

Digital Marketing Through Social Networking Sites (Sns): A Field Of Digital Empowerment

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Abstract: The current study deals with the extent of purchase pattern among the online purchasers, by way of digital marketing. The aim of the study was to identify the influence of age on the online buying pattern through social networking sites in Chidambaram town of Tamilnadu. The sample population for the study was selected through Convenience Sampling. The sample size was fixed at 100. In order to identify the influence of the age factor on the online purchase through digital marketing, ANOVA was performed. the findings of the study revealed that the persons who are above the age of 45, purchase better and their pattern level was also found to be better when compared to the persons below 45 years of age. They are found to have a better level of online purchase knowledge.

Index Terms: SNS, Digital Marketing Social media, buying behavior, buying attitude

1. INTRODUCTION

BOYD had defined the concept of social networking as the services which are based on web that permit persons to; put up public image within an enclosed system, communicate with the people those who are in the list of the enclosed system and also enlarge their circle of friends across the globe within this system. The sites of social networking also permit the users to create a connection, share data, playing games, chat with others and also to put up comments on the view of others. There are a few sites in social networks which follow specified procedures to interact with others in the social sites and some do not follow such procedures. Though used to the new trends in information technology, people should be aware of the threats and problems that may arise due to security issues. Absence of such awareness would lead to even exposure information regarding personal data and even loss of information. SNS (Social Networking Sites) revolve around the information that the persons express about self to others in the site for being connected, followed and viewed by others. the site of social networking had been defined by Boyd as an array of websites with information which are used by the general public for enlarging their friends circle through web pages. SNS has been used by people for several purposes. First among them is to communicate with others, forming and maintaining relation with them. some other functions include uploading personal photos and videos; updating the status as what they are doing currently; playing games; designing events and inviting others; making groups and chatting with people and posting private messages.

2. FACEBOOK

This site of social networking was created on 4th of February in 2004. It is mainly owned by Mark Zuckerberg along with Microsoft with a stake of 1.6% after paying \$240 million. According to Forbes – 2008, this has ultimately led to trust that the business is worth \$15 billion and it has got an estimated

annual sale of \$150 million. the requirement for joining in the Facebook page is to have a valid email ID (address) where any interest group is capable to connect the social networking site once the registration has been finished (Facebook – About, 2008).

3. MYSPACE

Chris De Wolfe and Tom Anderson had created the concept of 'Myspace' in the year 2003. The aforesaid creators were concerned in the organizations that involved storage of music and were the brokers of email list who sold the subscribers in their list to other entities for marketing practices. As per Bosworth (2005), the sale of e-mail through this procedure was considered as a spam and a rule was passed to restrict such practices

4. DIFFERENCES BETWEEN FACEBOOK AND MYSPACE

Facebook and MySpace are more often compared with each other. The users of MySpace are allowed to make a modification in their profile using CSS and HTML. On the other hand, the users of Facebook are allowed to use only text. This fact makes them distinct from each other. Few other differences exist which are minor but quite noticeable. The employees of MySpace are around 300 at present and its present owner does not express or discloses their profits, News Corporation (Wikipedia – MySpace, 2008). To the contrary, Facebook has an employee number counting to 500 and its revenue is nearly \$ 150 million (Wikipedia – Facebook, 2008).

5. REVIEW OF LITERATURE

Verma, Deepak (2018) had made a serious assessment of the concept digital marketing. The author had presented certain opinions regarding the present and future developments in marketing. The content of this paper is on the basis of latest literature studies and the events that occur in the world of business. The author had utilized secondary data for the purposes of the study. The examination of several articles, reports, researches, magazines, newspapers, various websites and data on internet have been made. The result showed that India has seen a massive change in the field of digitalization. The customers go in search of information regarding the best offers of purchase rather than the traditional methods of purchase. through this study, the authors had

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confirmed that business through digital media proves to be a lot more profitable with the help of search engine marketing (SEM), search engine optimization (SEO), influencer marketing, content marketing, e-commerce marketing, content automation, social media marketing, campaign marketing, social media optimization, display advertising and e-mail direct marketing. The digital platforms help the companies to attract new and potential customers. The marketers are making a high shift towards it because of its cost effectiveness. The study also revealed that the company should market its product in the social media site which is more often used by its target customers. Desai (2019) had made a review of Digital Marketing. This concept refers to the process of marketing the products using digital media, in particular through internet, including mobiles, display advertising and so on. The developments in Digital marketing from 1990 & 2000 had changed the methods through which the businesses adopt technology for marketing their services. Since the marketing of

products is increasingly done on digital platforms the general public is also utilizing digital instruments rather than making a personal visit to the shops. the current paper predominantly makes its attention on the conceptual understanding regarding digital marketing, how it helps the current day's business and even some case studies are also dealt with in this paper.

6. RESEARCH METHODOLOGY

The research was done only among the online buyers in Chidambaram, India. The sample for the study was selected through convenience sampling method as it is the earliest and easiest method of implementing the sampling technique. The sample size was 100

7. ANALYSIS AND INTERPRETATION

Table 1 : Influence of age on digital marketing

Age	Mean	Std. Deviation	F	Sig.
Below 25	3.50	.926	5.396	.002
25 to 35	3.79	.901		
36 to 45	3.17	.468		
Above 45	4.33	1.033		
Total	3.62	.862		

The standard deviation and mean for online purchase pattern through digital marketing related to age is shown in the table shown above. ANOVA was performed to examine the significant difference between the respondents. The findings showed that, as far as age is concerned, there is a significant difference among respondents ($F=5.396$; $p < 0.002$). In other words, the mean score of online buyers above 45 years of age is 4.33 and standard deviation is 1.033 which is different from that of the online buyer below 25 years of age (mean = 3.50; SD = 0.926). This shows that the online buyers who are above 45 years of age have better online buying behavior when compared to the online buyers who are below 25 years of age. Since their experience is higher, the online buyers who are above 45 years have better knowledge and perform better.

Table 2 : Difference in mean values of digital marketing

Digital marketing in social media	Mean	Std. Deviation
Digital Marketing in social media helps to design and swap over user generated content	4.05	.947
Social media helps to get aware of the sentiments of consumers regarding marketing	3.76	.698
Digital marketing by way of Social media has got the capability to identify the acceptance of advanced technology by the consumers.	3.93	1.027
A virtual market for the product is created through digital marketing in Social media	3.84	.707

For the last question of this part, 4 factors were related to the digital marketing through social media. The overall ranking of attracting factors which were based on the mean of the respondents is provided. The above table 2 reveals that, this is a pretty good deal, because researchers are able to identify the preference in digital marketing through social media. From this mean analysis, the top two preferences are "Digital Marketing in social media helps to design and swap over user generated content" and "Digital marketing by way of Social media has got the capability to identify the acceptance of advanced technology by the consumers". Least two preferences are "A virtual market for the product is created through digital marketing in Social media" and "Social media helps to get aware of the sentiments of consumers regarding marketing"

8. CONCLUSION

The persons who are in high range of age can take necessary corrective actions in their buying for improving the purchase pattern by way of their experience. The findings of the study reveal the fact that better online purchase pattern leads to positive results. The outcomes authenticate a few key associations and support evidences by researchers about the relationships among digital marketing and age. It is moreover significant to note that this paper is a trial to augment the literature review and construct a contribution towards the studies related with age and digital marketing.

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