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INFLUENCE OF SOCIAL MEDIAS IN COIMBATORE CITY WITH SPECIAL REFERENCE TO MARKETING OF MOBILE APPS

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ABSTRACT

Social media is defined as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content". Social Media contains two words. The first one is "Social" which means interaction, sharing and so on. Another word is "Media" where to say that social media is a medium for publication. Social media contains a lot of tools and applications which let the users express their opinion, publish articles, sharing videos and so on easily.


KEYWORDS

social media marketing, mobile apps, social media.

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INTRODUCTION

 Social media marketing refers to the process of gaining traffic or attention through social media sites. It is basically internet marketing that utilizes social networking websites as a marketing tool. The goal is to produce content that users will share with their social network to help company increase brand exposure and widen customer base.

Social Media history began in 1969 when CompuServe Company offers internet services for public using dial-up technology in United States. Then in 1979 Usenet become first bulletin board, which connects Duke University and University of North Carolina. The development process continuously moving until Tripod introduced online community for college students and young adults in 1992. In 1997 there have more than one million sites on the internet including social media sites like AOL Instant Messenger. Frindster become biggest social networking site in 2002 with more than 3 million users. In 2003 MySpace, Frindster clone site launched and LinkedIn also launched their business-oriented social networking site for professionals. In 2004 Facebook started their operation which offers networking opportunity for Harvard College. YouTube come to the world in 2005 and give excitements to the world with video sharing features.

In 2011 social media can be accessed from anywhere in the world and become one of the important thing in our life. Thousands of sites offers social media services in 2012 and all this sites very flexible and can be accessed through many different devices. Companies are now forced to use social media to make sure their brand always in customers mind.

SOCIAL MEDIA INFLUENCE

According to Sir Andrew Likierman, London Business School Dean, "social media has completely disrupted the way businesses assess their performance". This statement is completely true because social media not longer an option but is a must especially companies that dealing straightly with customers. Some business can completely avoid thinking about social media like wholesalers because they just dealing with another business. Since social media become more power, organization facing difficulties to measure their performance. They must have specific strategy for social media or even companies could have one special unit that handle feedbacks and responses from user.

REVIEW OF LITERATURE

Bekoglu (2016) in his research paper titled "Strategic Approach in Social Media Marketing and a Study on Successful Facebook Cases". Development of internet and social media has led to significant change in marketing change in marketing. Companies are now making serous efforts to integrate social media into marketing strategies. **Curley (2014)** in her research paper title "Social Media Marketing Effects on Corporate Social Responsibility". It discussed about the social media marketing effects on corporate social responsibility. Social media marketing is a natural platform for cultivating and instilling such corporate messages. **Gul and et.al (2014)** in their research paper titled "The Relationship of Social Media with Fashion Consciousness and Consumer Buying Behavior". The people use to spend their money proportion on fashion changes as it plays a significant role in life style. The result o the study indicated that there is a weak significant relationship between social media and fashion consciousness

OBJECTIVES OF THE STUDY

1. To study the factors influencing to choose apps for mobile through social media advertisements.
2. To find out the relevance of age and choice of mobile apps.

LIMITATIONS OF THE STUDY

- The sample size is limited to 200 due to time constrains.
- This study was concluded only in Coimbatore city, which may not give a general conclusion.
- Since the time was limited, convenient sampling method is used.

DATA ANALYSIS AND INTERPRETATION

TABLE 1: DEMOGRAPHIC PROFILE OF THE RESPONDENTS

S.No.	Demographic Variables	Category	Frequency	%
1.	Gender	Male	88	44.0
		Female	112	56.0
2.	Age	18-25 Years	140	70.0
		26-35 Years	36	18.0
		36-45 Years	16	8.0
		45 Years and above	8	4.0
3.	Educational Qualification	No formal education	0	0
		UG level	32	16.0
		PG level	72	36.0
		Professional Degree	16	8.0
		Others	80	40.0
4.	Occupation	Student	104	52.0
		Business	24	12.0
		Private Employee	52	26.0
		Government Employee	4	2.0
		Home maker	12	6.0
		Others	4	2.0
5.	Monthly Income	Below Rs 10,000	124	62.0
		Rs 11,000-Rs 20,000	28	14.0
		Rs 21,000- Rs 30,000	12	6.0
		Rs 31,000-Rs 40,000	4	2.0
		Above Rs 40,000	32	16.0
6.	Marital Status	Single	132	66.0
		Married	68	34.0
7.	Mode of Availing net connection	Broad band	8	4.0
		Mobile data	144	72.0
		WIFI	28	28.0
		Personal hotspot	20	20.0
8.	Online Spending Hours	0-5 hours	108	54.0
		6-10 hours	88	44.0
		11-15 hours	4	2.0

Source: Primary Data

RANK ANALYSIS

TABLE 2: FACTORS INFLUENCING TO CHOOSE MOBILE APP VIA SOCIAL MEDIA

S.no	Factors	Mean value	Rank
1	Attractive display	2.68	1
2	Special videos of apps	3.42	5
3	Review and comments availability	2.98	3
4	Friends request to avail the apps	2.72	2
5	Graphics and special effects	3.02	4

Source: primary data

INTERPRETATION: From the above table it is inferred that “Attractive display” with mean value 2.68 has obtained First rank, “Friends request to avail the apps” has a mean value of 2.72 and it obtained second rank, “Review and comments availability” has a mean value of 2.98 and it obtained third rank, “Graphics and special effects” has a mean value of 3.02 and it obtained fourth rank, “Special videos of apps” has mean value of 3.42 and it obtained fifth rank. Thus, it concluded that attractive display ranks first with the mean value of 2.68 and it is the main factor influencing to choose mobile app via social media.

CHI-SQUARE

TABLE 3: ASSOCIATION BETWEEN AGE AND CHOICE OF MOBILE APPS

S.No	Age	Mobile Apps							Total
		Entertainment Apps	Games Apps	News Apps	Productivity Apps	Social networking Apps	Sports Apps	Search tools Apps	
1	18-25 years	12 (14.0)	8 (14.0)	8 (8.4)	12 (11.2)	76 (70.0)	8 (5.6)	16 (16.8)	140
2	26-35 years	8 (3.6)	4 (2.2)	4 (2.2)	0 (2.9)	16 (18.0)	0 (1.4)	4 (4.3)	36
3	36-45 years	0 (1.6)	8 (1.6)	0 (1.0)	4 (1.3)	4 (8.0)	0 (.6)	0 (1.9)	16
4	Above 45 years	0 (.8)	0 (.8)	0 (.5)	0 (.6)	4 (4.0)	0 (.3)	4 (1.0)	8
	Total	20	20	12	16	100	8	24	200

*Source: Primary Data Note: figures in parenthesis are expected frequencies

TABLE 4

Factor	Chi-square value	Df	P-value	Significance	Remark
Age and mobile apps	67.237	18	0.000	S	Reject

Significance level 5%

H₀: There is no significance association between age of the respondents and choice of mobile applications.

INTERPRETATION: From the above table it is clear that the P-value is Less than 0.05 level of significance; hence, the null hypothesis is rejected. Thus, it can be concluded that there is associated between age of respondents and choice of mobile applications.

CONCLUSION

Social media marketing is a powerful way for businesses of all sizes to reach peaks. Customers are already interacting with brands through social media. Social media marketing is a perfect channel for sharing the best site and blog content. While using social media for marketing is a great way to leverage unique, original content to gain followers, fans. Thus, the study concludes that Attractive display is one of the fundamental factor to choose the apps via social media and there is definitely an association between the age of the respondents and their choice of mobile applications preferred.

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