



International Journal of Applied Business and Economic Research

ISSN : 0972-7302

available at <http://www.serialsjournals.com>

© Serials Publications Pvt. Ltd.

Volume 15 • Number 18 (Part - II) • 2017

An Exploratory Study on the Influence of SNS in the Brand Awareness of Rural People

Jojo Joy¹ and M. Sulaipher²

¹ Research Scholar, Dept. of Management Studies, Noorul Islam University Kanyakumari, Tamilnadu, India

E-mail: Kokilasingh.ns@gmail.com

² Assistant Professor, Dept. of Management Studies Noorul Islam University Kanyakumari, Tamilnadu, India

Abstract: Social networking sites (SNS) like Facebook, YouTube, and LinkedIn etc. are affecting our daily lives. In this paper, we researched on how SNS impacts brand awareness of people with reference to rural people of Kerala. We developed a questionnaire and conducted an offline survey on people of different profiles and ages using Stratified random sampling technique. Also, we studied news reports about people who used SNS in a certain manner for getting brand information and the influence of social media marketing. The methodology is applied effectively to understand how SNS are changing the way of people interest in the new form of advertisement and getting brand awareness through SNS, because of its increasing role in marketing.

Keywords: Social networking sites, social media marketing, brand awareness and rural people.

I. INTRODUCTION

Social media marketing is its nascent stage in India. The main aim of its to create brand awareness among people. But still in India the rural population is more than fifty percent of the total population. So the success of every business strategy is depends on the effectiveness of it has on the rural population. Brand advertisement through social networking channels influenced the perception of consumer. The repeating and personal advertising create become easy with SNS. Social media is ever-changing the strategy, data is communicated to and from people round the world. (Awareness 2008b)[1] social media selling comprised of choices like multidirectional dialogs, democratic and user generated. The study of DEI Worldwide (2008)[2] seventy percent of shoppers have visited social media websites to induce data. Moreover, forty nine percent of those customers created a procurement appeal the idea of the info they gathered. Social media marketing is marketing exploiting online communities, social networks, blog marketing and lots of. Social media Marketers presently have the possibility to move broader and lots of innovative sorts in online

mass media communications. Social media like Facebook, LinkedIn, YouTube, and Google plus are some of the dynamic networks that facilitate on-line community. It is comparatively cheapest form of marketing and permits organizations to interact in direct and user contact. However most of firms are adopting common marketing strategies for their consumers regardless of urban and rural. The choice creating process of the consumers are influenced by demographic variables. Arnold & Reynold (2003)[3] Eastlick & Feinbrg (1999)[4] says some aspects of shoppers behavior associated with purchase motives. Its vital for a marketer to understand all these variables therefore on know why consumers behave with the manner.

II. REVIEW OF LITERATURE

Goldsmith (2000)[5] process the importance of consumer angle towards the advertisements. Consumers have a lot of management over their ad exposure and that they build their exposure decisions supported their opinions within the medium. Shavitt (2004)[6] discovered peoples perceptions/ feeling concerning advertisements depend upon the medium in which the ad seems. Its so argued that a decent understanding of consumer attitude and perception towards advertising in specific media is crucial. Since advertising influences each brand attitude and purchase intention, special attention has to offer to the present aspect of marketing communication. Godes, David and Dia mayzless (2004)[7] describe social media or consumer generated media or consumer generated content or a term thats accustomed to describe any kind of text, image, audio or video clip thats uploaded to the net by ordinary people and may be simply shared and can located by other people. Larry Weber (2007)[8] believes that the social internet may be a new world of unpaid media created by individuals or enterprise on web. Its started taking part in a serious role in brand promotion and influencing customers thinking about and making a purchase decision. A longitudinal study by Barnes and Mattson (2008)[9] found that social media has penetrated parts of the business world at a tremendous speed. In 2008, 70 percent of the five hundred firms reported using at least one social media tool together with message, bulletin boards, social networking, on-line video, blogging or podcasting.

Bough, Bornin and Agresta (2011) [10] delineated social media marketing as a term that describes the utilization of blogs, social networks, on-line communities or the other collaborative media for marketing, brand awareness and pro- motion, sale, public relations and client service. In line with Monika Sharma and Deepika Kalra (2011)[11] says that on- line social media selling has been ready to influence customers product purchase decisions. And created a trail in their studies to understand whether or not customers very trust there on- line social media in terms of review and different presti- gious sources. Abhu Bashar, Irshad Ahmad, Mohammed Wasi (2012)[12] through their study says the relationship of con- sumers demographic factors on the impulse buying behavior. By Douglas Holt (2016) [13] He recommended in his studies that crowd culture changes conventional branding models, it really makes an alternative model of cultural branding even a lot of powerful.

III. STATEMENT OF PROBLEM

The need of obtaining plan concerning the effectiveness of social media marketing within the rural areas, here the study focused on the degree of influence done by various demographic determinants such as gender, age education in social media marketing with respect to brand awareness.

Table 1
Percentage analysis of demographic characteristics of Respondents

	<i>Content</i>	<i>Frequency</i>	<i>Percent</i>
Gender	Male	99	66
	Female	51	34
	Total 150		100
Age	Below 30	60	40
	30-40	66	44
	Above 40	24	16
	Total 150		100
Education	UG	36	24
	PG	51	34
	Professional	63	42
	Total 150		100
Sites	YouTube	48	32
	LinkedIn	18	12
	Facebook	69	46
	Twitter	9	6
	Google+	6	4
	Total 150		100
Time	Below 1 hr	102	68
	1-2 hr	27	18
	Above 2hr	21	14
	Total 150		100

IV. OBJECTIVES

- 1) To study the usage level of social media in rural areas
- 2) To examine the influence of social media marketing among rural people with respect to brand awareness.

V. TEST HYPOTHESIS

- 1) There is no significance difference between Gender with relate to brand awareness through SMM.
- 2) There are no significance difference among educa- tional qualification and age with relate to the brand awareness through SMM.

VI. RESEARCH METHODOLOGY

Analysis and interpretation are the backbone of a research process. The aim is to classify and summarize the data, so it is useful to give answers to the questions that arise in the research. In this chapter a detailed analysis of collected data has been attempted. It is to understand the rate of relation among demographic factors of consumers with respect to the dimensions of social media marketing in rural Kerala.

Data collection

The study entailed data assortment from rural areas of Kerala with stratified sampling. Info was collected in person contacting the respondents and explaining well concerning the survey. A total of hundred and fifty respondents from different parts of Kerala were taken on the basis of areas with highest rural population. With the assistance of structured questionnaire consisting of assorted closed and open end queries, primary information of consumers was collected.

(A) Descriptive Test

Percentage Analysis is used to describe the characteristics of collected sample or population in totality. Percentage analysis involves computing measures of variables selected of the study and its finding will give interpretation for the reader.

Table1 shows that out of total 150 respondents from three districts that use social media and interested in social media marketing, when considering the gender, 99 percent are men when compared to 28 percent of women. The age wise study reveals that the age group from 30-40 has the highest percent of 44. The education wise study shows peoples with professional degree has the highest influence of SMM with a percent of 42. The most popular site that used in Kerala is Facebook the reveals it by showing a highest percent of 46. The majority that is the 68 percent of the respondents are using SM only below an hour.

Inferential test

Variations in 2 teams within the mean values of variable are studied using T- test is discussed in this section. Also analysis of variance is also applied to verify the hypothesis.

Since P Value is less than 0.05, null hypothesis is rejected at 5% level. Here the P value is .005; hence there is significance difference between men and women with regard to consumer brand awareness.

In this test null hypothesis is rejected at 5% level. So there is significance difference between educations and consumers brand awareness. In case of age also H0 is rejected. This shows that there is an influence between age and educational qualification with relate to the brand awareness of consumers through SMM.

Table 2
T tests for significant difference among Gender

<i>Consumer</i>	<i>Male</i>		<i>Female</i>		<i>t value</i>	<i>p value</i>
	<i>mean</i>	<i>sd</i>	<i>mean</i>	<i>sd</i>		
<i>Brand awareness</i>	18.6	2.81	19.86	1.76	-2.843	.005*

Note: 1. ** denotes significant at 1%level
2. * denotes significant at 5% level..

VII. FINDINGS

- 1) The percentage analysis clearly shows those men are more exposed to social media. The brand awareness level of men is also high when compared to female. The age group from 30-40 has highest influence of SM in their brand awareness. The purchasing power of this group make them more aware of

Table 3
ANOVA test for age, Education with Relate to Consumer Brand Awareness

	<i>Educational Qualification</i>							
	<i>UG</i>		<i>PG</i>		<i>Professional</i>		<i>F value</i>	<i>P value</i>
	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>		
Consumer brand awareness	18.41	2.08	19.93	1.8	19.63	3.79	6.366	.002*

	<i>Age</i>							
	<i>Below 30</i>		<i>30-40</i>		<i>Above 40</i>		<i>f</i>	<i>p</i>
	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>		
	14.11	2.29	15.32	2.13	14.36	1.42	5.527	.005*

brands. Among different SM sites Facebook has the highest position with 46% on the basis of usage. The majority that is the 68 percent of the respondents are using SM only below an hour. This shows the nascent stage of SMM in the rural parts of the state.

- 2) From the t test, it is clearly understand that there is significance difference among gender with respect to brand awareness through social media. The hypothesis 1 is rejected at this level. There is an influence level of social media marketing in the brand awareness of male and female.
- 3) Testing Hypothesis 2 with the ANOVA, the result reveals that there is a significance difference in the influence level of brand awareness through SMM between different age group and education level. Here the null hypothesis is rejected.

VIII. SUGGESTION

From the above result it is clearly say that the influence level of social media marketing in the consumers brand aware- ness is effective in the rural part of Kerala. Rural areas are different from urban in various aspects. It is better to imple- ment rural marketing strategies irrespective of the common techniques adopted in social media to make brand awareness. Improving SMM campaigns can bring more people aware of it and can helpful in rising the usage time. This can bring more people into it. Companies should focus more on brand preference of consumers too; this is helpful in the success of any marketing strategies which depend on the final purchase done by customers.

IX. CONCLUSION

Recent trends in international economy have remodeled the techniques of marketing. Understanding the distinction of consumers behavior on the idea of demographic factors could lead on to develop successful marketing strategies. India is a country with a diverse culture and majority of people belong to the rural area. The current study indicates that there is a sturdy base for demographic factors like gender, age, education and occupation. The influence level of social media marketing is different with varied demographic

factors. By understanding their influence can useful for the businesses to develop strategies by considering of these facts in mind. Gender, Age, education and occupation did influence the perception too. From the current study, there ought to be an accumulated awareness of brand needed through social media marketing with reference to age and education. Social media has influence within the rural area. However the influence is completely different in keeping with varied demographic determinants. The effectiveness is additionally a matter mark with the result of demographic determinants with regard to brand preference.

REFERENCES

- Awareness. (2008b), Social media marketing: Integrating social media in your marketing mix: [http://www.awarenessnetworks.com/resources/integrating social media](http://www.awarenessnetworks.com/resources/integrating-social-media).
- DEI worldwide. (2008), The impact of social media on purchasing behavior. Volume 1.
- Arnold, M.J and Reynolds, K. E. (2003), Hedonic shopping motivations, *Journal of retailing*, vol. 79, No. 2, pp 77-95.
- Eastlick, M and Feinberg, R. A. (1999), Purchase motives for mail catalog shopping, *Journal of business research*. Vol. 45, No. 3, pp. 281-290.
- Goldsmith, R., Lafferty, B and Newell, S. (2000), The Impact of corporate credibility and celebrity credibility on consumer reaction to advertisements and brands, *Journal of advertising*, Vol. 29, Issue 3, pp. 43-54.
- Shavitt, Sharon, Vargas, Patrick and Lowrey, Pamela (2004), Exploring the role of memory for self-selected ad experiences: are some advertising media better liked than others, *Psychology and marketing*, Vol. 21, Issue12, pp. 1011-1032.
- Godes, David and Dina Mayzlin. (2004). Using Online Conversations to Study Word Of Mouth Communication. *Marketing Science*, Volume 23, Issue 4 (Fall 2004), pp. 545 - 560.
- Larry Weber (2007), *Marketing to the social web: How digital consumers communities build your business*, www.Wiley.com.
- Nora Ganim Barnes, Ericc Mattson (2008), *Social media in the Inc.500: The first longitudinal study*. Centre for marketing research, University of Massachusetts Dartmouth.
- Bough, B., Bonin and Stephanie Agresta (2011), *Perspectives on Social Media Marketing, Part One - Really Understanding Social Media*. Cengage Learning, Books24x7.