

A STUDY ON THE EFFECTIVENESS OF SOCIAL MEDIA MARKETING AMONG SMALL AND MEDIUM TRADERS AND SERVICE PROVIDERS IN ANGAMALY TOWN

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Abstract

In the present scenario, successful firms and brands incline to have a healthy social media presence. A firm's presence act as a signal to the search engines that the firm's products and services are valuable and credible. Social media marketing is becoming an indispensable feature and is not limited to just familiarising products, it is used for promotional drives, as the customers are already spending time on these platforms and it remains as a good way to employ and interact with customers at a personal level. The present paper analysis how the social media is influencing the small and medium size traders. Social media is also a strategic endeavour as it is crucial to pick the right channels and platforms that reaches the desired customers. In this study, we examine the effectiveness of social media marketing among small and medium size traders and service providers in Angamaly town.

Keywords: Social media, marketing, effectiveness, traders, service providers.

Introduction

After the 2000s, social media has become the most prevalent communication channel for each person. The being of internet-based social media has made it relaxed for a person to communicate with many other people about products and services the firms deliver them. Now a days, majority of firms, traders, and service providers use social media for the marketing of their products and services as the public owns and very well knows how to use the electronic devices such as smartphones, laptops, computers etc. The traders and service providers think that marketing through social media platforms like Facebook, Instagram, Google, etc. gives more impact to them. Social media ads allow firms reach more audience in real time and established themselves in the market. Technically, it seems to be free to create a social media profile, but if one accounts the time and resources dedicated to managing things, it certainly come at a cost. Through this study, we can analyze if social media marketing is giving any benefits to small and medium traders and service providers.

Statement of the problem

Nowadays most firms, traders, or service providers advertise their products and services through social media platforms such as Facebook, Instagram, Google, etc. Sometimes it does not give any benefits to them but they are still paying money for advertising their products and services. In this research, we study the effectiveness of social media marketing among small and medium traders and service providers in Anagamly town.

Objectives of the study

- To examine the effectiveness of social media marketing among small and medium traders and service providers in Angamaly town.
- To identify the role of social media marketing for increasing the sales.

Review of Literature

Franklin John S and Sheeja. R (2018) led the study about the impact of Social media marketing among college students with special reference to Kerala state. In this study, they revealed the impact of social media on the youth's behavior. They considered the factors affecting inclination towards social media marketing. They arrived at a conclusion that the youth spend more time on social media and they search and collect the information through online get testimonies of consumers who were using the products or services. When it comes to purchasing these youths prefer showrooms or retail shops for the final decision making. They strongly believe that before making a purchase they want to physically feel the

product but social media creates a virtual image of the product and prepares the minds of the customers towards the purchase decision making. Hence such firms need to maintain a good social media page and proper promotion of the same, it will help them to reach the target audience rapidly and effectively.

Dr. S.A Shamsudeen Ibrahim and P. Ganeshbabu (2018) studied the impact of social media marketing trends on digital marketing. In this study, they examined social media marketing, digital marketing, and its trends. In this study, they found that in the case of digital marketing the most important aspect is to connect with users. The study also has revealed that to utilize digital marketing effectively, the companies are required to have an effective platform. It is most important to integrate all the systems with that of the digital platform.

Zulfa Shan Bhat (2018) studied social media marketing as a key to social change. In the end, the researcher concluded that retailers can increase awareness of their brand by being creative when engaging customers on social media sites. Social media sites are a great stage for retailers to create an experience and retailers can use information stored on social media sites to improve user experience with their brand. Social networking sites are being utilized to enhance a company's brand appeal and increase its target market. Social media opens up a whole new world for small retailers by providing an endless array of potential interactions with consumers, which is the main reason why there is a need for an increase in studies examining the impact of this new phenomenon on small retailers.

M. Nick Hajli (2015) studied the impact of social media on consumer. In this study, he examined social media networking sites affect the user's trust, PU and trust affect the user's intention to buy, which factors are more important in determining the user's intention to buy. He arrived at a conclusion, when potential consumers are encouraged to trust in vendors by their peers, and also to trust in the social media networking sites themselves, they are more likely to buy through these sites.

Research Methodology

The study is based on primary data by collecting responses through a survey method. The sampling technique used is convenience sampling. The sample included 100 respondents. The data for the study is collected through a structured questionnaire. The statistical tools such as tables, charts are used to present data. Percentage analysis and hypothesis testing are made for analysis of data.

Results and Discussion

Here the data is in categorical variables. So CHI-SQUARE Test is applied for the analysis as it helps to find the relationship between different variables.

Relationship between Average Turnover and YouTube Channel

H0: There is no relationship between average turnover and YouTube Channel

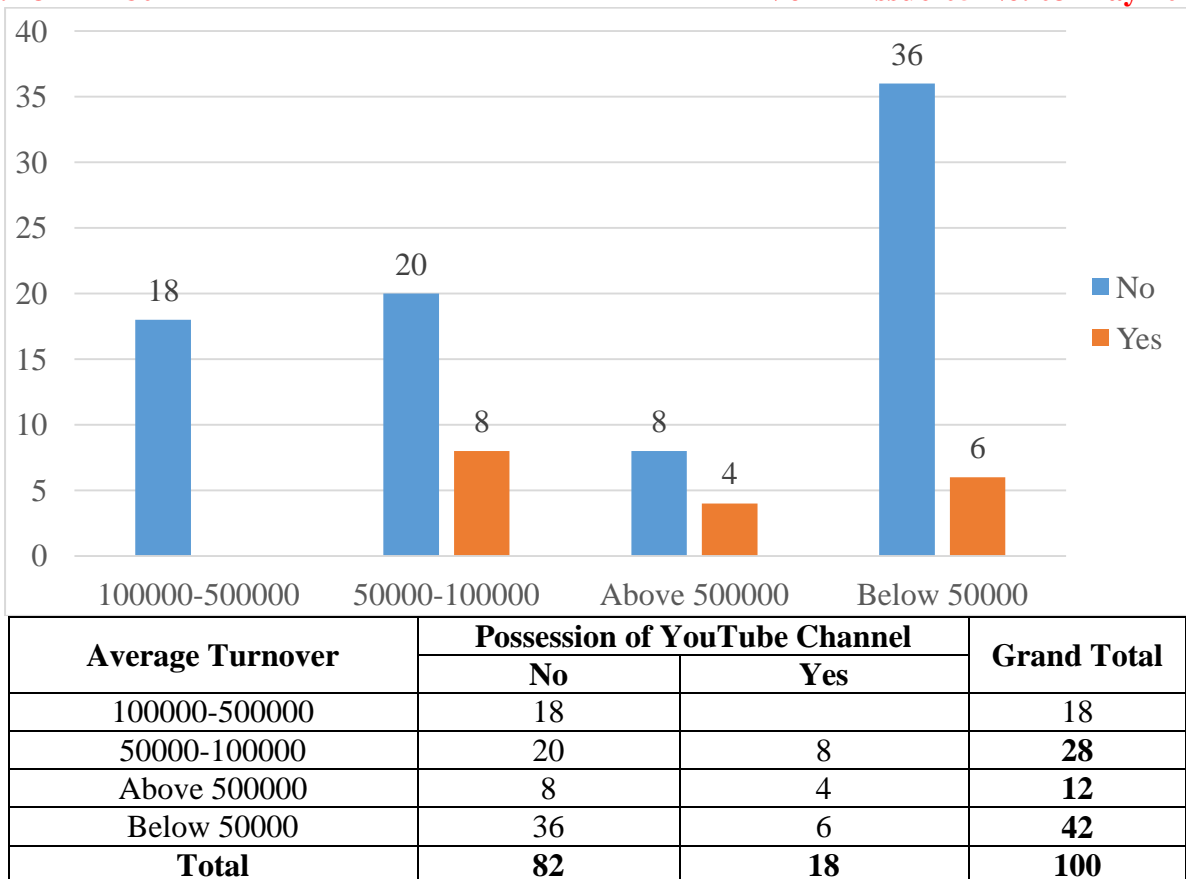
H1: There is a relationship between average

Average Turnover	Possession of YouTube Channel		Grand Total
	No	Yes	
100000-500000	18	0	18
50000-100000	20	8	28
Above 500000	8	4	12
Below 50000	36	6	42
Total	82	18	100

turnover and YouTube channel

Table 1: Showing relationship between average turnover and YouTube Channel

Chart 1: Showing relationship between average turnover and YouTube channel



Average Turnover	Possession of YouTube Channel		Grand Total
	No	Yes	
100000-500000	14.76	3.24	18
50000-100000	22.96	5.04	28
Above 500000	9.84	2.16	12
Below 50000	34.44	7.56	42
Total	82	18	100

P Value = 0.16216

Inference

Here p value is greater than 0.05 so we accept the null hypothesis.

From the above analysis it is clear there is no relationship between Average turnover and YouTube channel.

Relationship between Type of business activity and YouTube Channel

H0: There is no relationship between business activity and YouTube Channel

H1: There is a relationship between business activity and YouTube Channel

Table 2: Showing relationship between business activity and YouTube Channel

Business Activity	Possession of YouTube Channel		Total
	No	Yes	
Manufacturing	10	4	14
Services	38	4	42
Trading	34	10	44
Total	82	18	100

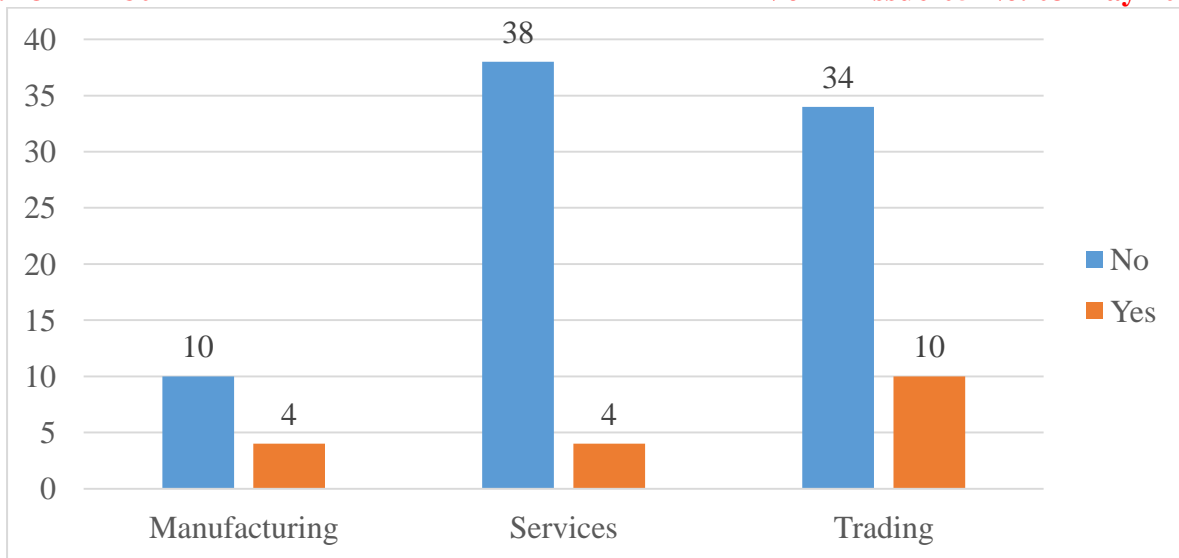


Chart 2: Showing relationship between business activity and YouTube Channel

Business Activity	Possession of YouTube Channel		Total
	No	Yes	
Manufacturing	10	4	14
Services	38	4	42
Trading	34	10	44
Total	82	18	100

Business Activity	Possession of YouTube Channel		Total
	No	Yes	
Manufacturing	11.48	2.52	14
Services	34.44	7.56	42
Trading	36.08	7.92	44
Total	82	18	100

P value = 0.15179

Inference

Here p value is greater than 0.05 so we accept the null hypothesis.

It is clear that there is no relationship between business activity and YouTube Channel.

Relationship between Hiring Professionals and percentage of customers gained

H0: There is no relationship between hiring professionals and % of customers

H1: There is a relationship between hiring professionals and % of customers

Table 3: Showing the relationship between Hiring professionals and percentage of customers gained

Hiring Professionals	Customers gained				Total
	10-50%	1-5%	50-100%	5-10%	
No	10	16		8	34
Yes	16	16	12	22	66
Total	26	32	12	30	100

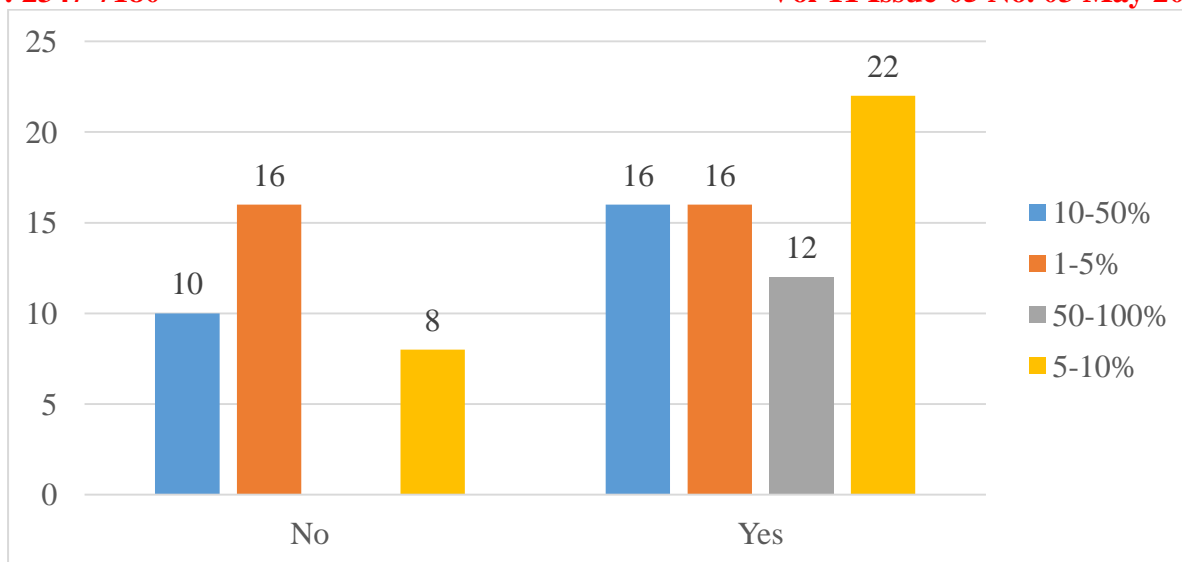


Chart 3: Showing the relationship between Hiring professionals and percentage of customers gained

Hiring Professionals	Customers gained				Total
	10-50%	1-5%	50-100%	5-10%	
No	10	16		8	34
Yes	16	16	12	22	66
Total	26	32	12	30	100

Hiring Professionals	Customers gained				Total
	10-50%	1-5%	50-100%	5-10%	
No	8.84	10.88	4.08	10.2	34
Yes	17.16	21.12	7.92	19.8	66
Total	26	32	12	30	100

P Value = 0.08203

Inference

From above analysis, P value is greater than 0.05 so we accept the null hypothesis.

From the above analysis, it is clear that, there is no relationship between hiring professionals and % of customers gained.

Relationship between customers gained and GST

H0: There is no relationship between customers gained and GST

H1: There is a relationship between customers gained and GST

Table 4: Showing relationship between customers gained and GST

GST Registration	Percentage Customers Gained				Total
	10-50%	1-5%	50-100%	5-10%	
No	10	14	4	4	32
Yes	16	18	8	26	68
Total	26	32	12	30	100

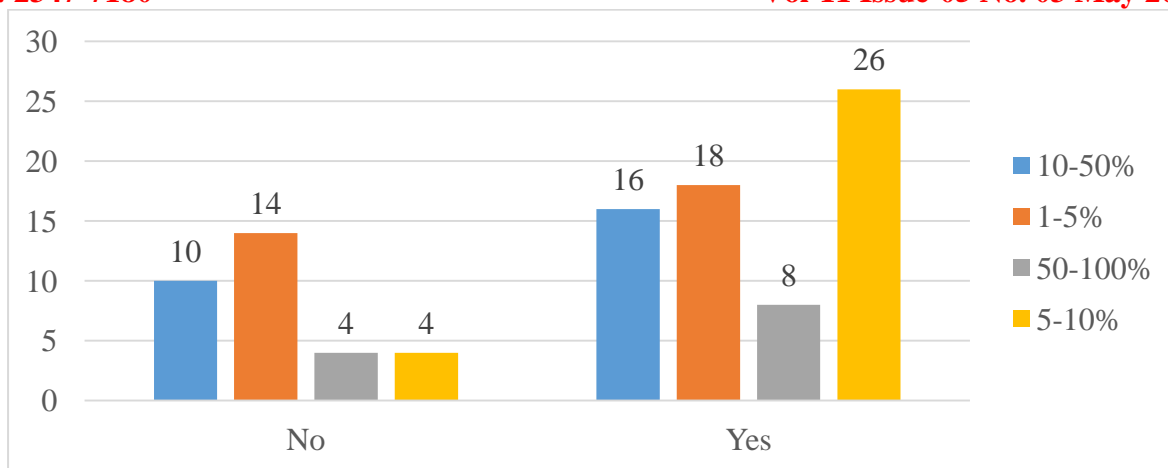


Chart 4: Showing relationship between customers gained and GST

GST Registration	Percentage Customers Gained				Total
	10-50%	1-5%	50-100%	5-10%	
No	10	14	4	4	32
Yes	16	18	8	26	68
Total	26	32	12	30	100

GST Registration	Percentage Customers Gained				Total
	10-50%	1-5%	50-100%	5-10%	
No	8.32	10.24	3.84	9.6	32
Yes	17.68	21.76	8.16	20.4	68
Total	26	32	12	30	100

P value = 0.06173

Inference

Here p-value is greater than 0.05 so we accept the null hypothesis.

From the above analysis there is no relationship between customers gained and GST

The relationship between business activity and Social media marketing have great potential for achieving targets of Business firm.

H0: There is no relationship between business activity and Social media marketing have great potential for achieving targets of Business firm.

H1: There is a relationship between business activity and Social media marketing have great potential for achieving targets of Business firm.

Table 5: Showing the relationship between business activity and social media marketing have great potential for achieving targets of business firm

Business Activity	Social media marketing have great potential for achieving targets of Business firm.			Total
	Agree	Neutral	Strongly agree	
Manufacturing	6		8	14
Services	20	2	20	42
Trading	22	6	16	44
Total	48	8	44	100

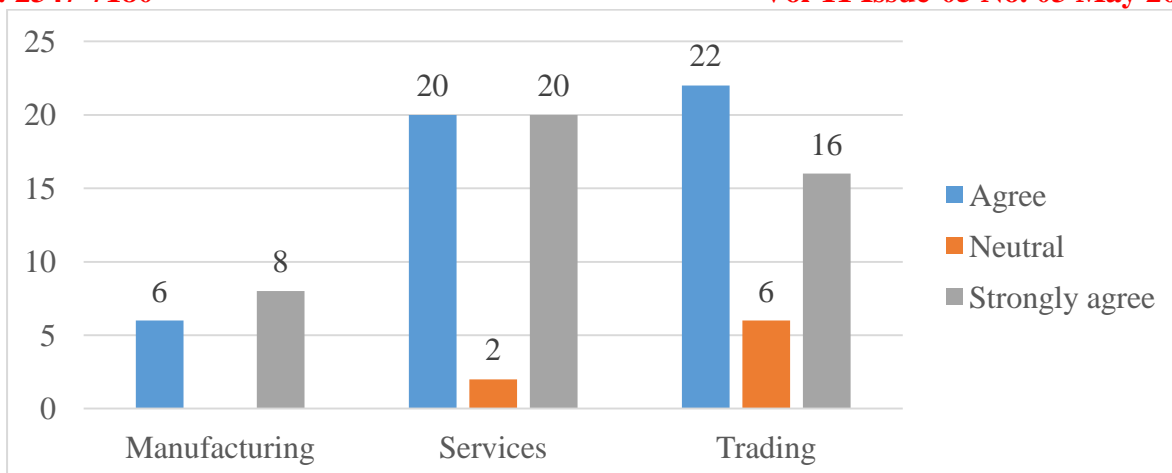


Chart 5: Showing the relationship between business activity and social media marketing have great potential for achieving targets of business firm

Business Activity	Social media marketing have great potential for achieving targets of my Business firm.			Total
	Agree	Neutral	Strongly agree	
Manufacturing	6	0	8	14
Services	20	2	20	42
Trading	22	6	16	44
Total	48	8	44	100

Business Activity	Social media marketing have great potential for achieving targets of my Business firm.			Total
	Agree	Neutral	Strongly agree	
Manufacturing	6.72	1.12	6.16	14
Services	20.16	3.36	18.48	42
Trading	21.12	3.52	19.36	44
Total	48	8	44	100

P value = 0.45242

Inference

Here p-value is greater than 0.05 so we accept the null hypothesis.

From the above analysis it clear that there is no relationship between business activity and social media marketing have great potential for achieving targets of business firms. From the above analysis, we have realized that there is no relationship between average turnover and YouTube channels. That means, it is not necessary to have a YouTube channel to increase the average turnover of business. If they have a YouTube channel that does not shows any impact on their business. And the respondents who hired professionals for their social media marketing activities has not shown any kind of improvement to gain customers. So better they can hire efficient professionals or try another strategy for gain customers. Also, we noticed that there is no relationship between the GST and Customers gained.

The later analysis also revealed that small and medium scale businesses in Angamaly does not show high impact for achieving the targets of a business firm. It was found that the majority of the respondents are doing social media marketing as their competitors are engaging in social media marketing. The pandemic situation created a large scope for social media marketing than traditional methods of marketing. Following were the other findings:-

- Most of the respondents are into trading products and service sector and sole proprietorship were the kind of ownership method.
- Majority of the respondents have been doing their business for more than 5 years and are registered with GST
- The majority of the respondents are selling between 1-5 varieties of products.
- Most of the respondents are selling the products having price less than Rs.1000 and between Rs.10000-50000 and only a few are selling above Rs.50000

- The majority of the respondents have an average turnover of less than 50000. It may be because of the current scenario (Covid-19).
- Most of the respondents do not have a YouTube channel. Due to this reason, they cannot upload videos into YouTube. But most of them have Business Website and are listed in Google My Business
- Majority of the respondents have started social media marketing recently and are hiring professionals for social media marketing.
- Most of the respondents are also doing conventional promotional activities. Mainly they are using brochures for their promotions and are doing social media marketing for getting E-commerce sales.
- After using social media marketing only 12% of the respondents got 50%-100% customer increase but most of them gained 1%-5% customers.
- 40% of the respondents are very satisfied whereas 38% are just satisfied however most of them are not doing paid social media activity.
- Only 6% of the respondents are spending more than Rs.5000.00 While most of the respondents are spending lesser amount for the social media marketing per month.
- Most of the respondents use Facebook, Instagram, and WhatsApp for social media marketing.

Conclusion

It is visible that the usage of the social media platform for advertising and promotion can make huge positive changes for a business especially small and medium sized business. But the results of the survey showed that business owners are hesitant to dedicate the needed time, energy and funds that is required for proper utilization of the potential of social media platforms as tools for advertising and promotion. During the pandemic period, the need for social media advertising is at an all-time high as it is hindered by fewer barriers when compared to conventional methods of advertising.

Then comes the part of different social media platforms, the effectiveness of these platforms depend greatly on how the business utilizes it. Hence the objective of this study to ascertain the most effective social media platform for marketing could be learnt better after conducting the survey, it reveals that it depends greatly on the customers as the company will have to focus on whatever platform the customers are using. Therefore, social media advertising is now and always will be one of the most impactful methods of advertising that a business can use especially small and medium scale businesses. As Wallace D. Wattles said, "It is essential to have good tools, but it is also essential that the tools should be used in the right way". Even though social media advertising has its expenses and risks, it will be always outweighed by the positive results, a business organization can achieve if the tool is used to its maximum potential.

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