

Hypotheses:

H1: There is significant difference between marital status of respondents and their opinion about level of impact of social media sites on brand awareness.

H2: There is significant relationship between education groups and their habits of sharing feedback about consumer durables.

Research Methodology:

Data collection involved both online Google Forms and physical questionnaires distributed to users in Bhubaneswar city, Odisha, India. Participants completed a self-directed questionnaire taking approximately 15 minutes.

A total of 200 online questionnaire links and 291 physical forms were distributed, resulting in 300 valid responses. Before data collection, interviewers received training on effectively administering the survey and accommodating respondents from diverse demographic backgrounds. The data collection spanned two weeks.

Result & Analysis:

This study is conducted to study the significant difference in variables across gender.

		Total	Percentage
Gender	Male	185	61.67%
	Female	115	38.33%
Age	Below 25 Years	80	26.66%
	25-35	73	24.34%
	35-45	88	29.34%
	Above 45	59	19.66%
Marital Status	Married	196	65.33%
	Unmarried	104	34.67%
Education	Matric	39	13%
	+2	69	23%
	Graduate	68	22.67%
	PG	80	26.67%
	Above PG	44	14.67%
Monthly Income	Below Rs 15,000/-	122	40.67%
	Rs 15,000/- - Rs 30,000/-	81	27%
	Rs 30,000/- - Rs 50,000/-	59	19.67%
	Above Rs 50,000/-	38	12.67%

Table-1: Demographics

Education and Sharing of Feedback about a product with company

Education	Yes	No	Total
Matric	13 33.3%	26 66.7%	39 100%
10+2	36 52.2%	33 47.8%	69 100%
Graduate	39 57.4%	29 42.6%	68 100%
Post graduate	44 55%	36 45%	80 100%
Above post graduate	30 68.2%	14 31.8%	44 100%
Total	162 54%	138 46%	300 100%

Table-2: Data collected through questionnaire $\chi^2 = 21.402$ $P < 0.05$

Table no. 2 given above defines the relationship between education of respondents and their habits of sharing feedback about a product with company. It has been found that most of the respondents shared feedback of products to company except matriculates where 33.3% respondents are not shown interest in sharing feedback of product and services to company.

It is evident that 52.2% respondents in 10+2 group, 57.4% in graduate, 55% in post graduate and 60% above post graduate group have shared feedback about products with company. After Hypothesis testing, it is found that the null hypothesis not valid. Hence There is significant relationship between different education groups and their habits of sharing feedback about a product with company. It is apparently clear that 54% respondents in all education groups have shared their feedback about a product with company and 46% of total respondents in all education groups have opined that they have never shared feedback about a product with company.

Marital Status and time duration of using social media sites

Marital status	Frequency	Mean	Leven Value)	Statistic (Sig.	t-Statistics	Sig. Value
Married	196	1.98	.000		4.976	.000
Unmarried	104	1.50				

Table 3: Data collected through questionnaire $P < .05$

Table no. 3 given above depicts the relationship between marital status and time duration of using of social media sites. It is revealed from the table all respondents irrespective of their marital status are using social media sites, but time duration of using social media sites is more in the case of unmarried respondents than married.

This may be because mostly unmarried are young, possessed android phones, internet facilities and have more time to spend. After Hypothesis testing, it is found that the null hypothesis not valid. Hence It is evident that there is significant difference between marital status and their opinion about time duration of using of social media sites

Conclusion:

The analysis reveals significant insights into the relationship between respondents' demographics and their behaviours concerning social media usage and feedback sharing. A substantial proportion of respondents across different education levels are inclined to share feedback about products with companies, with the highest feedback-sharing rate among those with postgraduate education or higher. The chi-square test confirms a significant relationship between education level and feedback-sharing habits.

Moreover, the study highlights the difference in social media usage duration based on marital status. Unmarried respondents tend to spend more time on social media compared to married respondents, potentially due to the younger age group and greater access to technology among the unmarried cohort. The t-test results substantiate a significant difference in social media usage duration between married and unmarried respondents.

Future Scope and limitation of the study:

The study offers a broad scope for further analysis, such as Structural Equation Modeling, which combines factor analysis and multiple regression for more comprehensive insights. A more diverse sample could have enhanced the study's results, as most respondents were from Bhubaneswar, leading to limited data variation.

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