A Study on Effectiveness of Social Media and Digital Marketing among Customers in Pathanamthitta District

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Abstract: *A study on effectiveness of social media and digital marketing among customers in pathanamthitta district is to assess to analyse the effectiveness of social media and digital marketing for marketing goods and services, to know the satisfaction level of customers towards online media, to understand the awareness of customers about social media and digital marketing, to analyse the problems in social media and digital marketing and also to analyse the advertisement and purchasing preference among customers towards online media. 60 respondents have been selected following convenient sampling method. Questionaires were used as data collecting instrument. Data was analyzed using tabulation, percentages, and chi-square. Recommendations from the study was to provide proper awareness about safety and security in social media and digital marketing, Concentrate more in rural area, Adding more benefits and less of charges, create Better legal framework, Inroducing new schemes and plans.*

Keywords: Social media, Digital marketing, Online media

1. Introduction

Today's digital revolution allows consumers to have access to all types of information. The Internet is the most commonly used tool for people to gain information. . Social Media Over the years, social media has gained importance on digital landscape. . Many of companies all over the world are using internet to promote their products. Every marketer needs to understand how to exploit social media and digital marketing assets, tools and techniques in order to improve their customer value proposition and help to achieve their organizational objectives. This means designing an accessible, usable and value adding website and using a range of inter-related digital marketing tools and techniques integrated with traditional tools and techniques. Social media is an internet based form of communication. There are many forms of social media including blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, video-sharing sites, virtual worlds and more. And also digital marketing consist of many methods such as search engine optimization(SEO), search engine marketing(SEM), content marketing, e- commerce marketing etc. Social media and digital marketing is one of their biggest role in internet marketing. Social media are being used to promote or advertise their products and digital marketing gives awareness to people about various products and services. With high number of social media users, it has great advantage for the company as a lot of people online social networking functions as a World Wide Web of people and seems to be the top medium or tool of the digital revolution. Digital marketing is a marketing of products or services using digital technologies, mainly on the internet, but also including mobile phones, display advertising and any other digital medium.

Importnce of the Study
Determine most effective social and digital marketing media used by the customers and also determining the growth of virtual marketing and promoting social and digital marketing services in customers. Understanding the awareness of customers about social media and digital marketing. This study investigated factors of problems faced by people while using social media and digital marketing.

Statement of the Problem
Our economy is trying to become virtual world. In this situation awareness is more important among customers. Because of using online media our economy is going to be improved. Traditional way of doing activities are quite difficult to access as compared to online media.Unawareness of people about the benefits of social media and digital marketing, difficulty in accessing this by illiterate, lack of trust, lack of interest etc are some of the problems.

Scope of the Study
This study will try to find out the effectiveness of social media and digital marketing for marketing goods and services. And also analysis the effectiveness of social media and digital marketing as a marketing tool.

Objectives
- To analyse the effectiveness of social media and digital marketing for marketing goods and services
- To know the satisfaction level of customers towards online media
- To understand the awareness of customers about social media and digital marketing
- To analyse the problems in social media and digital marketing
- To analyse the advertisement and purchasing preference among customers towards online media

2. Methodology of the Study

Sample design
A sample design of 60 respondents was selected from Pathanamthitta District by using convenient sampling

Collection of information
Both primary and secondary data are used for the study. **Primary data:** Those data which are collected by investigator himself for the first time is known as primary data. The primary data is collected through structural questionnaire. Questionnaire is used for the collecting primary data and 60 users were selected for the purpose by using convenient sampling. **Secondary data:** Those data which are collected by some other person for his purpose and published. So a researcher is said to make use of secondary data if he makes use of data already complied by some other persons. Secondary data is collected from various sources such as Internet, Books, magazines, jouranals

Hypothesis of the Study
HO: There is no significant relationship between advertisement and purchasing preference among customers towards online media.
H1: There is a significant relationship between advertisement and purchasing preference among customers towards online media.

3. Data Analysis & Discussions

1) Classification of respondents on the basis of Gender

Table 1

Gender	No: of respondents	Percentage (%)
Male	25	42
Female	35	58
Total	60	100

Source: Primary Data
Inference: From the above table it is clear that, 42%(25) of the respondents are male and 58%(35) of respondents are female.

2) Awareness of Online Media

Table 2

Criteria	No. of Respondents	Percentage
Aware	50	83.33%
Partially aware	10	16.66%
Not aware	0	0
Total	60	100%

Source: Primary Data

Inference:-From the above table, it is clear that 83.33%(50) of respondents are aware about online media, 16.6%(10) are partially aware and remaining are not**.**

3) Media used for Digital Transaction

Table 3

Criteria	No: of Respondents	Percentage
Digital currency	27	45%
Mobile payment app	12	20%
Plastic cards	18	30%
Others	3	5%
total	60	100%

Source: Primary Data

Inference: From the above table, it is clear that 45%(27) of people use digital currency as a media for digital transaction,

20%(12) use mobile payment app, 30%(18) use plastic cards and remaining 5%(3) use other media for digital transaction.

4) Network Availability

Table 4

Criteria	No: of Respondents	Percentage
Highly satisfied	25	41.66%
Satisfied	14	23.33%
Neutral	11	18.33%
Dissatisfied	6	10%
Highly dissatisfied	4	6.66%
Total	**60**	**100%**

Source: Primary Data

Inference:- It is founded that, 41.66%(25) of respondents are highly satisfied in network availability, 23.33%(14) are satisfied, 18.33%(11) are neutral, 10%(6) are dissatisfied and remaining 6.66%(4) are highly dissatisfied.

5) Motive/Influence to Purchase Online Products

Table 5

Criteria	No: of Respondents	Percentage
Friends/relatives	15	25%
Internet	30	50%
Magazines/journals	7	11.67%
Add from T.V	8	13.33%
Others	0	0
Total	**60**	**100%**

Source: Primary Data

Inference: Here explained that, 50%(30)of the respondents purchase products using internet, 25%(15) respondents by the recommendation of friends/relatives, 11.67%(7) respondents are influenced by magazines/journals, and 13.33%(8) respondents get information from T.V.

6) Satisfaction Level of Using Digital Marketing

Table 6

Attributes	Strongly agree	agree	Neutral	Disagree	strongly disagree	Total
Safety	12	25	10	7	6	60
Reliability	14	33	5	4	4	60
Speed of delivery	18	20	2	8	12	60
After sale support	20	5	15	14	6	60
Price of products	25	15	5	7	8	60
Quality of products	24	6	10	15	5	60

Attributes	weighted average mean score	Rank
Safety	210/60=3.5	3
Reliability	229/60=3.82	1
Speed of delivery	204/60=3.4	5
After sale support	199/60=3.32	6
Price of products	222/60=3.7	2
Quality of products	209/60=3.48	4

Inference:-From the above table it is clear that, reliability of using digital marketing is the first rank with a weighted average mean score of 3.82. Price of products of digital marketing is second rank with a weighted average mean score of 3.7. Safety of using digital marketing is the third rank with a weighted average mean score of 3.5. Quality of products is the fourth rank with a weighted average mean

score of 3.48. Speed of delivery of using digital marketing is the fifth rank with a weighted average mean score of 3.4. After sale support is the sixth rank with a weighted average mean score of 3.32.

7) Reasons For Dissatisfaction in Using Digital Marketing

Table No:7

Criteria	No: of Respondents	Percentage
Unawareness	4	6.67%
Security problem	18	30%
Delay in transaction	25	41.67%
Network problems	13	21.67%
total	**60**	**100%**

Source: Primary Data

Inference: Further it noted that, 41.67%(25) of respondents are dissatisfied in delay in transaction, 21.67%(13) respondents are in network problem, 30%(18) are security problem and remaining 6.67%(4) of respondents are of unawareness.

8) Benefits Accrued while Using Online Media

Table 8

Criteria	No: of Respondents	Percentage
Time saving	35	58.33%
Inexpensive	15	25%
Easy processing	10	16.67%
total	**60**	**100%**

Source: Primary Data

Inference:- From the above table it is clear that 58.33%(35) respondents are accrued benefits for time saving, 25%(15) of respondents are accrued benefits for inexpensive and 16.67%(10) are accrued benefits for easy processing.

9) Mode of Payment

Table 9

Criteria	No: of Respondents	Percentage
Cash on delivery	10	16.67%
Cash before delivery	12	20%
Debit/credit card	28	46.67%
Demand draft/cheque	10	16.67%
total	**60**	**100%**

Source: Primary Data

Inference:- Further it noted that, 46.67%(28) of respondents make payment by debit/credit cards, 16.67%(10) are of cash on delivery, 20%(12) are of cash before delivery and remaining 16.67%(10) are using mode of payment by DD/cheque.

10) Opinion about Social Media Sites for Entertainment

Table 10

Criteria	No: of Respondents	Percentage
Excellent	15	25%
Good	12	20%
Average	14	23.33%
Below average	19	31.67%
total	60	100%

Source: Primary Data

Inference:- It is founded that, 25%(15) of respondents are the opinion about the social media sites for entertainment is excellent, 20%(12) of the public are the opinion about the good, 23.33%(14) of the respondents are of the opinion about average and remaining 31.67%(19) are of below average.

11) Type of Social Media

Table 11

Criteria	No: of Respondents	Percentage
Facebook	19	31.67%
Whatsapp	30	50%
Instagram	6	10%
Others	5	8.33%
total	60	100%

Source: Primary Data

Inference:- Further it noted that, 31.67%(19) of respondents are of using facebook is the social media, 50%(30) are of using whatsapp, 10%(6) are using instagram and remaining 8.33%(5)are of others.

12) Opinion on Trustfulness About Advertisement in Social Media

Table 12

Criteria	No. of Respondents	Percentage
Highly trustful	11	18.33%
Trustful	12	20%
Neutral	15	25%
Not trustful	9	15%
Highly not trustful	13	21.67%
total	60	100%

Source: Primary Data

Inference:- From the above table it is clear that, 18.33%(11) of respondents are highly trustful in social media advertisements, 20%(12) are of trustful in online adds, 25%(15) are of neutral, 15%(9) are of not trustful and remaining 21.67%(13) respondents are of highly not trustful.

13) Influence through Online Media

Table 13

Criteria	No of Respondents	Percentage
Highly influenced	26	43.33%
Influenced	12	20%
Neutral	8	13.33%
Not influenced	9	15%
Highly not influenced	5	8.33%
total	60	100%

Source: Primary Data

Inference: From the above table it is clear that, 43.33%(26) of respondents are influenced advertisement highly through online media, 20%(12) are influenced, 13.33%(8) are of neutral, 15%(9) are of not influenced and remaining 8.33%(5) of respondents are of not highly influenced advertisement through online media.

14) Satisfaction Level of Online Purchasing

Table 14

Criteria	No of Respondents	Percentage
Highly satisfied	19	31.66%
Satisfied	21	35%
Neutral	10	16.67%
Dissatisfied	7	11.67%
Highly dissatisfied	3	5%
total	60	100%

Source: Primary Data

Inference:- Further it is noted that, 31.66%(19) of respondents are highly satisfied in online purchasing, 35%(21) of respondents are satisfied in online purchasing, 16.67%(10) of respondents are neutral, 11.67%(7) are dissatisfied and remaining 5%(3) of respondents are highly dissatisfied.

Part B

Testing Of Hypothesis

HO: There is no significant relationship between advertisement and purchasing preference among customers towards online media.

H1: There is a significant relationship between advertisement and purchasing preference among customers towards online media.

Here, the two variables advertisement and purchasing preference influence customers towards online media.

Calculation of Observed Values

	Highly satisfied	satisfied	neutral	dissatisfied	Highly dissatisfied	Total
Highly influenced	11	8	3	4	-	26
Influenced	3	7	2	-	-	12
Neutral	2	3	1	-	2	8
Not influenced	2	2	3	2	-	9
Highly not influenced	1	1	1	1	1	5
Total	19	21	10	7	3	60

Calculation of Expected Values
Expected values = row total*column total /grand total

	Highly satisfied	satisfied	neutral	dissatisfied	Highly dissatisfied
Highly influenced	8.23	9.1	4.33	3.03	1.3
Influenced	3.8	4.2	2	1.4	0.6
Neutral	2.53	2.8	1.33	0.93	0.4
Not influenced	2.85	3.15	1.5	1.05	0.45
Highly not influenced	1.583	1.75	0.83	0.583	0.25

Computation of CHI-Square Value

O	E	(O-E)2	(O-E)2/E
11	8.23	7.6729	0.9323
8	9.1	1.21	0.1329
3	4.33	1.7689	0.4085
4	3.03	0.9409	0.3105
-	1.3	1.69	1.3
3	3.8	0.64	0.4923
7	4.2	7.84	1.8667
2	2	0	0
-	1.4	1.96	1.4
-	0.6	0.36	0.6
2	2.53	0.2809	0.1110
3	2.8	0.04	0.0143
1	1.33	0.1089	0.0818
-	0.93	0.8649	0.93
2	0.4	2.56	6.4
2	2.85	0.7225	0.2535
2	3.15	1.3225	0.4198
3	1.5	2.25	1.5
2	1.05	0.9025	0.8595
-	0.45	0.2025	0.45
1	1.583	0.3399	0.2147
1	1.75	0.5625	0.3214
1	0.83	0.0289	0.0348
1	0.583	0.1739	0.2982
1	0.25	0.5625	2.25
Total			21.5822

Degree of freedom = (c-1)(r-1) = (5-1)(5-1) = 16
Level of significance =0.05
Table value = 26.2962

Inference:- Table value is higher than calculated value. So we accept the hypothesis. i.e., there is no significant relationship between advertisement and purchasing preference among customers towards online media.

4. Research Findings and Discussion

The research found that most of the questionnaire respondents are female.75% of respondents are aware about online media, As per the test, 41.66%(25) of respondents are highly satisfied in network availability, 23.33%(14) are satisfied, 18.33%(11) are neutral, 10%(6) are dissatisfied and remaining 6.66%(4) are highly dissatisfied. Further it noted that, 41.67%(25) of respondents are dissatisfied in delay in transaction, 21.67%(13) respondents are in network problem, .it is clear that, 43.33%(26) of respondents are influenced advertisement highly through online media, 20%(12) are influenced, 13.33%(8) are of neutral, 15%(9) are of not influenced and remaining 8.33%(5) of respondents are of not highly influenced advertisement through online media. It is founded that, 38.33%(23) of respondents are the opinion about the quality of products excellent, 20%(12) of the public are the opinion about the good, 50%(30)of the respondents are using internet, 25%(15) respondents are the way of friends/relatives, 11.67%(7) respondents are magazines/journals, and 13.33%(8) respondents get information from T.V.

5. Conclusions and Suggestions

The objective for which the present project work was taken up were to assess to analyse the effectiveness of social media and digital marketing for marketing goods and services, to know the satisfaction level of customers towards online media, To understand the awareness of customers about social media and digital marketing, to analyse the problems in social media and digital marketing and also to analyse the advertisement and purchasing preference among customers towards online media. As per our study it is found

that majority of respondents are highly satisfied in network availability and aware about online media, at 58.33%(35) respondents are accured benefits for time saving.46.67%(28) of respondents are using the mode of payment by debit/credit cards, Recomendations of our studies was to provide proper awareness about safety and security in social media and digital marketing, Concentrate more in rural area, Adding more benefits and less of charges, create Better legal framework, Introducing new schemes and plans.

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