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A STUDY ON FACEBOOK AS A TOOL FOR DIGITAL MARKETING

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ABSTRACT

Social media can be named as computer-based innovation that empowers customers to share each and everything over generally open virtual media stages. It depends on web and empowers customer in sharing of thoughts and data to proposed parties which in before times may have required a couple of days. Social media, which can be gotten to from a PC or a cell phone can be utilized a feasible advertising apparatus for advancing the product or service, permitting organizations to draw in new customers at a higher speed than any current traditional medium. The largest and most common social media networks are Facebook, Instagram, Twitter, WhatsApp, etc. Among these social media platforms, Facebook which is based in Menlo Park, California, USA is the most commonly used tool for digital marketing purpose. Initially designed as a social networking site for college students, Facebook has grown into a virtual market place where a user can conduct businesses or market themselves through interaction with customers and self-promotion. Regardless of the size of the target audience, Facebook is a great marketplace where one can get almost any information, develop brand identity, and broaden the customer base. This study aims to analyse how effective Facebook marketing is among the social media users. The study was conducted among the people who are having Facebook account. A well-structured questionnaire was used for data collection among 100 respondents. In order to interpret the data, percentage analysis and chi-square test were applied.

Introduction

Facebook is a great spot to develop the brand identity. It enables a company or a person with budgetary constraints to reach their targeted audiences in a fast and efficient manner. There are dedicated spots like Facebook page where anyone can post images, links and videos which are connected to a product or service that will reach the audiences in a global level in an instant which otherwise would not have been possible. Since the geographical constraints does not affect social media platforms like Facebook, big multinational corporations have integrated the digital marketing into their marketing strategies for better customer reach. It is an ideal

platform for organizations to keep direct communication with their customers.

STATEMENT OF THE PROBLEM

Facebook being a popular social networking site, there are immense opportunities in the field of research. This research is to decide the best social network for people and companies to reach their intended interest groups for conveying messages about a product or service. This study will analyse Facebook's ability of to work as a feasible and powerful advertising tool for focusing on possible customers, conveying messages about a product, service or idea. The goal of this study is to choose whether Facebook can be used as a successful and effective marketing tool for companies in promoting products.

SCOPE AND SIGNIFICANCE OF STUDY

Social networking is a fast-growing phenomenon spreading across globe. Advertisers consistently search for devices, which assist them with contacting enormous crowd without a moment's delay. There is tremendous number of dynamic customers investing the vast majority of their energy and consideration on Facebook than some other online media stage since it is the greatest stage among all web-based media. For advertisers, it resembles gold mine of chances since it costs significantly not exactly some other media or medium to arrive at their possible customers and to advance their business and market items. Therefore, the reasons for using Facebook marketing are worth analysing. The questions that should be considered are: regardless of whether it's anything but a fruitful path for promoting, whether it is helpful to have Facebook page for associations and how to develop a victorious corporate presence on Facebook.

OBJECTIVES OF THE STUDY

- To know the strength of digital marketing.
- To study about the effectiveness of Facebook marketing among the social media users.
- To analyse various ways that Facebook is using to promote the product.
- To find out whether Facebook is a preferable marketing tool over some other devices in online media.
- To know the pros and cons of Facebook.

REVIEW OF LITERATURE

Nora Al-Hadban, Hadeel AL-Ghamdi, Thekra Al-Hassoun and Prof. Randa Hamdi (2014) conducted a study titled, “The Effectiveness of Facebook as a Marketing Tool (Saudi Arabia case study)”. The general purpose behind the study was to conduct an exhaustive investigation of social networking sites as an advertising instrument with an emphasis on Facebook. The principle finding of the investigation was that customers are aware of online companies and suggest they engage in social networks, Facebook particularly.

Rooma Roshnee Ramsaran and Sooraj Fowdar (2013) conducted a study on “The Implications of Facebook Marketing for Organizations”. This investigation analysed existing Facebook advertising practices and instruments, their advantages, and concerns related with online media promoting. The discoveries of the

investigation express that Facebook doesn't supplant the customary advertising apparatuses, yet can be utilized as a supplement to existing conventional limited time instruments.

RESEARCH METHODOLOGY

Research methodology is an efficient method to tackle research issues. It provides ways and means to solve research problems.

- **Sources of Data**

For the study both primary and secondary data are utilized. Primary data was gathered with the assistance of organized survey managed to chosen individuals who have Facebook account. Secondary data was gathered from websites, journals, and so on.

- **Sample Design**

- Population: Population taken for the study is individuals who are having Facebook account in and around Trivandrum area.

- Sample size: The sample size taken for the study is 100 people who are having Facebook account.

- Sampling method: The procedure used for the selection of samples was convenience sampling.

- **Tools for data analysis and representation:** For the analysis of data, percentage analysis and chi-square were utilized. The main tools used for data presentation are tables and charts.

LIMITATIONS OF THE STUDY

- Sample size was restricted to 100 respondents keeping considering time imperatives.

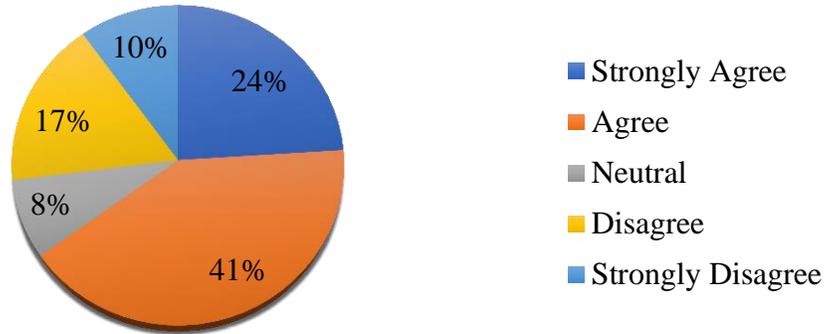
- Findings depend on a sample survey. The data executed by respondents might be genuine in light of the fact that a few respondents may not be serious. Notwithstanding, all potential endeavours have been made to gather the data as genuinely as could really be expected.

MARKETING ON FACEBOOK

A Facebook page is a fantastic free advertising instrument for organizations. These pages let companies perceive themselves – through posting product offerings and services, yet what's more by sharing connections, pictures, and posts on an adaptable page to give an unrivalled sensation of a business' personality and character. Facebook offers its own sort of publicizing with Facebook commercials, which appear in the side sections of the Facebook site. These praiseworthy advancements are insinuated even more explicitly as Marketplace Ads. They consolidate a feature with duplicate, an image, and an explore association with a Facebook page, a Facebook application, or an outer site. Running Facebook challenges, sweepstakes, or advancements is another Facebook promoting methodology that can build brand mindfulness. Supported Stories are a sort of Facebook commercial that shows a client's collaborations. It tries to gain by the "informal" promoting idea.

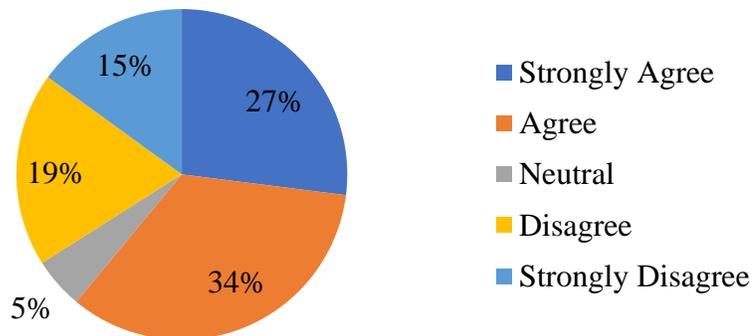
DATA ANALYSIS

- **Opinion about ‘Facebook serves to makes the relationship between customer and seller’**



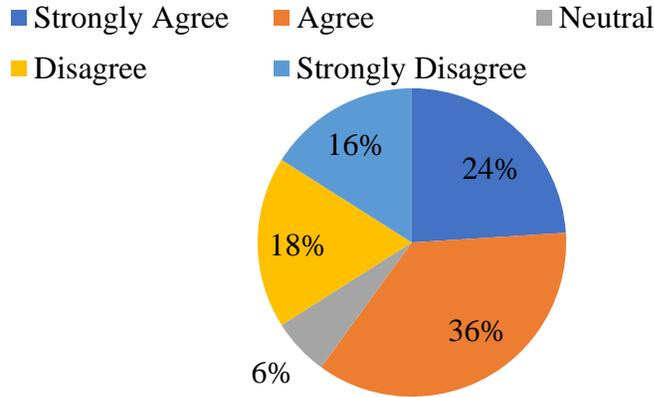
From the above chart more than half of the respondents consented to the explanation that 'Facebook serves to make the connection among customer and marketer, 8% of them have neutral assessment and just more than a quarter of the respondents differed this assertion.

- **Effectiveness of Facebook advertising for positioning the product**



From the above chart it is understood that majority of the respondents agreed to the fact that Facebook advertising plays a significant part in placing the product in the minds of customers. 19% of them disagreed, 15% of them strongly disagreed and only 5% of the respondents have a neutral opinion.

- **Assessment on Facebook as the best marketing tool among any other social media platform**



More than half of the respondents agreed that Facebook is the best marketing tool among all other social media platforms as per the above chart. While, 18% of them disagreed, 16% of them strongly disagreed and only 6% of the respondents shown neutral opinion.

• **Ways of promoting a brand on Facebook**

	By Liking	By Commenting	By Sharing	By Posting on profile	By Uploading link	By Subscribing	Total
1st choice	54	26	10	10	0	0	100
2nd choice	10	30	30	13	7	10	100
3rd choice	27	10	36	7	10	10	100
4th choice	10	16	20	30	14	10	100
5th choice	13	3	7	17	40	20	100
6th choice	14	6	10	13	17	40	100

The above table exhibits that majority of the respondents promote a brand by liking the products through Facebook. Commenting is another mode of promoting products opted by various respondents. By uploading link of company page is of the third choice by respondents and sharing and posting having same weightage as per the opinion of respondents.

HYPOTHESIS

• **Hypothesis regarding gender and the reason to get attached with a particular brand on Facebook**

Null Hypothesis (H₀): There is no significant relationship between gender and the reason to get attached with a particular brand on Facebook.

Alternative Hypothesis (H₁): There is significant relationship between gender and the reason to get attached with a particular brand on Facebook.

Gender	Promotional offers	Information	Experience	Aftersales services	Communication with customers	Total
Male	15	17	9	3	2	46
Female	16	21	11	5	1	54
Total	31	38	20	8	3	100

Source: Primary data

Table for the calculation of Chi-square value

O_i	E_i	$O_i - E_i$	$(O_i - E_i)^2$	$(O_i - E_i)^2/E_i$
15	14.26	0.74	0.55	0.04
17	17.48	-0.48	0.23	0.01
9	9.2	-0.2	0.04	0.00
3	3.68	-0.68	0.46	0.13
2	1.38	0.62	0.38	0.28
16	16.74	-0.74	0.55	0.03
21	20.52	0.48	0.23	0.01
11	10.8	0.2	0.04	0.00
5	4.32	0.68	0.46	0.11
1	1.62	-0.62	0.38	0.24
$\sum (O_i - E_i)^2/E_i$				0.85

Chi Square calculated value = 0.85

Degree of freedom = 4

From the table, chi square value = 9.49

$X^2 = 9.49 > 0.85$ (Table value > Calculated value)

Interpretation

Since the table value is more than the calculated value, **null hypothesis is acknowledged** at 5% degree of importance. It means that the reason to get attached with a particular brand on Facebook is always independent in nature and no relationship with the gender of Facebook users. Accordingly, it implies that there is no huge connection between gender and the motivation to get attached with a specific brand on Facebook.

FINDINGS OF THE STUDY

- Facebook gives an extraordinary chance to organizations to arrive at a wide scope of customers to advance their items and making brand awareness.
- Facebook is the principal web-based media application utilized by most of the respondents.
- Only 10% of the respondents are actively engaged in sharing their feedback and views about their interested companies on Facebook.
- It is clear from the study that Facebook advertising has a positive impact among customers and it assists with situating the items in the minds of target customers.

- Majority of the respondents have an opinion that Facebook is the best marketing tool among all other social media platforms.

SUGGESTIONS

- As we are in a customer driven economy where customer assessment is held at the best quality of significant worth, gathering customer criticism is a higher priority than at any other time. Gathering information will assist an organization with comprehension and assess where they can improve and where they remain among their opposition. To gather more customer input, execute challenges on organization's online media channels, utilize a conversational chatbot to naturally gather criticism, and so on.
- From the aftereffects of study, Facebook publicizing showed a moderate effect on customers. Advertisers ought to consider contributing publicizing on Facebook properly.

CONCLUSION

The level of one's conviction that searching for item proposals on Facebook would be significant to him to shop through online is concentrated in this work. It is analysed whether the effect of innovation acknowledgment factors on the utilization of Facebook for product ideas from allies which would lead them to shape a positive attitude towards using Facebook as a strategy for buying from a brand page. A lot of people "like" or follow brands by means of online media, anyway some of them recommend items and administrations reliably. These brand advocates support the promoters by dispersing ideas to friends and family. Shoppers who are viably recommending items and administrations by means of online media are those similar people who are for the most part dynamic on brand pages on Facebook, recognizing and loving. With arising cutting edge innovations and practices, customers are logically more mindful of what they purchase, where they purchase and how they purchase on the web. With the guidance of web-based media, the family purchasing choice cycle, one needs to more data before at last choosing an item or brand to purchase. So, the impact of suggestions from web-based media driven correspondence can be side-lined while embracing different showcasing procedures.

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