SOCIAL NETWORKING: A BLESSING FOR CORPORATE & INDIVIDUALS

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Abstract: *Since Inception the Marketing sector journey has undergone many radical changes and it has always found new ways and means for promotion of products and services. Various companies are looking for new alternatives for promotion. Keeping that in mind the Companies are slowly and slowly using various new marketing methods to accomplish that objective. Keeping that in mind we can see a shift in the Mindset of the company as they are more involved in Electronic marketing especially Social Networking Sites to promote o have their product and service. This paper is based on the primary survey conducted through questionnaires where individuals' perspective and companies perspective towards social networking sites have been studied. How consumers perceive these social networking platforms and whether company believes that these platform help them to create Brand awareness regarding their products. Although these social networking sites do help in creating a space in the mind of the customers but still these are not succeed in creating a demand for these products .There is a long road ahead. The study is based on the primary survey conducted through questionnaire on the individuals and we have tried to understand the company's perspective also regarding the usage of social networking sites, that how these sites act as a platform for brand awareness. The paper concludes the result of the survey and indicates that the eras of now is of e-business and of online marketing and it has grasp the interest of current generation and it has a bright future ahead.*

Key words: e-marketing, brand awareness, domain , web marketing, digital marketing.

INTRODUCTION

The whole marketing landscape has undergone a change with the inception of Social Networking. Many latest avenues were opened for marketers which were not there earlier or were too complicated. Now Individuals have an easy access to internet that they can share a piece of content all over the world in seconds. For now a days it isn't enough to have a website for a business but one should also be active on Social Networking Sites marketing sites like Facebook and Twitter, and companies should also capitalize it. Online social networks have a growing role in marketing, which has important implications for how

consumers, channels, and companies perform. In social network settings, consumers provide online feedback about products, and this feedback is visible to other agents, including other consumers, channel partners, competitors, and investors. Moreover, there is inherent variety in the way the feedback is received and processed (e.g., ratings, reviews) and the forums in which it is provided. Social networking acts as a source of expanding the one's business and/or increasing social contacts by making connections through individuals. While social networking has gone on almost as long as societies themselves have existed, the unparalleled potential of the Web to facilitate such connections is only now being fully recognized and exploited, through Web-based groups established for that purpose. Based on the six degrees of separation concept (the idea that any two people on the planet could make contact through a chain of no more than five intermediaries), social networking establishes interconnected online communities (sometimes known as social graphs) that help people make contacts that would be good for them to know, but that they would be unlikely to have met otherwise. Many businesses have now started valuing the Social Networking Sites for marketing their business.

There is a significant explosion in the number of consumers who are using social networking sites as a means of finding products and services that they need. As Kotler say "The new marketing is clearly more about the Social Networking Sites and the transformation of company ability to reach individuals "The era is off E-Marketing (Electronic Marketing) are also known as Internet Marketing, Web Marketing, Digital Marketing, or Online Marketing. E-marketing is the process of marketing a product or service using the Internet. It not only includes marketing on the Internet, but also includes marketing done via e-mail and wireless media.

OBJECTIVES

1. To determine the influence of Social Networking Sites on the online marketing policies of various sections of companies

2. To understand how the Companies are using the Social Networking Sites as a Marketing tool.

3. To determine how Social Networking Sites influence the Consumers.

4. To find the effectiveness and efficiency of Social Networking Sites as a Marketing tool.

5. To find the reliability of Social Networking Sites.

RESEARCH METHODOLOGY

The study is basically carried out to understand the perspectives of both the consumers as individuals who are using these social networking sites for online shopping and from the company perspective also whether these social networking sites help these companies to grow through brand awareness about their products and whether their margins have improved or not. For collecting information we have made two different questionnaires for studying the perspective from customer side and the supplier side.

LITERATURE REVIEW

Social Media helps in building community, making company marketing more effective and incentivize buying Bajpai, Pandey and Shriwas. Research indicates that most college student would prefer to use social media and spend many hours checking social media sites. The study indicates that an approach is needed to balance the relationship between social media and academic study. Johnson & Wales University ScholarsArchive@JWU MBA Student Scholarship The Alan Shawn Feinstein Graduate School 11-1-2011 The Effects of Social Media on College Students Qingya Wang Johnson & Wales University. One of the advantages of internet is that it enables businesses to reach a worldwide customer population, so that customers can survey, select, and purchase products and services from businesses around the world (Al Kailani & Kumar, 2011).
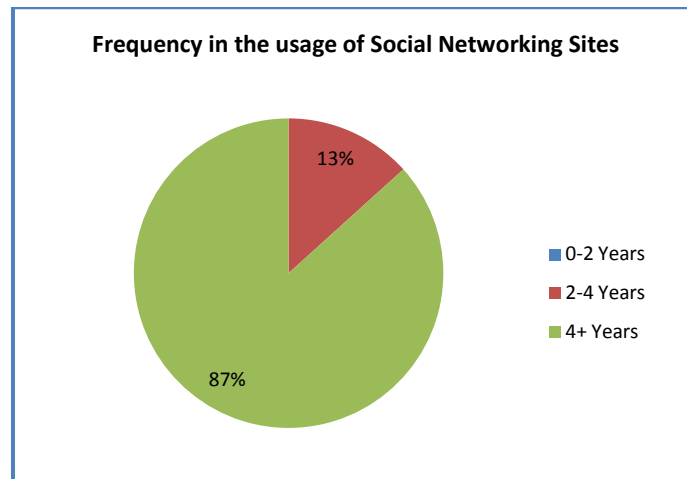
FINDINGS

Respondents

Respondents	15-30 Years	30-45 Years	45+ Years	Total
Male	18	7	3	28
Female	22	9	1	32
Total	40	16	4	60

The study was carried out on 60 respondents where majority of them belong to the young group and the ratio of female is slight high as compared to male respondents. Since the current generation is more into online shopping and social networking sites so our aim is to get an idea of the this generation which is having hands on experience and can tell conveniently regarding the nittys and griittys of online shopping.
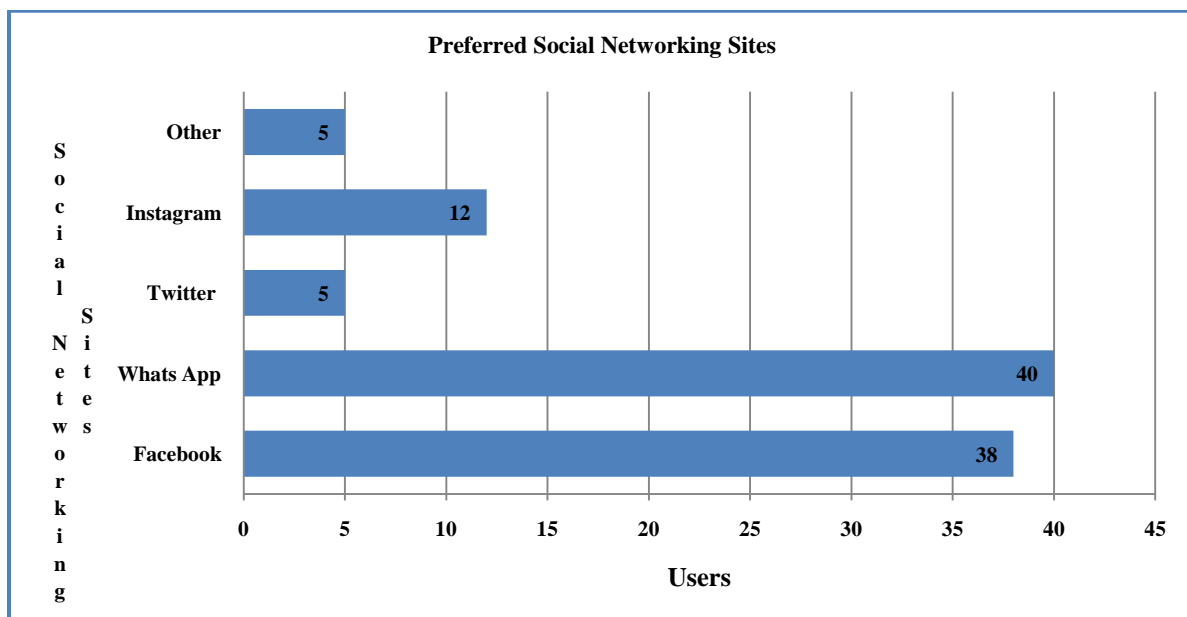
Frequency in the usage of Social Networking Sites

Frequency in the usage of Social Networking Sites

According to the Survey 87% of the respondents' i.e 52 respondents are using Social Networking Sites for more than 4 years whereas 13% of the respondents are using Social Networking Sites for a period of 2 to 4 years and in this survey no respondents was found in the category of 0-2 Years. Thus our majority of respondents who have used the social networking sites for more than 2 years which itself is a indicator that their experience with these sites must have been satisfactory that's why their association is longer with these online shopping sites or social networking sites.
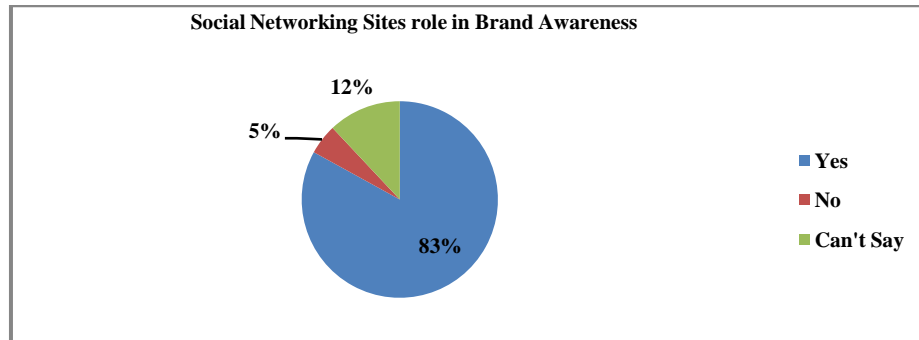
Preferred Social Networking Sites

According to the findings 66.6% of respondents preferred using WhatsApp, 63.33% respondents preferred using Facebook, 20% respondents preferred using Instagram, 8.33% respondents preferred using Twitter and 8.33% respondents preferred using other Social
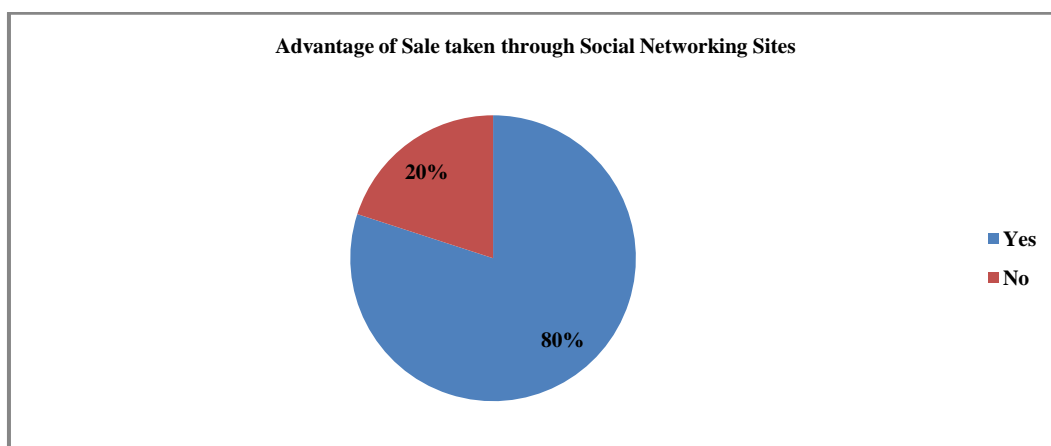
Networking Sites such as Linked In, Pin Interest, Google Plus etc.As we can see from the above graph the dependence on WhatsApp and Facebook is more than any other Social Networking Sites,the most preferred ones. Since in our study the respondents majority consist of youngsters so it can be stated that for today generation for making networking or good social relationships the facebook and whatsapp plays the dominant role.

Social Networking Sites Role in Brand Awareness

According to the Survey 83% of the respondents that is 50 respondents believed that Social Networking Sites do play an important role in Brand Awareness whereas only 12% respondents that is 7 respondents neither could agree or disagree with the statement and 5% respectively say there is as such no contribution of social networking sites in Brand awareness. Thus the study indicates that a high percentage of recent generation believe that they got awareness about different brands through these sites and the number of likes will also change their perception regarding the most popular brands.

Advantage of Sale taken through Social Networking Sites

According to the Survey 80% of the respondent i.e 48 respondents have said that they have taken advantage of any sale which they have heard through various Social Networking Sites where as only 20% respondent i.e 12 respondents have said that they have never taken any
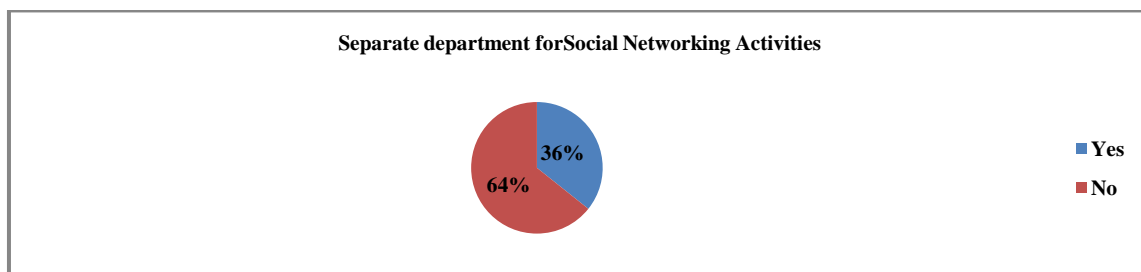
advantage of any sale via Social Networking Sites.since the respondents consisting of category of youngsters whose demands changes very frequently with the change as per the change in taste and fashions but their disposable income does not increase very frequently so the majority of them look for sale and discounted products. Thus these social networking sites have given them easy platform for checking out sales and discounts from their busy schedule at a click of a button thus providing easy accessibility and also helps company to create demand.

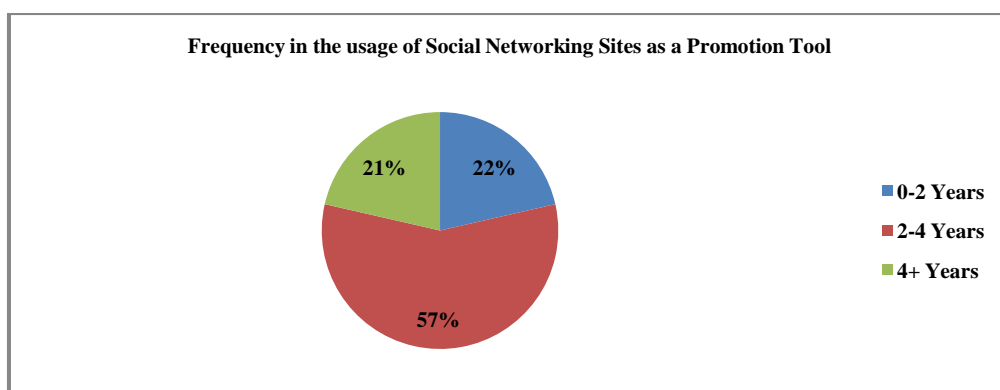## ANALYSIS OF THE CORPORATE PERSPECTIVE ON THE IMPACT OF SOCIAL NETWORK ON E-MARKETING

To analyse the corporate perspective on the Impact of social network on e-marketing we have gather the information by questionnaire through 55 corporates . Separate

Department for Social Networking Activities

According to the Survey 36% respondents that are 20 respondents said that they have a separate department for Social Networking Activities within the Marketing Department whereas 64% of the respondents that are 35 respondents said that they don't have a separate department which looks after Social Networking Activities.

Frequency in the usage of Social Networking Sites as a Promotional Tool
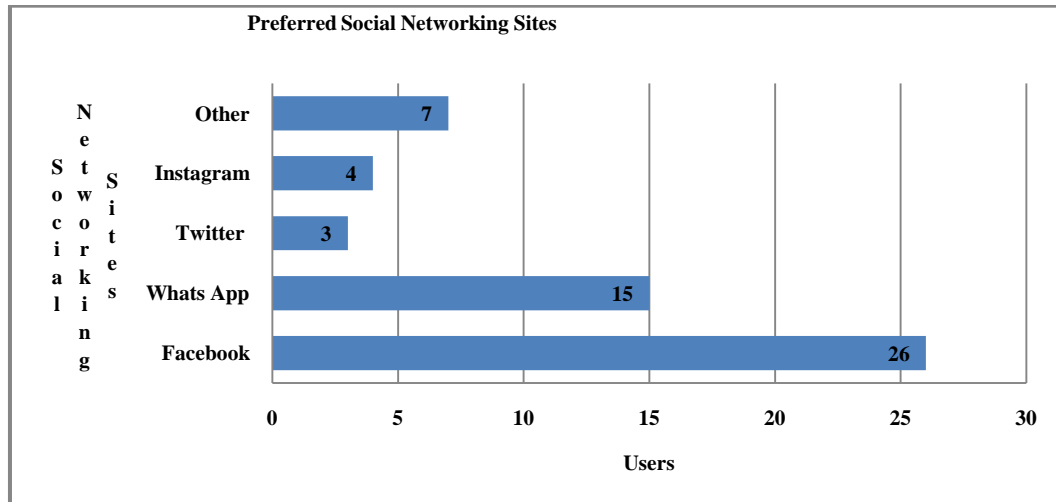

According to this Survey 21% respondents have said that they are using Social Networking Sites for promotional activities for more than 4 Years. 22% Respondents have said that they
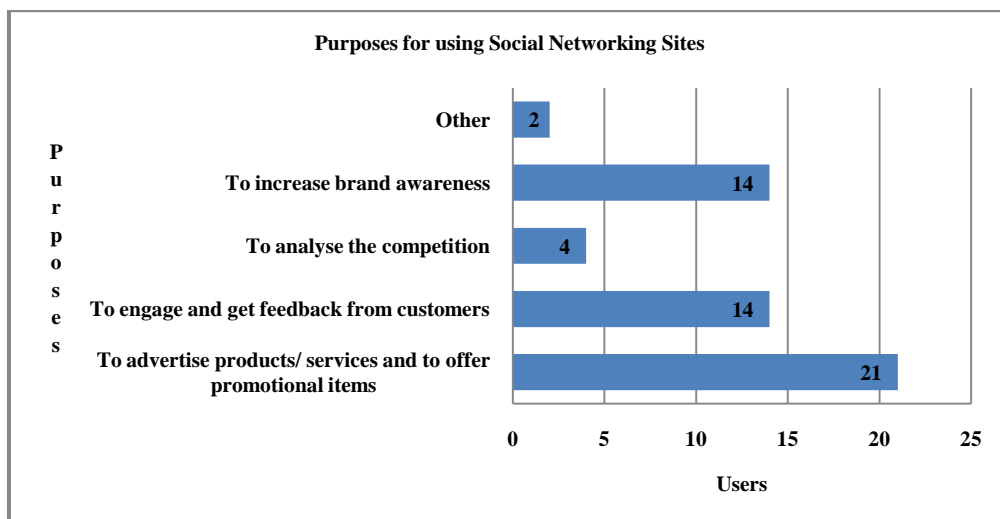
have been using Social Networking Sites for promotional purposes for only 0-2 Years whereas a staggering 57% have said that they have been using Social Networking Sites for only 2-4 years. Thus many of them using it as a promotional tool from the past 2 to 4 years that means they are relying on these sites as a promotional tool.

Preferred Social Networking Sites

Preferred Social Networking Sites

Social Networking Sites:
- Other: 7
- Instagram: 4
- Twitter: 3
- Whats App: 15
- Facebook: 26

Users (0 to 30)

According to this Survey 47% respondents have said that for business purposes they use Facebook as their preferred Social Networking Tool, 6% respondents have said in the favour of Twitter, 7% respondents preferred Instagram, 28%respondents preferred WhatsApp and 12% respondents favoured other Social Networking Sites such as Pin Interest, Linked In etc. Thus facebook is highly preferred followed by Twitter since the generation follow up these social networking engines more frequently rather than visiting the shops and different outlets for the products.

Purposes for using Social Networking Sites

Purposes for using Social Networking Sites

Purposes:
- Other: 2
- To increase brand awareness: 14
- To analyse the competition: 4
- To engage and get feedback from customers: 14
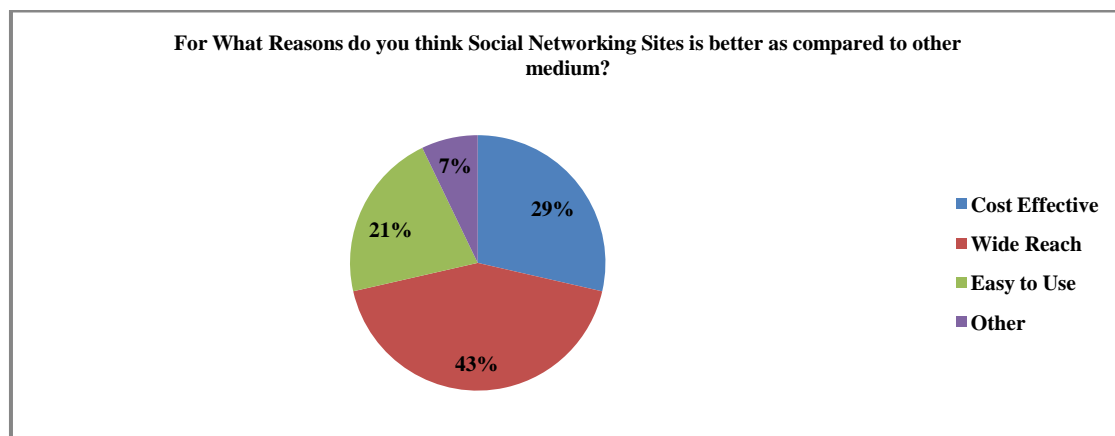- To advertise products/ services and to offer promotional items: 21

Users (0 to 25)

According to the survey 24% respondents have said that they use Social Networking Sites for the purpose of brand awareness, 38% respondents have said that they use Social Networking Sites for the purpose of offering promotional items as well as to advertise their products and services, 25% getting feedback from customers, 7%respondents have said that they use Social Networking Sites for the purpose of analyzing their competition and 6% respondents have said that they use Social Networking Sites for other Business purposes and other reasons.

Reasons for which Social Networking Sites is a better medium as compared to others

As per the survey 43% respondent believed that as Social Networking Sites provides a wide reach to its consumers, it is a better medium as compared to others. 29% respondents believed that as it was cost effective it was a better medium than others. 21% respondents emphasized that as it was easy to use it was a better medium compared to other whereas 7% respondents had other reasons for which they believed it was a better medium compared to others. Therefore, for corporate approaching the masses have become much easier along with getting the benefit of cost effective.

CONCLUSION

Thus to conclude we can state that Social Networking Sites does have gigantic role to cooperate in the Marketing Domain and in the approaching years more and more Companies will approve their dependency for making marketing policies. Social Networking Sites does create a dent over the traditional methods of marketing and the companies do realize this fact. But still there is a long road ahead for social networking to become a complete blessing for both the parties. More companies are using Social Networking Sites as a way to interact with their consumers as it is seen through the survey that almost every

individual today is now active in these Social Networking Sites. Social Networking Sites do persuade the consumers to know about the product much better so that it can help them to buy the products without any knowledge constraint. Social Networking Sites in the past few years have become a steadfast source for brand endorsement .Thus there is a potential in online marketing if the consumers know how to use it and the corporate understand how to encash it but not at the cost of quality and loyalty .

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