

A Study on Attitude of Women Towards Social Media Marketing with Special Reference to Lakshadweep

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Abstract- *Social media marketing is the use of social media platforms and website to promote a product or services. It is also known as internet banking or web banking. In the era of technology, social media apps like YouTube, Instagram etc. evolved during the past decades and doing business using technology is not a new concept. It is considered as the best way for the marketers to connect with potential consumers. It plays an important role in Marketing. It helped many businesses to grow and to promote itself by helping the consumer to find a better way to connect and communicate with each other. Large number of audiences, lack of geographical constraints has helped to use the social media world widely. This paper is about the study of attitude of women of Lakshadweep towards Social media marketing. The aspects such as their perceptions towards social media, most popular usage social media platforms and satisfaction level are analyzed in detail.*

Indexed Terms- *Social Media Marketing, Perceptions, Technology, consumers*

I. INTRODUCTION

Social media marketing

Social media marketing has gained lots of popularity and importance among different age groups. The teenager can't imagine a single day of their lives without social media. Social media marketing refers to that process of gaining attention of the people towards marketing through social media.

Many technopreneurs saw this opportunity before them and grabbed it. Thus, leading customers to buy and sell their products online. Social media marketing techniques has been adopted by many businesses so that their products can reach millions of people in social media.

The major social media platform in today's world are Facebook, Instagram, Twitter, Pinterest, YouTube and WhatsApp. An overview of Lakshadweep has total of 64,429 people among them about 40,000 people are active internet users on a daily basis. Among all the islands Kavaratti is on the top to use majority of social media platforms. My research was to concentrate on the use of social media marketing among the women of Lakshadweep. The women in Lakshadweep are more into social media marketing than to e-commerce sites. The reason for this is because through social media they are able get the queries clarified before purchasing the necessary products. Social media marketing is definitely an advantage to the women of Lakshadweep.

II. OBJECTIVES

- To study the perception of women of Lakshadweep towards social media marketing.
- To study the most popular social media among all age groups of women in Lakshadweep.
- To identify satisfaction level of women towards social media marketing.

III. RESEARCH METHODOLOGY

Research methodology is the method of studying the problems that arises partly or wholly from the collected facts. The facts can either be people's opinion, facts about historical events or content based on reports and records.

The primary data collected from 60 respondents with the help of questionnaire prepared in the form of a Google form. The secondary data is collected from various sources of internet's website, and journals. The convenient sampling methods were applied. The study was limited only to seven Islands and the Islands

are Minicoy, Kavaratti, Agatti, Andrott, Kalpeni, Amini, and Chetlat. A sample is size of 60 women. The sampling technique used for the research is convenient sampling, this type of sampling is non probability sampling and the sample is taken from a population that is close to hand because it is more convenient. The various types of tools used for analyses and interpretation are charts, tables and percentages.

IV. LIMITATIONS OF THE STUDY

Most of the islands does not have proper Internet connection hence it's a disadvantage for the women of many islands. The Survey was difficult to conduct as most of them were not ready for personal queries. The data collected from secondary sources may not be accurate as this data was not personally conducted.

V. LITERATURE REVIEW

Tray L Tuten (2018) in his article Social Media Marketing World 2.0 Has stated that Every day the influence on social media is increasing as more and more people join social media, Facebook has the most active users that is 2.2 billion people. Social media is one of the most valuable platforms for marketing because of the access and also their functionality. According to him social media is changing the way people buy and sell the products. It is the use of social media technology channels and software to create communicate, deliver and exchange offering. Social media has increased the awareness on marketing by maintaining an active presence.

Ross ET Al (2007) has conducted a study on Media and Marketing and stated that the aspects of social media and its popularity has revolutionized Marketing practices which includes advertising and promotion. According to her Social media marketing has also widen their beliefs and influence the consumer behavior from information acquisition to purchase behavior.

Kalpan & Haenlein (2010) in their research paper The Digital Revolution has mentioned that social media marketing is a group of marketing using technology and it allows the creation and generation of user generated content. According to them social media

marketing has many pros and cons as it helps connects business to consumers and foster their relationships.

Michael A Stelzner (2010) in his report How Marketers is Using social media to Grow Their Business has stated that social media marketing as compared to other traditional marketing channels are leaders in the present scenarios and the attitude of the entrepreneurs makes it more profitable in the era of Twitter, Pinterest and Facebook the traditional marketers lag in the present as compared with Technology based marketing.

Mersey Calder (2010) in her article The Era of social media and Technology has briefed about social media websites providing an everlasting opportunity for the entrepreneurs and the companies to engage with current consumers to encourage and increase the sense of intimacy of the buyer and seller relationship, and built all important relationships.

VI. REVIEW OF LITERATURE

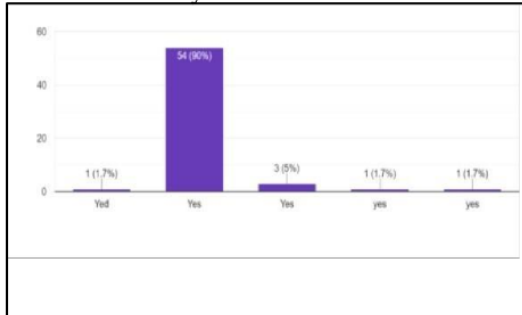
The social media marketing is a platform designed to sell, advertise, buy and market the products with the help of technology. Every day the users of social media expanse the way they interact with the people. The main motive of social media influencers are to attract the customers to buy the products. If Facebook and WhatsApp are declared as a country or a state then it would be the most populated country. The world cannot imagine a day without world wide web. Many people grab this opportunity and started marketing the products online. Social media can be called as the backbone of the world as majority of the people start their day by scrolling down their social media account. Information does not flow from the government or from big companies. It passes from just a click of the mouse. The major social media platforms are the Facebook, Instagram, Pinterest, WhatsApp, Twitter etc.

VII. DATA ANALYSIS

USAGE OF SOCIAL MEDIA

Options	Number Of Respondents	Percentage Of Respondents
Yes	60	100
No	0	0
Total	60	100

Source : Primary Data

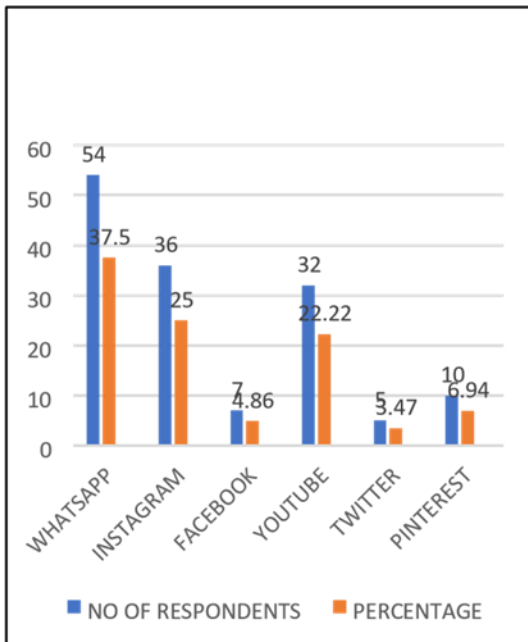


Source : Primary Data

INTERPRETATION

From the above graph, it is evident that 100% of the respondents use social media.

2) FREQUENTLY USED SOCIAL MEDIA.



Frequently Used Social Media Source

: Primary Data

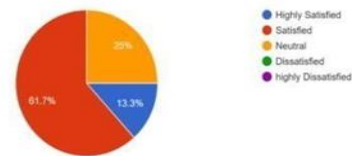
INTERPRETATION

From the above graph 37.5% of respondents use WhatsApp, 25% of respondents use YouTube, 4.86% of respondents use Facebook, 22.22% of respondents use Instagram, 3.47% of respondents use Twitter, and 6.94% of respondents use Pinterest

SATISFACTION LEVEL OF RESPONDENTS

Level of Satisfaction	Number of Respondents	Percentage of Respondents
Highly Satisfied	8	13.3
Satisfied	37	61.7
Neutral	15	25
Dissatisfied	0	0
Highly Dissatisfied	0	0
Total	60	100

Source: Primary Data



INTERPRETATION

The above graph shows 61.7% of respondents are Satisfied, 13.3% of respondents are highly Satisfied and 25% of respondents response are neutral.

CONCLUSION

The study on social media marketing was to identify how the traditional business have been developed into a technology based, although it requires more time and patience to do business via technology it requires less investment. As a result, traditional business is transformed into a social business. The marketer's job in social business is to provide a relevant information

about the brand to his followers to make the brand well known. Everything has its own pros and cons, doing business using technology can be risky as at the same time it can provide more goodwill. Electronic hackers are present in all corners of the internet world making it difficult for the customers to make purchase as being concerned about their private and security issues. With the booming social networking apps its more convenient to choose the particular brand among the variety of choices. Customers can choose from a wide variety of products. Therefore, social media is one of the fastest growing networks making a revolution in the coming future.

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