

Social Media (Facebook) Marketing: A Study of Readiness in Indore City

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Abstract

The growing popularity and usage of internet in the city forcing the advertisers and marketers to promote their products and services through Social Media platforms. Various social media platforms have grown with tremendous speed in Indore. In the past, advertisers and marketers had traditional media of communication to reach their audiences, and to wage advertising 'war' in competition against themselves. Growth of Facebook has brought a typical shift in the way marketers endorse their products and services. Research on advertisement through social network like Facebook and the readiness of its users are still developing in Indore city.

Level of readiness to Facebook advertisement who are always active social media users: Sample of 178 respondents were collected from the youth of Indore City. The researcher found the youth of Indore well aware about Facebook advertisement; they also liked advertisement encountered in Facebook. Present study also supports previous study that social media advertisement is more eye catchy and assertive. Facebook advertisement are more visible and positioned properly to set target audience. Detailed, brief message can be shared compared to other social media platform.

Keywords: Social Media, Advertisement, Facebook, Marketing, Ad Target Audience

1. Introduction

18 years ago, on Feb 4, 2004, Mark Zuckerberg launched a website called Facebook. Facebook is an online directory that connects people through social networks. By the end of 2021, Facebook monthly active users grown to 2.8 billion. This is the reason everyone uses Facebook as a tool for advertisement. Facebook build the community to maintain long term relationship. A Facebook account is a brand presence on social media. Social media has fame as an impactful medium of providing information to target.

Durkin (2013) & Dwivedi et al. (2015) argued that Internet would become the future tool for the advertising and marketing of the product and services. More and more people will explore product using their hand-held devices. Internet would be the main source for the information in the coming future.

Jara, Parra and Skarmeta (2014) define SMM (Social Media Marketing) as a new generation marketing tool, encouraging higher attention and participation from consumers through the use of social networks. Kim and Ko (2012) describe social media marketing as an identification motivated communication for young consumers, with exertions also being targeted at consumers belonging to older age bands.

Richter and Schafermeyer (2011), on the other hand, regard social media marketing as a marketing tactic attractive with social platforms to simplify a two-way communication with consumers.

During different time eras, day-to-day communication and promoting methods have developed and social media has become the method of providing information in 21st century. Social media provide, explore and express information, ideas in absolutely new and attractive way compared to earlier mode. Facebook is leading the world into a new era of social media. If Facebook were a country, it would be larger than China or India. Facebook allows brand to communicate better and strengthen customer relation with the brand.

Social media is seen by marketers today as a great opportunity to boost market share. Social media marketing is a hot topic for the companies nowadays. Social media is a two-way channel of communication. Dissatisfied customer can protest, raise complaint out loud and can damage brand image of the marketer. Traditional media like television, radio, newspaper and magazines are in one direction static show technologies. Over the past 70 years, there has been a sweeping change in how business processes are conducted and how people respond.

Social media is being extensively used by all brands, despite of size and revenue of the business. Social media is relatively cheap compared to the traditional media. It can be argued that evolving social media reflects the changing socio-economic development of people. Social media networks facilitate two-way online interaction and maintain social connections with the customers.

2. Review of Literature

Taubenheim et al. (2008) reported that their social media marketing turned out to be cost efficient and helped create a viral impact in promoting the heart-truth message to reach out to a wide range of women, ultimately showing a drop in the death rate of women from heart disease in 2008 compared to 2002.

Gupta, Tyagi and Sharma (2013) recognise social media to be a boon when it comes to communicating issues in general, and in times of crisis, and declare it to be the most fitting option for making the general public informed and aware.

Bajpai & Shriwas (2019) indicate that social networks provide a virtual platform where people of similar interests may gather to communicate, share and discuss ideas.

Yamin (2017) said that marketing professionals are dubious about the usage and benefits of digital marketing and have been observed in lack of proper segmenting, proper market targeting as well as improper and confusing positioning of product.

Rohm & Hanna (2018) have found out that online services tools are more influencing than traditional mode of communication. Marketing professionals have positive outlook and findings that users'

experience increase in self-esteem and enjoyment along with the use and involvement with social media (Pai and Arnott, 2018).

Internet is the most powerful tool for businesses and it has become vital for marketers for marketing through digital marketing platforms. That's why marketers should focus and plan strategies uniquely for ever-changing online presence. Branding, pricing, distribution and promotional strategies are needed to be separately understood in digital marketing (Yannopoulos, 2019).

Business to setup effective communication strategies to engage the customers and enhancing their experience on specific product or service. As a marketing tool, social media is playing both Active and Passive role. The Passive approach is based on utilizing the social media public domain as potential source of customer voice. The Active approach is utilizing the social media as tools of communication, direct sales, customer acquisition and customer retention (Mangold and Faulds, 2019).

Objectives of the Study

- To find out at what extent youth of Indore use social media (Facebook)
- To determine the level of awareness about the Facebook advertisement
- To analyse readiness of youth for the Facebook advertisement

3. Research Methodology

This research adopted quantitative methodology approach and survey method is used as research design. The questionnaire is used as the survey instrument. 200 questionnaire was distributed to young people of Indore city between the ages 20 to 30 years. Data collected from students belonging to Engineering, Management, Pharmaceutical, Law and Science backgrounds. 22 responses were found incomplete and rejected. 178 responses found suitable for the study.

4. Result and Discussion

From the total of 200 questionnaire that were distributed to respondents, 22 (11%) were unusable responses which respondent not fill completely. The analysis of valid 178 (89%) responses was done using Microsoft Excel 2019. The data presentation and the discussion of relevant findings are merged together as below.

Table 1: Demographic Variables

Gender	Male	83	47%
	Female	95	53%
Age	< 21 Years	85	48%
	22-26	66	37%
	> 27 years	27	15%
Year of Study	1 Year	43	24%
	2 Year	66	37%

	3 Year	39	22%
	4 Year	30	17%

From the Table 1 above, 53% of the respondents were Female and 47% were male shows an almost even distribution of survey. Table represent majority (48%) of the respondent were below 21 years of age. Only 15% were of more than 27 years of age. Data shows that percentage of the level of the study for surveyed students were almost even.

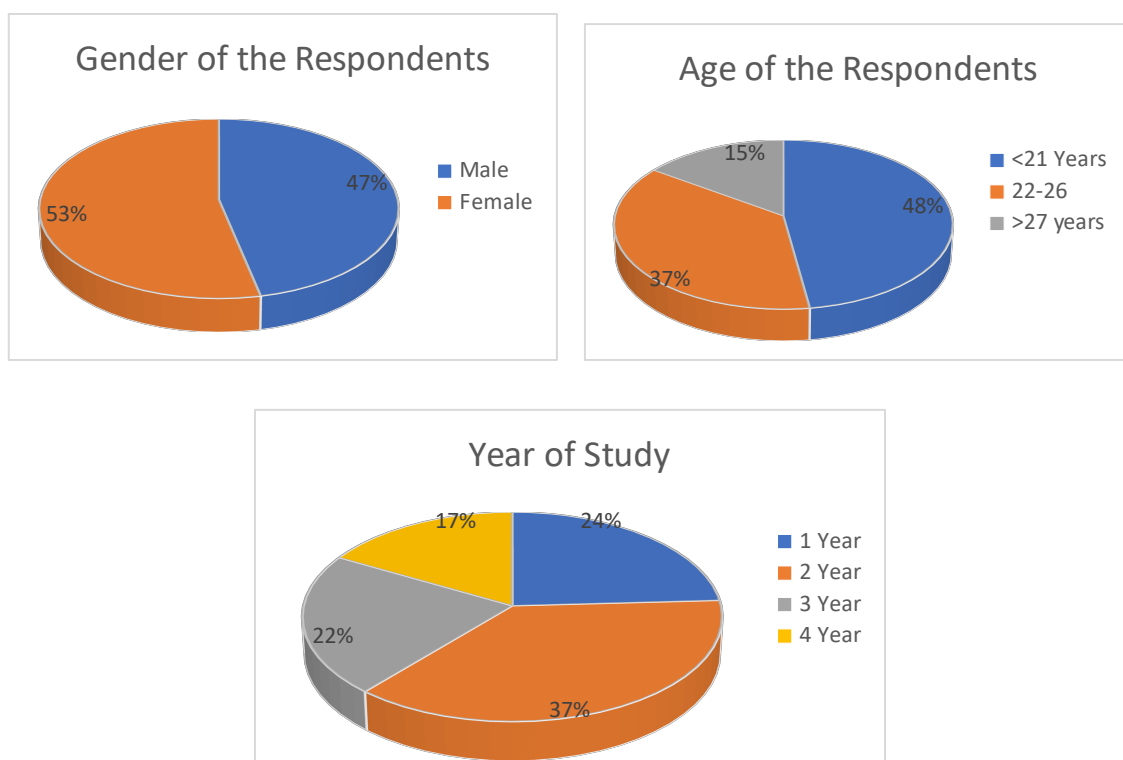
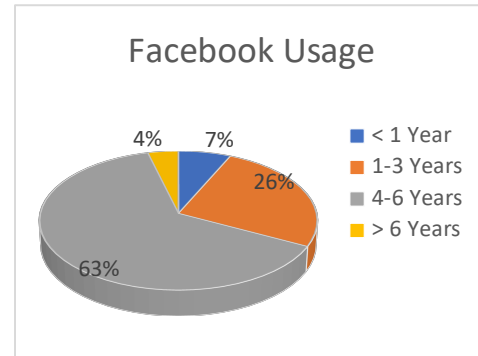
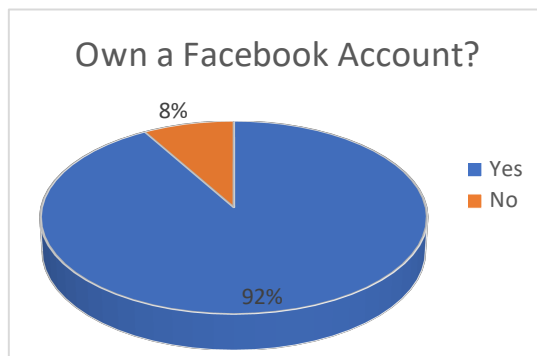


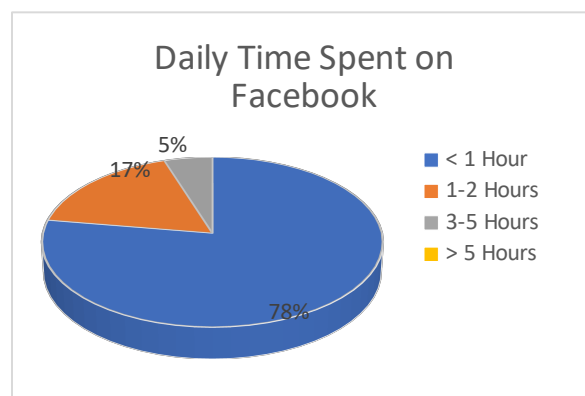
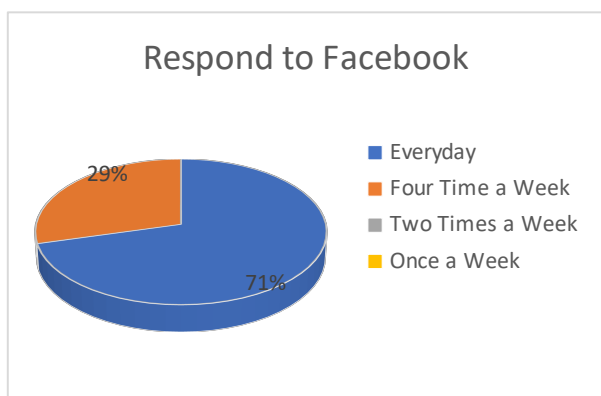
Table 2: Social-Media (Facebook) Usage

Own Facebook Account	Yes	163	92%
	No	15	8%
Years of Using Facebook	< 1 Year	12	7%
	1-3 Years	46	26%
	4-6 Years	113	63%
	> 6 Years	7	4%
How often Responds to Facebook	Everyday	126	71%
	Four Time a Week	52	29%
	Two Times a Week	0	0%
	Once a Week	0	0%
Time Spent Daily	< 1 Hour	138	78%
	1-2 Hours	31	17%

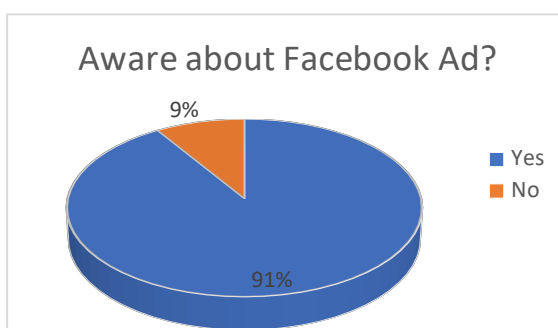
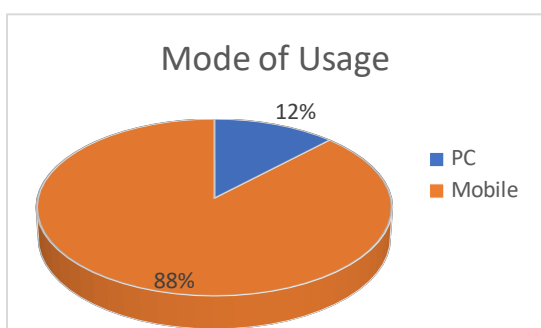
	3-5 Hours	9	5%
	> 5 Hours	0	0%
Mode of Facebook Usage	PC	22	12%
	Mobile	156	88%
Aware about the Advertisement	Yes	162	91%
	No	16	9%
Encounter Facebook Ad	Always	151	85%
	Sometimes	23	13%
	Rarely	4	2%
I like FB Ad	Yes	167	94%
	No	11	6%
I Enjoy FB Ad	Yes	126	71%
	No	52	29%
FB Ad are More Eye Catchy	Yes	131	74%
	No	9	5%
	May be	38	21%
Position of the ad on FB prevent me from noticing	Yes	11	6%
	No	167	94%



Coming to how the youth of Indore perceive about Facebook advertisement eleven statements were put forward to them. From the data presented above, majority of respondent (92%) own Facebook account. 63% respondent are satisfactorily experience using Facebook since last 4 to 6 years, while 26% respondent owning and using Facebook since last 1 to 3 years. 89% youth of Indore support Facebook usage. Data shows that Facebook is very popular among the youth of Indore; also, it is not new to them. It is seen that 71% respondent use Facebook daily, and 78% respondent spent less than one hour daily on Facebook. 17% of respondent spent minimum 1 to 2 hours daily.

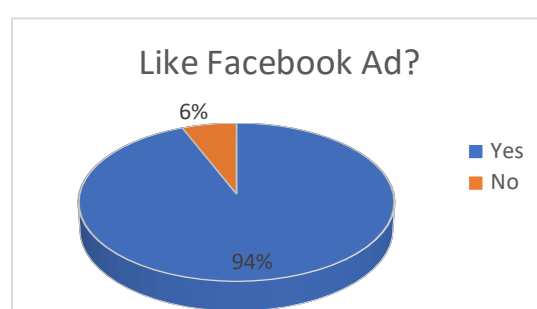
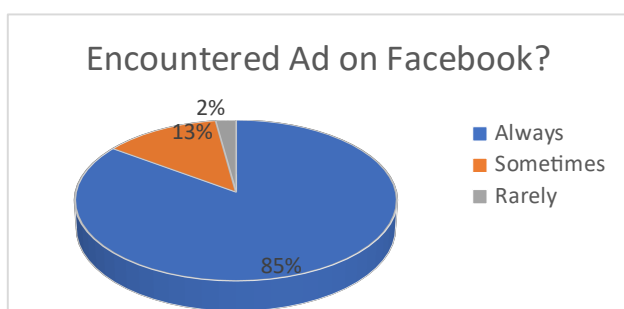


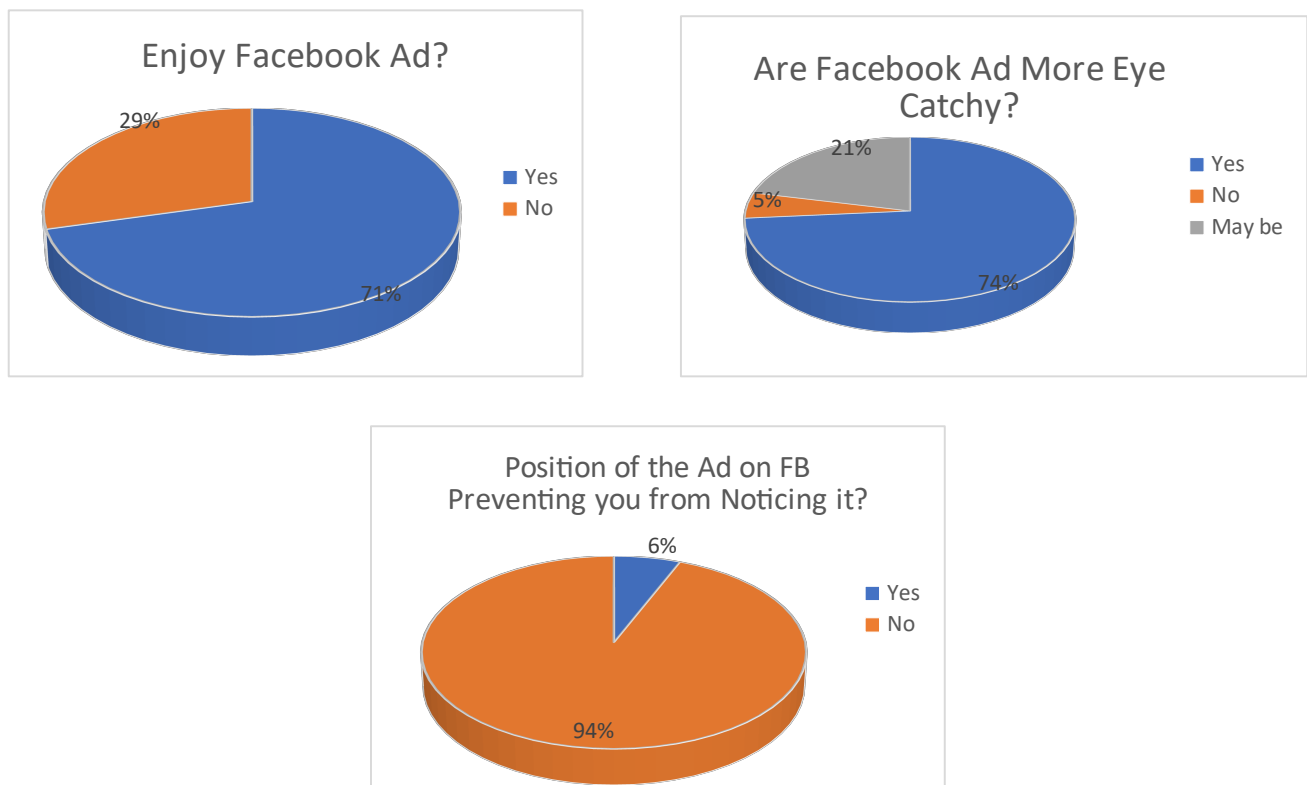
Majority of respondent are user of smart phone and 88% of respondent are very comfortable to use their Facebook account on mobile phone. While 12% are PC users. Development of smart phone is a key factor for the growth in usage of Facebook account.



91% respondent are aware about the Facebook Advertisement. Majority of respondent encountered Facebook advertisement at least once. Only 9% claim they have not encountered such advertisement. 85% of respondent agreed that they encountered product advertisement, telecommunication, music concert, real state, fashion accessories, auto mobiles, commercials among others.

94% were agreed on usefulness of Facebook advertisement to them. Facebook advertisements are liked by them. Only 6% ignore the advertisement on their login.





Majority of them enjoy Facebook advertisement. 74% respondent were found Facebook advertisement eye catching to them. Many respondents admit that Facebook advertisement can be recall easily. 94% respondents agree that the positioning of Facebook advertisement is proper and noticeable.

5. Conclusion

The study finds that social media marketing specially Facebook are taking over traditional method among the youth of Indore city. Facebook is not new among the youth. Growth of smart phone and acceptance by the youth for their study purposes, youth of Indore city is forced to accept Facebook available in their smart phone. Facebook strategies generate content that is relevant, eye-catching and will appear interesting to the users.

Youth of Indore is well aware about the advertisement on Facebook. However it is interesting that majority of them still say that they always look out for advertisements on Facebook because of one striking utility, they call them what's new and popular.

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