



## A STUDY ON IMPACT OF FACEBOOK MARKETING TOWARDS CONSUMER ATTITUDE WITH REFERENCE TO THANJAVUR DISTRICT

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### ABSTRACT

Social media has shifted consumer behaviors and will continue to shift them for the foreseeable future. It has created new necessities for businesses and marketing, but has also generated new opportunities. The main goal of this paper is to analyse Facebook marketing in light social media, digital and social world. This paper looks at social media as a strategy more than as technology. It discusses how businesses can apply social media tools given their industry, target market and larger marketing.

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## INTRODUCTION OF MARKETING

Marketing in its earlier definition and in legal aspects is said to be effort by which the transfer of ownership in goods between the seller and buyer is effected emphasis ownership transfer. It limits the scope of marketing to more transfer of ownership. Marketing includes all activities which are concerned with effecting changes in the ownership and possession of goods and services.

## MEANING OF MARKETING

Marketing definition includes activities undertaken by a business establishment or an individual to promote their services and products. Marketing includes promotion, advertisement and selling products and services to the consumers. Marketing is the key component of any venture and includes aspects like writing product descriptions, designing website pages, improving customer services, establishing business and market segments and conducting market research. Marketing involves strategies that aid in growth of a business venture.

## DEFINITION

*Marketing is deciding how to offer something specific customers crave and then engaging customers and other stakeholders to create preference.*

**-Ken Rosen.**

*Marketing is creating irresistible experiences that connect with people personally and create the desire to share with others.*

**-Saul Colt.**

## IMPORTANCE OF MARKETING

- ❖ It enables the marketers to know the tastes and preference of the customers and accordingly make the product. As a result, they are able to sell their goods easily.
- ❖ It fulfils the needs of the buyers by giving them what they want. The buyers get their money's worth.
- ❖ Marketing, today, has developed to such an extent that the buyers are able to get international brands of goods at their doorstep.
- ❖ In the past, the buyers had to buy what was available. The growth of marketing has now given the buyers very many alternatives.
- ❖ In the past, the buyers had to buy what was available. The growth of marketing has now given the buyers very many alternatives.
- ❖ The buyers are now in a position to select the best from among the many alternatives.
- ❖ Marketing has eliminated outdated or absolute products over the years, it has updated the technology in tune with the needs.

## FACEBOOK MARKETING

- Facebook marketing is a platform that allows a brand to put their products and services in front of the audience and promote with the help of organic and paid means.
- In simple words, Facebook marketing is a practice of promoting a brand and maintaining its presence on the Facebook platform.
- In general, brands and companies use Facebook marketing to create commercial posts, and videos that can show up in user feeds to get visibility, exposure, and overall engagement rates.



- To stand out in Facebook marketing, companies and brands look out for creative ways to blend the information and make the experience user-friendly and enjoyable at the same time.
- Through Facebook marketing, the brands have a significant advantage in generating attention towards brand, interacting with customers and leaving a more substantial impact on their marketing.

## **ADVANTAGES OF FACEBOOK MARKETING**

- As of July 2020, according to Statista Facebook had more than 2.6 billion users worldwide.
- That is more than any other social media platform and second to perhaps only Google's search users.
- It is the older demographic groups that are the fastest, growing segments of Facebook users
- Prepare to be surprised at how B2B business can also run successfully campaigns on Facebook.
- Business decision makers spend 74% more time on Facebook than other people.
- The B2B space is competitive which means B2B market must be aggressive when leveraging Facebook.
- Facebook remarketing is the least B2B marketers should consider.

## **IMPORTANCE OF FACEBOOK MARKETING**

1. Global network coverage
2. Enhances organic reach
3. Integrates with other marketing platforms
4. Runs Paid Advertisement
5. Automated tools to function

### **1. Global network coverage**

Facebook has over 1.5 billion users on its platform. Out of which, more than 7 million active brands and companies are leveraging Facebook marketing to create ads and marketing campaigns to reach out to their audience.

With the help of Facebook, the brand can connect with any customers or users across the globe.

### **2. Enhances organic reach**



With the help of Facebook marketing, the brands can build relationships with their customers by sharing content that can bring value to their users. It will help your post show up on news feeds, and by regular engagements, you can witness your audience connecting with you on a larger scale organically.

### **3. Integrates with other marketing platforms**

Facebook marketing helps you combine with the other marketing channels like mobile marketing, email marketing, Search engine marketing by creating a promotion tab. With this, the brands are able to increase their brand outreach by connecting multiple marketing platforms through Facebook and leveraging it to the best advantage.

### **4. Runs Paid Advertisement**

Apart from growing your audience organically, Facebook marketing allows the running of highly targeted paid ads to drive traffic and reach for your brand. You also get an opportunity to tailor the promotions based on age, gender, location, interest for demographic data to reach a targeted audience based on your preference.

### **5. Automated tools to function**

Various tools complement Facebook marketing and allow brands to make the most of their efforts. By automating processes like posting, managing content, running ads, appointment scheduling, and analysing, brands can look up to reach their goals effectively.

## **CONSUMER ATTITUDE**

Consumer attitude is an individual's overall knowledge, evaluation, and perception about a product, service, brand, or organization. It is influenced by various factors, such as personal beliefs, values, emotions, experiences and social influences. Consumers attitude can be favourable or unfavourable, and it affects the individual's choices and responses to stimuli. Consumer attitude can also be generalized for a group of people, and it can have positive or negative effects on the marketing of the product, service, brand, or organization.

## **REVIEW OF LITERATURE**

Social media can be used to gather information about consumer behaviour and to conduct analysis leading to a greater understanding of how the toll can be used to better marketing products and services. **(Paquette, 2013; Rathore & Ilavarasan, 2016; Felix, Raushnabet & Hinsch 2017)**

The scope of this study will be on the social media platform Facebook, because there are still few studies that have focused on Facebook regarding decision-making. According to a report by Newcom Research & Consultancy (2018), Facebook is after WhatsApp the largest social media platform in the Netherland with 10.8 million active users. The age category that is most on Facebook are people between 20-39 years (89%) **(van der Veer, Boekee, Hoekstra, & Peters, 2018)**

As per the suggestion of **Cao et al. (2021)**, social proof is the most interesting concept in today's world that encourages people to make a purchase when they get to know that others have done this thing before them. It has been observed that, on social media platforms including Facebook, brands are able to showcase their customer reviews, customer feedback, ratings, as well as testimonials from existing customers.

## **SIGNIFICANCE OF THE STUDY**

Social platforms are helps to connect with their customers, increase awareness about the brand and boost of sales. In Thanjavur District, nearly 89% of people used the Facebook Marketing. Because the Facebook Marketing provides immense potential for business and also to create the desire for buying attitude of consumers.

## **OBJECTIVES OF THE STUDY**

- To study the Demographic variable of the consumer.
- To study the consumers preference on Facebook Marketing.
- To find out the importance factors for a Facebook Marketing.

## **RESEARCH METHODOLOGY**

### **Sampling**

All the times which are a part of the study constitute the universe of research. The research involves the study of each and every unit of the population; it is termed as a census survey. This research was related with the convenience sampling.

### Convenience Sampling

Convenience sampling method is adopted for collecting the data from the respondents.

### Size of Sample

Sampling refers to the number of items to be selected from the universe to constitute a sample. Total population of the study refers to the entire “Thanjavur district” which consist of 9,55,300 people out of the total population of these district, 90 respondents have been selected through convenience sampling method.

### Simple Random Sampling

A sample design is a definite plan for obtaining a sample from a given population 90 samples were selected by sample random sampling method. It is one of the probability sampling techniques.

### SCOPE OF THE STUDY

Consumers attitude in simple words, it means how consumers behave in the market (i.e.) the process by which consumers make a purchase decision to satisfy their needs and wants. Every consumer mindset is not the same; they all vary from each other. The word such as consumer attitude, consumer behavior, individual buyer behavior, and buying behavior of the consumer are all the same. Consumer attitude is the study of how individuals, groups and organizations select, buy, use the goods and services, ideas or experience to fulfil to buyers needs and wants. For this, the social media are playing a vital role especially a face-book the study analyse the impact of Face-book marketing towards consumer attitude with reference to Thanjavur District.

### DATA ANALYSIS OF EFFECTIVENESS OF IMPACT OF FACE BOOK MARKETING

**TABLE NO. 1**

**CLASSIFICATION OF RESPONDENTS ON THE BASIS OF AGE**

S.NO	AGE WISE	NO. OF RESPONDENTS	PERCENTAGE
1	Below 20	3	3.3

2	21 - 25	51	56.6
3	26 - 30	12	13.3
4	31 - 35	18	20
5	Above 35	6	6.6
	Total	90	100

### Interpretation

The above table shows that 3.3 percentage of the respondent are in the age group of below 20 years. 56.6 percentage of the respondents are in the age group of 21 -25 years 13.3 percentage of respondents are in the age group of 26, 51, 30 years 20 percentage of the respondents are in the age group of 31 – 35 years and 6.6% of the respondents are in the age group of 35 years.

**TABLE NO. 2**

### CLASSIFICATION OF RESPONDENTS ON THE GENDER WISE

S.NO	GENDER WISE	NO. OF RESPONDENTS	PERCENTAGE
1	Male	27	30
2	Female	63	70
	Total	90	100

### Interpretation

The above table indicates that is 30% of the respondents are male and 70 percentage of the respondents are female.

**TABLE NO. 3**

**CLASSIFICATION OF RESPONDENTS ON THE BASIS OF OCCUPATION WISE**

S.NO	OCCUPATION	NO. OF RESPONDENTS	PERCENTAGE
1	Student	39	43.3
2	Service Oriented	21	23.3
3	Business	15	16.6
4	House Hold/Retired	0	0
5	Unemployed	15	16.6
	Total	90	100

**Interpretation**

Table 3 shows that maturity 43.3 percentage of the respondents are student 23.3 percentage of respondents are working in a service oriented 16.6 percentage of the respondents are business people under 16.6 percentage of the respondents are unemployed.

**TABLE NO. 4**
**CLASSIFICATION OF RESPONDENTS ON THE BASIS OF USE FACEBOOK**

S.NO	USE FACEBOOK	NO. OF RESPONDENTS	PERCENTAGE
1	Daily	18	20
2	Weekly	21	23.3
3	Once Week	27	30
4	Weekly Twice	24	26.6



	Total	90	100
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**Interpretation**

Table 4 shows that 34 age of the respondents are you using a Facebook in weekly 23.3 percentage of correspondence are using in weekly 26.6 percentage of the respondent are using a Facebook in weekly twice and 20 percentage of the respondent are using Facebook in daily.

**TABLE NO. 5**

**CLASSIFICATION OF RESPONDENTS ON THE BASIS OF USAGE OF SPEND IN FACEBOOK**

S.NO	TIME DURATION	NO. OF RESPONDENTS	PERCENTAGE
1	Contacting with Friends	12	13
2	Creating or Sharing thoughts	18	20
3	Playing Games	15	17
4	Following for Shopping	45	50
	Total	90	100

**Interpretation**

The table 5 interpretations about table number 4-point number 4.9 shows that majority 70 percentage of the respondents are using a Facebook in less than 1 hour 30 percentage of the respondents are nearly 1513 powers of using the Facebook.

**TABLE NO. 6**

**CLASSIFICATION OF RESPONDENTS ON THE BASIS OF ADVERTISING ON FACEBOOK SCALE**

S.NO	SCALING RATE	NO. OF RESPONDENTS	PERCENTAGE
1	Useless	3	4
2	Less Importance	15	17
3	Neutral	21	23
4	Useful	12	13
5	Very Useful	39	43
	Total	90	100

### Interpretation

The table 6 shows that 4 percentage of the respondent are useless on Facebook scale rate 17 percentage of the respondents are less importance of Facebook scale rate 23 percentage of the respondents or neutral of Facebook scale rate 13 percentage of the respondents are useful on Facebook scale rate and 43 percentage of the respondents are very useful on Facebook Scale rate.

### FINDINGS

- ✓ 56.6% of the respondents are in the age group of below 21 to 25 years.
- ✓ The majority of percent of the respondents is female.
- ✓ 43.3% of the respondents are students.
- ✓ 70% of the respondents are spend in Facebook per week.
- ✓ 43% of the respondents are more interested in using Facebook.
- ✓ Most 43% of the respondents are very useful of Facebook advertising.

### SUGGESTIONS

Facebook will be important for marketers to prepare the applications and the content. These are also help to consumers continuously for fall of the social media and help to audience the content and application are entertaining educative informative and encouraged to consumer for decide to buy.

Communication should be more preferred than advertising so if the brand is communicated well and remember the by the audience then it is great as to the company for the promotion from Facebook.

Promotional way of advertising is best the usual banner ads and video attract them. So advertising must be interactive promotional and in innovative form to hold the audience. Adding more multimedia elements to have more interactive factors in the front pages and group would benefit the brand user.

## CONCLUSION

After analysing the outcomes of this studies found that majority of the respondents spent more hours on Facebook per week. Most of the respondents agreed that Facebook marketing triggers them to make a purchase of products/service but they even agreed that only some time rely the information available on Facebook. Consumers give highest priority to fashion, concerned about product quality. Most of the respondents are likely considered advertisement/promotion, Facebook manager, Facebook group and reviews while making the purchase decision of a product or services. Relationship marketing strategy should be adopted by bounding with customers for positive impact with better communication and interaction. The targeted customers should be the opinion leaders and social group to facilitate support for the advertised product.

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