IMPACT OF SOCIAL MEDIA ON EVENT MARKETING - AN ANALYSIS

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Abstract

In recent days with the increase in the use of advanced technology in the field of digital media there is a drastic changes and improvements that has taken place in the arena of communication, the traditional methods of advertising and communicating and researching to the expected customers are not that convincing when compared with the new type of communication methods, which have come into existence in recent days, the latest type of electronic communication is much faster, simpler and easily accessible and also highly economical in its operation, most of the times the cost involved may be negligible and can reach to higher number of relevant customers. With growing immense popularity of internet, the advancement in the electronic media is gaining popularity. Traditional medium of communication has been replaced by this interactive form of digital medium of communication. Since, differentiation is the winning mantra of any form of advertising; event marketing has definitely taken a hot seat. Social media have provided new opportunities to consumers to engage in social interaction on the internet. Consumers use social media, such as online communities, to generate content and to network with other users. The study of social media can also identify the advantages to be gained by business. This paper emphasizes on the pros and cons of the implementation of the social media in event marketing. Social media is a very strong arena which is growing rapidly in recent days especially among the youths which plays a crucial role in the communication sector, it is very evident and has a strong belief that the event marketing is going to grow and can reach a large number of consumers through the social media, because of its easy accessibility and economy of its usage.

Keywords:
Social Media, Event Marketing, Internet, Analysis

1. INTRODUCTION

The emergence of electronics in recent days and the evolution of internet and the Social media in today's present world has been tremendous. It is a fact that there were times when people used to communicate to the external world only through the post mails. However, with the change in the life style, Humans grow with time and that results in growth in technology, so thinking grows as well and today in the era of globalization communication is been made easy via internet in particular with the use of social media [1]. To communicate People need not have to pay to send a card or a postal cover abroad to their loved ones, people need not have to waste money and more precisely time in sending text messages to friends and families. All that needs to be done is to log on to a phone or computer and can communicate to the world with just one click with the help of network called internet [2].

The impact of internet specifically in the field of social media globally plays a vital role not only in easy and fast communication, but linking people to people together, business to business together, finding lost ones friends and relatives, chatting with friends ,relatives, loved ones and for business purposes, sharing pictures to loved ones and in business to look at the good

and commodities and videos, sharing cultural and social events to the world and most importantly it has really been an essential tool in job creation and boosting the economy of many countries.

Technology is changing the channels and methods people use to communicate with one another, especially since the introduction of the Internet to the public. This is not only happening between person to person, but also, between business to business, businesses to consumer, manufacturer to consumer. It is important to understand communication evolution because we communicate every day, nonverbally, verbally, online, etc. Communication professionals such as marketers, advertisement creators and public relations practitioners are particularly concerned with the changing foundation for communication because it affects their relationship with their client's and audience's. A growing trend that is driving business and consumer engagement levels is the adoption of social media for business practices [8].

The evolution of electronics and internet has explored new avenues in the field of communication and has provided easy access to socialisation. The internet has provided access to information at its finger tips. In the Indian market there are several avenues that are untapped, the conventional marketing technique that are used traditionally is not sufficient enough in itself to ensure success in the future. It is necessary to understand the behaviour, culture, mode of socialisation and attitude of the consumers for the success of any business [5]. Modern communication methods adopt communication through electronic gadgets where in several consumers with the aspiration and interest of a particular product is connected through the social networking called the social media or precisely the social marketing [3].

Modern communication technologies offer media-based discussion, which creates an environment where in ideas can be shared, products diversified as well services exchanged. Social media is one such preferred internet application being the most important communication tool in the electronic world. Undoubtedly the frequency of using the internet and the rate of social media usage has increased in recent days [9]. in the usage of social media in communication for establishing event marketing [4]. The importance of the internet has tremendously risen and is steadily rising from day to day above any means of communication with the world. Creativity in the field of communication area has played a vital role in the vast development of methods and means of making the internet more enjoyable and relaxing and social media is the most successful innovation in the world of internet which emphasises on connectivity in terms of socialisation [6].

The present research work will focus more on how effectively the social media can be used in planning, marketing, producing, selling and most importantly advertising an event via e-marketing. The research will be generalized in various modes due to the

different tools used by the users of social media for their everyday activities. The study will also be focused in studying the everyday activities and also aims at studying the reasons behind how essential these tools might be, and the difficulties or complications that comes with it. The internal objective of this research will be aimed at how organisations can benefit from the ever-growing demand of the social media and how they can use the social media as a marketing tool to promote events and conference. Generally online marketers will benefit from this research by studying the trend that comes with social Media as well [7].

Furthermore, the goal of this research is to study the profitable impact that social media can have in influencing potential customers by attending conferences via social media marketing approach. Also, how customers or social media users can be convinced to pay for an event by the methods he/she get approached by the online marketer via social media.

2. LITERATURE REVIEW AND THEORETICAL BACKGROUND

A literature review is used to collect all the information about the problem from different sources like books, magazine, marketing books, websites, newspapers, e-papers and journals. Literature review also helps researcher to gather detailed information on a particular topic.

Social media is playing a very important role for consumer to take right decision on their needs [10]. This phenomenon is motivating deep changes in consumers' behaviour. This indicates that "The development of online communications has changed the way of seeking information by consumers". The information of consumers' goods supplier is no longer. The major factors those influence the decisions are quickly being equaled by widely opinion and experiences form other consumers [11]. This method labelled as "Prosumerism". The different social media like individual web-blogs, Social networks are major channels for making this method possible. Breazeale [16] surveyed 125 paper dealing with the electronic word of mouth. The majority of these papers are characterised as being mainly empirical, to determine the facts about electronic word of mouth. An example of such a paper is a study about the motivation of consumers to participate in electronic word of mouth [12] while a study by Bickat and Schindler [13] addresses the potential value for consumers of engaging in social media.

A part from this approach, existing theory and research can also be seen from the perspective of types of question that are addressed. For example, some researchers like Eccleston and Griseri [14] focus on classifying users of social media and make a distinction between several user segments: Connectors, Mavens and Sales people. Other researchers pay attention to the nature of the information consumer's use – for example the relative role of positive and negative information in influencing consumer's decisions [15]. Still another approach investigates what can be seen as a special case of communication channel selection by consumers: for which type of information consumers select which information source.

2.1 MOTIVATION AND PROBLEM STATEMENT

In the emerging technology it is observed that there is a change in marketing trend. This change can be utilised in an effective manner in order to reach to a specific population who rely on social media usage through which the product can be made popular among the population. This paper evaluates the possibility of utilising such opportunity to broad cast product through social media and obtain concurrence of the users for the same.

2.2 OBJECTIVES OF THE STUDY

• The main objective of the present study is to understand and reveal the demand in the usage of social media in communication for establishing event marketing.

• The present research work will focus more on how effectively the social media can be used in planning, marketing, producing, selling and most importantly advertising an event via e-marketing.

• The internal objective of this research will be aimed at how organizations can benefit from the ever-growing demand of the social media and how they can use the social media as a marketing tool to promote events.

• The goal of this research is to study the profitable impact that social media can have in influencing potential customers.

The specific objective of the research is:

• To study the importance of social media as a promotional tool.

• To know the impact of social media tools in event marketing.

• To study the recent trends in social media advertising.

• To understand the available social media tools for advertising.

• To know the extent of use of social media tools.

• To study the user's response to various advertisements on internet based social media websites.

• Is the social media information being collected converted to effective data?

• Does your social media marketing drive revenues?

• Do the social media marketing goals integrated with the overall business objectives?

2.3 SCOPE OF THE STUDY

The study is limited to a local area and specified to the application of social media to event marketing. The study does not cover other activities of human resource such as recruitment, selection, and other human resource policies. The data was collected by administering questionnaire to selected respondents and the respondents were selected randomly.

3. RESEARCH METHODOLOGY

Research means a search for facts. It is an organized inquiry. "Research is a systematic and logical study of an issue or problem or phenomenon through scientific method". The main objective

of research is to extend knowledge of human beings, social life and environment. Research design is a series of guideposts to keep one going in right direction.

In this present study a descriptive methodology is adopted. Descriptive research or study is a fact-finding investigation with adequate interpretation. It is simple and most specific type of research. This study is focused on particular aspect or dimensions of the problem selected. In the present research the following method of investigation is adopted to carry out the research, exploratory literature reviews, networking with domain experts and practitioners, series of questionnaire surveys and knowledge-mining interviews were carried to collect the required information.

4. TOOLS FOR COLLECTING DATA

4.1 PRIMARY SOURCE

Primary data is collected by administering a questionnaire and by conducting survey, which is based on sample.

4.2 SAMPLING METHOD

Random convenient sampling method is adopted for this study. A sample size of 180 employees was selected from the different departments of the organization. Data have been collected through structured questionnaire. It has been pre-tested administrated and adopted. (A Copy has been enclosed in Appendix) Direct interview technique has been adopted to approach the respondents. The response from the interviewers has been written down as the interview was in progress. Mostly close-ended multiple-choice questions were asked to elicit responses from the respondents. The most important step in the research work was gathering the needed information.

4.3 SECONDARY SOURCE

Secondary source of data is collected through:
• Published books, magazines, reports and text books
• Information from various sections of the organization.
• Literature available in annual report, organization profile
Internet.

4.4 STATISTICAL TOOLS USED

• *Tabular Representation*: The Data obtained from the questionnaire are first tabulated and presented in the form the tables
• *Graphs*: Subsequent to tabular presentations, data have been projected through graphs.
• *Percentages*: The total figure collected is converted in to percentage for clear analysis and for neat presentation of graph and tables.
• *Software*: Statistical software like MS Excel, SPSS and SAS are used to analyze the data collected and give the graphical representation.

4.5 PLAN OF ANALYSIS

The primary data collected from the structured questionnaire was put into tabular form. The data was analyzed by using percentages and averages. Suitable tables and graphs are prepared and presented in the report. This information was analyzed to draw inferences. From the analysis and interpretation, summary of findings was made.

5. RESEARCH MODEL AND HYPOTHESIS

The review of literature is based on the hypothesis that is set by default, makes this review an issue based one. Effort is made to bring solution for the below hypothesis and there by theoretically stand by broad objectives.
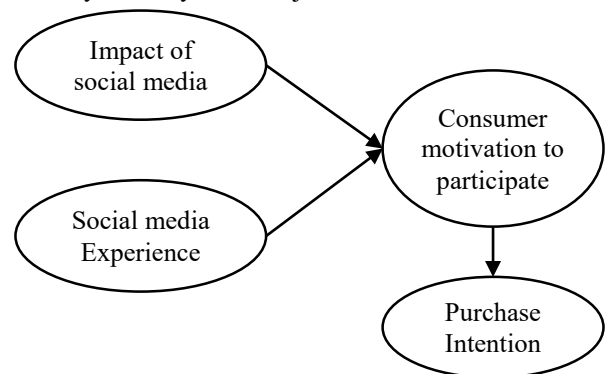

Fig.1. Conceptual Framework

The Conceptual Framework (Fig.1) is based on the following:
• The use of social media, its frequency and extent of usage may influence the motivation of the consumer.
• The consumer's experience in social media usage will reinforce the motivation of the consumer.
• As the motivation of the consumer increases, the purchase intention increases.
• Accessibility and Sufficient information can be gathered through social media.
• Relevance of the product through Social media provides a platform for opinion and suggestions for different user as well as consumers to take right decisions.
• Experience of one may provide the information to other consumers to refer product or service that cannot be evaluated before purchase.

6. DATA ANALYSIS AND FINDINGS

Social Media usage by the respondents is given in Table.1 – Table.4.

Table.1. Total Number of respondents

Male	Female	Total Respondents
62	96	158

Table.2. Total Number of respondents as per age

Age of the respondents	Percentage of respondents
21-30	12
31-40	51
41-50	21
51-60	10
61-70	6

Table.3. Total Number of respondents as Income

Income of the respondents	Percentage of respondents
	18
20,000 - 40,000	36
10,000 - 20,000	17
Less than 10,000	12

Table.4. Total Number of respondents as Income

Age of the respondents	Income of the respondents	Percentage of respondents
21-30	Less than 10,000	8
	10,000 - 20,000	10
	20,000 - 40,000	1
	40,000 and above	1
31-40	Less than 10,000	26
	10,000 - 20,000	34
	20,000 - 40,000	20
	40,000 and above	12
41-50	Less than 10,000	8
	10,000 - 20,000	14
	20,000 - 40,000	10
	40,000 and above	6
51-60	Less than 10,000	1
	10,000 - 20,000	1
	20,000 - 40,000	10
	40,000 and above	4
61-70	Less than 10,000	4
	10,000 - 20,000	0
	20,000 - 40,000	6
	40,000 and above	0

The satisfaction of respondents over various criteria on social media marketing:

Table.5. Percentage of respondent's satisfaction with various criteria

Criteria	Respondent's Satisfaction
More Control on work	76%
Performance	82%
Address the needs	84%
Saves time	92%
Accomplish the task	87%
Quality Product	65%

7. CONCLUSIONS

Since long time social media has attracted generations all over the world by its innovative cluster due to its several applications and uses. The main reasons why a consumers or producer like to use them are due to its user-friendly nature and innovativeness and the knowledge economies that it carries. Social media has strong potentialities to convert conventions into practicalities and for a producer a friend in need.

Marketing and branding through social media is a very good investment which has consistently increased in value and thereby considered as a safe and secure investment. One of the traditional strengths of social media is that it has always been a hedge against inflation. Social media has done a remarkably good job in spite of beating inflation for centuries.

According to the survey it can be summarized that social media helps in diversification of portfolio, product and brand. This is because the price of social media on demand and supply conditions in the world markets moves differently from product planning in India. Therefore, Social media tends to move differently from other Via media marketing strategies and it may hold its value even when other diversifications are performing poorly. Thus, an investment in social media earn smoother returns in simple terms, this means not putting all your financial eggs in one basket.

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