

# To Analyze the Current and Future Use of Social Networking as A Marketing Tool

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## ABSTRACT

**This study aims to offer a comprehensive understanding of social media marketing and the obstacles faced by prospective business owners. The study will also shed light on the various social media marketing strategies used by multinational corporations, providing a broader perspective on the global landscape that contextualizes current social media marketing strategies. The study would also emphasize the benefits and drawbacks of social media marketing campaigns. They would make it possible for businesspeople to understand the opportunities and difficulties associated with incorporating social media marketing techniques, using well-known social media platforms like Facebook, Instagram, WhatsApp, YouTube, and so on. For aspiring business owners, these social media platforms may be both a blessing and a curse. These networks may be beneficial to business owners if they possess the necessary know-how, strategy, and commitment to invest time and energy in interacting with the target market and promoting their products. However, they may face a number of difficulties if they are unable to effectively utilize these social media networks.**

**Keyword: Corporations, Social Media, Facebook, Instagram, Whatsapp, Youtube**

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## INTRODUCTION

For any firm, marketing is an extremely relevant activity. People think of marketing as sales or advertising. However, marketing encompasses all of a business's efforts to draw in, keep, and nurture a customer base as well as forge enduring bonds with them. It's a dynamic, thrilling, difficult exercise. The effectiveness of marketing management is critical to the success of commercial enterprises. Understanding the needs and desires of target consumers, developing and designing new products, as well as their manufacture, pricing, promotion, and distribution, are all part of marketing activities. It means giving the customer access to the appropriate product at the appropriate time, location, and price. According to Philip Kotler, "marketing is a process by which individuals and groups create and exchange products and value with others in order to obtain what they need and want." Producing a profit is just one of a business's numerous goals. However, a closer look reveals that "Consumer Satisfaction" must be the business's most sensible goal. Effective marketing firms keep a close eye on the requirements, desires, and preferences of their customers.

Globalization has made the world a free market, giving marketers a plethora of opportunities. Organizations are forced to take every action necessary to stay in the market and deal with the intense competition as the business environment becomes more and more competitive. Ultimately, an organization's ability to succeed depends on its financial and human resources as well as its business and marketing strategies, which can help it thrive on a global scale.

Being unique and taking the lead in the industry is one of the major objectives of any association in the current state of the market. Addressing a number of crucial concerns, including what a company will make, how much it will charge, how it will market, and how it will provide its products and services to customers, is essential to successful marketing. These problems are addressed by marketing mix decisions, which draw attention to the actions taken by the marketer to carry out its marketing plan. These considerations were typically referred to as the "4 Ps": promotion, place, pricing, and product. People was introduced as the fifth "P" was added, marking the change in marketing as a discipline. There were two more Ps added: process and tangible proof. The seven principles of marketing are these reflections. In specifically, the three Ps—Process, People, and Physical Evidence—have to do with service marketing.

There are several flaws in the conventional marketing system with relation to pricing, promotion, and distribution channels. It involves middlemen that operate as a buffer between the final customer and the manufacturer. The business also had to pay hefty costs for various forms of promotion and advertising. The cost increased by an additional amount due to the addition of all these expenses. There was a sense that a new marketing approach that created a direct

relationship between the supplier and the customer was required to eliminate these flaws. The creative approach created in this way is known as direct marketing. Through the use of a variety of promotional tools, including text messaging, promotional letters, interactive websites, social media, e-mail, whatsapp, online display ads, fliers, catalogue distribution, database marketing, magazine/newspaper advertisements, and outdoor advertising, it aims to establish a direct relationship between the producer and the consumer. It gets rid of the middlemen from the supply chain. Direct Selling is one of the main types of direct marketing.

Direct selling refers to the sale of goods and services to clients directly, without the need for a physical storefront. Instead, the sellers (members) show and explain the products to clients at their convenience, which is typically their homes, offices, or other locations. The only direct selling models in use are single level and multilevel marketing.

Through the sales they produced, the direct seller in single level marketing receives compensation in the form of a bonus, commission, or retail markup. Their primary goal is to increase sales alone, as opposed to Multi Level Marketing (MLM), where each direct seller has the ability to recruit new members and build a network of distributors and sellers. They receive incentives and commissions for both their own sales and the sales of their downline recruits. Other names for multi-level marketing include channel marketing, network marketing, and referral marketing.

The two primary platforms for direct selling are Party Plan Groups and Person to Person (P2P) Marketing. Face-to-face communication accounts for a large percentage of global direct sales. P2P direct selling is the process of promoting product sales through direct communication between a sales person and a consumer. This method can be used with Single Level or Multi Level Marketing compensation plans, but Party Plans involve the salespeople hosting social events or get-togethers or approaching others to host a party where the products are introduced, demonstrated, promoted, and put up for sale. The host receives a compensation or incentive from the portion of products that are sold. In this strategy, multi-level compensation plans are generally utilized.

MLM is becoming a more often used strategy to improve the performance of both small and large businesses. This is one type of marketing when advertisers attempt to convince consumers by providing them with a customized experience. Since it is all about the methods of distributing, offering products for sale, or providing goods and services through independently hired agents in lieu of monetary or non-monetary compensations, it offers powerful indications to grab their attention. It's a strategy for distributing goods to end users by creating networks.

Network Marketing Emporium claims that every week, more than 150,000 new members join multilevel marketing companies across the globe. This company provides the best career chance together with the perfect vehicle to appreciate life. Age, gender, or experience are not limitations. Anyone can easily quit MLM and join at any time.

### **OBJECTIVES OF THE STUDY**

The researcher has suggested the following key points to be addressed in this study:

1. To analyze the current and future use of social networking as a marketing tool.
2. To examine how individuals interact with social networking platforms utilized by businesses for marketing purposes.

### **REVIEW OF LITERATURE**

Jain and colleagues (2015) endeavored to identify the most influential characteristics that encourage individuals to participate in multilevel marketing (MLM) ventures. The information was gathered from 316 respondents who lived in Punjab, Haryana, and Chandigarh using a semi-structured questionnaire. Using factor analysis, four factors—"self development, social responsibility, working lifestyle, and personal freedom"—were identified. It was found that social responsibility had no effect on people's decision to join multilevel marketing, while respondents' answers on the aspect of self-development were inconsistent. Additionally, the study presented a motivational model that demonstrated that the most important factors that led people to join multilevel marketing (MLM) were the high quality of the products, ease of entry, low investment, additional earnings, and the ability to work from anywhere at any time. Other important factors that also encouraged people to join MLM were leadership, self-actualization, the company's reputation, being one's own boss, etc.

Juman and Christopher (2015) made an effort to draw attention to the influence of direct selling businesses in Kerala. The study offered recommendations for enhancing direct selling and concentrated on the past, present, and future marketing trends of the direct selling businesses in the Calicut region. In order to learn more about the actual circumstances and difficulties experienced by direct sellers, a random sample of fifty Amway distributors was chosen. Primary data were gathered using a questionnaire and in-person interviews. According to the report, people were drawn to direct selling because it offered them the flexibility to work at their own pace and earn money both full- and part-time. It gives everyone a platform, regardless of their demographic characteristics.

A research by Effiom & Effiong (2015) evaluated MLM's contribution to reducing poverty in Calabar, Nigeria. Using the quota sampling technique, a sample of 300 Forever Living Product distributors was selected. To examine the data,

Pearson product moment correlation was employed. The study's findings showed a significant positive association between multilevel marketing and the creation of jobs. Additionally, a substantial positive correlation was shown between MLM and income generation; yet, MLM was discovered to be a great way to create wealth and a reliable source of residual income. As a result, it was unrelated to and of no use in reducing poverty.

In order to assess customers' attitudes about multilevel marketing (MLM), the methods utilized to recruit members, the advantages and difficulties they have encountered, their demographic background, information about their experiences, and the impact of social relationships on performance, Gbadeyan and Olorunleke (2013) conducted a study. The research was carried out in Ilorin, Nigeria's Kwara State. For analysis, the study uses both primary and secondary data. A structured questionnaire was created for the purpose of gathering primary data. Using the convenience sampling technique, 328 respondents from three multilevel marketing companies—GNLD, Forever Living, and Tianshi—were selected as a sample. The way that consumers felt about multilevel marketing organizations was gauged using Fishbein's Model. The study's hypothesis was tested using the ANOVA statistical approach. According to this study, women were more likely than men to be active in multilevel marketing due to their superior capacity to find and persuade more individuals. The study also identified five characteristics—small initial investment, no requirement for full-time employment, ease of doing company, profit or benefits, and self-reliance—that affect respondents' attitudes regarding multilevel marketing.

### **RESEARCH METHODOLOGY**

The outline of a study, according to Burns and Grove, is the final product of a series of decisions made by the specialist regarding the study's direction. The configuration is in close proximity to the study's structure and facilitates the preparation for conducting the study. A diagram is a guiding tool utilized to enhance control over elements that may potentially compromise the integrity of the findings. According to Polit and Hungler, examination plans undergo changes contingent upon the degree of flexibility allowed during the course of the investigation and the degree of structure the researcher imposes on the exploration situation. Exploration strategies for the majority of quantitative studies are highly structured.

Additionally, it is viable to conduct research employing more transparent methodologies, which is referred to as qualitative examination. Qualitative research emphasizes significance, experience, and comprehension; consequently, these frameworks enable the expert to collaborate with the individuals or groups whose perspectives the researcher wishes to obtain.

The term "population" denotes the entire group from which the given example is to be drawn. It might be perpetual or restricted. A limited populace is characterized by a definite quantity of items, whereas an unbounded populace is one in which the resolution of certain matters is not possible. The population from which the example must be deduced for this study was the Indian Effectiveness of Social Networking Residence Majority in the Delhi-National Capital Region. This refers to the list of sources from which the samples were supposed to be collected. It contains the names of every single item in the cosmos. The respondents for this investigation were individuals residing in NCR India, focusing on the effectiveness of social networking. The study focused mostly on individuals aged 18 and above. They had diverse educational backgrounds and occupations. The researcher should consider examining a combination of males and females from a gender perspective.

The researcher employed quantity inspecting partitioning into the NCR as stated previously; in each of these zones, non-random or evaluative purposive testing is employed for the purpose of analysis. It is an examination system in which representative samples are chosen from the populace. In pursuit of the study's objective, pertinent data were collected through the utilization of a meticulously designed questionnaire titled "Efficacy of Social Networking." Subsequently, judgmental examination was conducted, given its suitability for exploratory research. The researchers employed a judgmental or purposive examination strategy for two reasons. Firstly, they selected respondents based on their timely presence at the appropriate location. Secondly, while comfort inspection is not recommended for elucidating or cool research, it may be used in exploratory examination to develop plans.

### **RESULTS AND DATA ANALYSIS**

Based on the results of the one-way ANOVA, the F-test demonstrates a significance level of 0.033. This demonstrated that with a 95% level of confidence, the F-test establishes that the genders differ. In other words, there exists a substantial disparity in the incomes of the respondents. Therefore, we reject the null hypotheses and adopt the alternative hypotheses that there is a significant difference between the genders of the respondents with regard to the social media platform they frequently visit.

Based on the results of the one-way ANOVA, the F-test demonstrates a significance level of 0.000. Thus, with a confidence level of 95%, the F-test establishes that the ages are distinct. In other words, there exists a substantial variation among the respondents with regard to age. Therefore, the null inferences are rejected in favor of the

alternative inferences, which state which social media platform you frequently visit. A substantial variation exists among the ages of the respondents.

Based on the results of the one-way ANOVA, the F-test demonstrates a significance level of 0.000. This demonstrated that the F-test provides evidence of a difference in the respondent's income with a 95% confidence level. In other words, there exists a substantial disparity in the incomes of the respondents. Therefore, we reject the null inferences and embrace the inferences that there is a significant difference in the ages of respondents based on the social media platform they frequently visit.

Based on the results of the one-way ANOVA, the F-test demonstrates a significance level of 0.000. This indicated that the F-test provides evidence of a difference in respondents' education with a 95% confidence level. Put simply, the learners' levels of education vary considerably among the respondents. Therefore, the null inferences are rejected in favor of the alternative inferences, which state which social media platform you frequently visit. Significant differences exist between the respondents with regard to their level of education.

Based on the results of the one-way ANOVA, the F-test demonstrates a significance level of 0.000. This indicated that the F-test provides evidence that the occupations of the respondents differ with a 95% confidence level. Put simply, there is a substantial disparity among the professions selected by the participants. Therefore, the null inferences are rejected in favor of the alternative inferences, which state which social media platform you frequently visit. A considerable variation exists among the respondents with regard to their respective occupations.

**TABLE 5.1 ANOVA**

		Sum of Squares	Df	Mean Square	F	Sig.
Gender	Between Groups	1.557	3	.522	2.927	.033
	Within Groups	264.312	747	.175		
	Total	265.867	750			
Age	Between Groups	37.927	3	12.645	12.107	.000
	Within Groups	1555.733	747	1.048		
	Total	1593.662	750			
Familiarity with computers	Between Groups	104.303	3	34.765	30.078	.000
	Within Groups	1722.500	747	1.153		
	Total	1826.803	750			
Educational qualification	Between Groups	200.495	3	66.834	89.472	.000
	Within Groups	1112.995	747	.745		
	Total	1313.498	750			
Occupation	Between Groups	27.945	3	9.313	7.038	.000
	Within Groups	1973.282	747	1.328		
	Total	2001.223	750			

H1: The respondents' ratings for the social media platform "Which social media website do you frequently visit for social networking?" vary considerably. Identified as accepted

H2: The gender distribution of the respondents greatly differs with regard to the question "Which social media platform do you frequently utilize for networking purposes?" Powered on.

H3: For the question "Which social media platform do you frequently utilize for networking purposes?" the age distribution of the respondents varies considerably. Identified as accepted

H4: Regarding the response to the question "Which social media website do you frequently visit for networking purposes? ", disparities in computer proficiency among individuals are substantial. Identified as accepted

H5. The respondents' levels of education vary considerably with regard to the question "Which social media platform do you frequently visit for engaging in social networking activities?" Identified as accepted

Hypothesis 6: The respondents' occupations vary considerably with regard to the question "Which social media website do you frequently visit for social networking purposes?" Identified as accepted

A summary of the demographic characteristics of the consumers is provided in the table below. Approximately 76.8% of the respondents identified as female. The majority of respondents (42.6%) and those aged 31-40 years (28.2%) and 21-30 years (42.2%) were of this cohort. 73% of respondents hold a bachelor's degree or higher. 12.7% of the participants identified as students.

**Table 5.2 ANOVA**

<b>Demographic Characteristics</b>			
<b>No.</b>	<b>Respondent's Characteristics</b>	<b>% of Respondents</b>	
I.	<u>Age group</u>		
		18-20	12.3
		21-30	42.3
		31-40	28.4
		41-50	9.4
		>50	6.4
II.	<u>Familiarity with computers</u>		
		1-5 Year	23
		6-10 Year	30.5
		11-15 Year	24
		16-20 Year	20.5
III.	<u>Education</u>		
		Higher Secondary or lower	25
		Graduate	37
		Masters and above	24.3
IV.	<u>Others</u>		
		Others	9.7
	<u>Occupation</u>		
		Service	40.3
		Business	26.3
v	<u>Gender</u>		
		Student	12.5
		Others	20.3
		Female	76.4
	Male	23.4	

### CONCLUSION

This study provides examples of social networking sites (SNS), indicating that there are numerous factors that influence people to use such sites today. As a result, marketers are able to effectively reach their target audience and establish a positive brand image in the minds of their target customers. Online networking advertising is a significant component in the promotion of a brand. Advertisers obtain data regarding the present standing of their brand and formulate their strategies by conducting an analysis of the market position that their brand currently occupies. This

research examines the utilization of social networking sites (SNS) in an expanding economy, enabling advertisers to develop more effective online networking strategies.

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