



A Study on Effectiveness of Traditional and Social Media Marketing in Trichy Region

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Abstract: *The purpose of the paper is to report on the process and finding of factors that influencing the effectiveness of customer engagement, brand reputation, customer brand attitudes towards traditional and social media marketing. The paper contains adequate details to support that objective and suitable to be presented at the conference. Besides, This paper examines the connection between factors influencing effectiveness of traditional media and also examine the key determinants of those factors towards social media marketing performances.*

Traditional and Social media had become really important gradient in today's marketing mix in general and in promotion mix in particular. Adapting some kind of promoting on-line through social media could be a key node for all businesses, The paper carries out empirical research to understand the effectiveness of traditional and social media as a statistical tool and a trial has been created to research the extent social media helps customers in shopping for deciding. In addition methods are advised for increasing the effectiveness. Various applied mathematics tests are applied to support the analysis hypothesis.

Keywords: *customer engagement; brand reputation; customer brand attitude; statistical tools; effectiveness of traditional & social media marketing.*

I. INTRODUCTION

Traditional marketing may be a rather broad class that includes several styles of advertising and promoting. It's the most recognizable type of marketing, encompassing the advertisements that we tend to see and listen to on a daily basis. Most traditional marketing methods make up one in all four categories: print, broadcast, direct mail, and telephone. Traditional media is an "old media" and is employed for mass communication, advertising and marketing and in trend before the arrival of the net and social media. Methods of traditional marketing will embrace print advertisement, like newsletters, billboards, flyers or pamphlets, TV, newspaper, radio, brochure, magazine.

Social media plays a vital role in our live nowadays. We have the access to any reasonably information at simply a button push aside. Anything that's thus immensely dilated has each positives and negatives associated with it. The power of social media is extremely high and has its effects on every individual. It is difficult to imagine our lives with social media nowadays and that we do pay a worth for excessive use.

There is lot of dialogue regarding the results of social media on the society as an entire. Some feel that it's boon whereas different feels that it's a curse. Social media has exploded as a class of online discussion wherever folks produce content, shares it, Market it and network at huge rate. Social media marketing make use to social media site to lift visibility on the net and to market products & services. Social media sites are useful for building social and business networks, and for exchanging ideas and knowledge's.

Social media marketing uses on podcasts, blogs, online videos, photo sharing, news sharing, message boards, posts on social media sites to easy on reach a large or targeted audience Social Media Marketing is the create new marketing concept and every business owner wants to know how social media can generate value for their business. People are social media by nature and collect or share information that is important to them.

II. OBJECTIVE OF THE STUDY

- A. To study the gap between customer expectation from traditional and social media marketing and its performance.
- B. To find the customer engagement by creating interacting between brand to customer and customer to brand.
- C. To find the brand reputation by create trust on particular brand.
- D. To compare and contrast traditional marketing and social media marketing.

III. NEEDS OF THE STUDY

- A. Social Media today argue that the purpose of social media marketing is to build a brand and increase a brand’s visibility, through building relationships and communicating with potential customers.
- B. Social media are one of the fastest growing industries in the world.
- C. Using both traditional and social media allows your marketing message to be spread across multiple channels and connect to a broader audience.

IV. RESEARCH METHODOLOGY

Descriptive research design is used in the study. The descriptive research I concerned with describing the characteristics of a particular individual or of a group. It is also concerned to involve with the particular predictions with narration of facts and characteristic regarding individual, group and situation. This research is completely based on the descriptions of factors that lead to the user’s decision making process. So the sampling technique used was non-probability convenience sampling. We used regression analysis for testing of hypothesis. For visual illustration of finding and results bar charts, pie charts and tables etc.

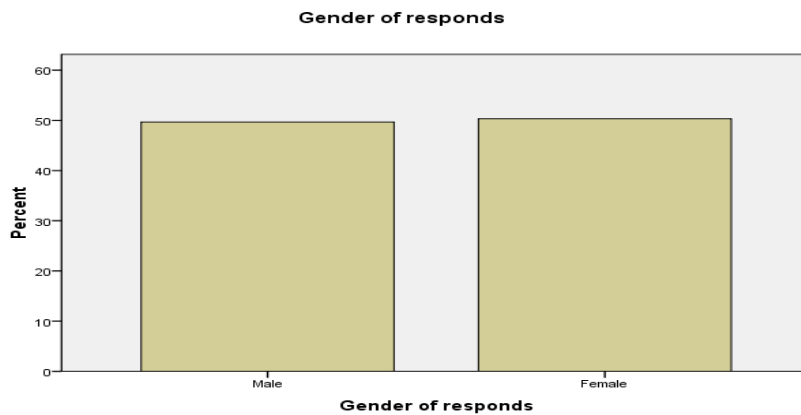
V. PERCENTAGE ANALYSIS

Table No:4.1

Table Name: Gender of the respondents

S.NO	Particulars	No of respondents	Percentage
1	Male	79	49.7
2	Female	80	50.3
	Total	159	100

Figure no.4.1



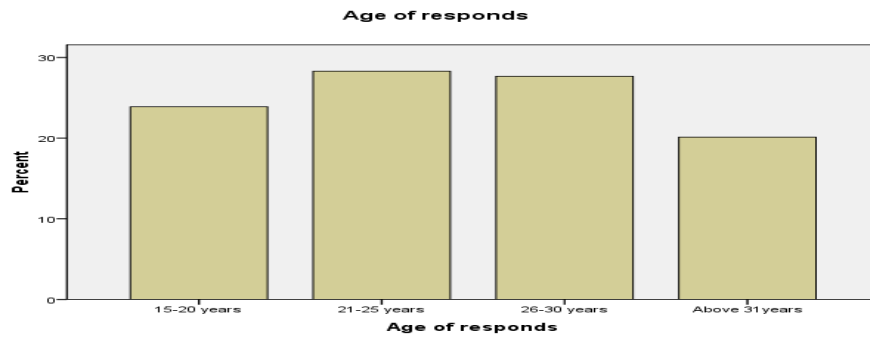
- 1) *Interpretation:* From the above table shows that, 49.7% of the respondents are male, 50.3% of the respondents are female.
- a) *Inference:* From this analysis, majority of the respondents are female.

Table no: 4.2

Table Name: Age of the respondents

S.NO	Particulars	No of respondents	Percentages
1	15-20 years	38	23.9
2	21-25 years	45	28.3
3	26-30 years	44	27.7
4	Above 31 years	32	20.1
	Total	159	100

Figure no. 4.2



2) *Interpretation:* From the above table shows that, 23.9% are 15-20 years, 28.3% are 21-25 years, 27.7% are 26-30 years, 20.1% of the respondents are above 31 years.

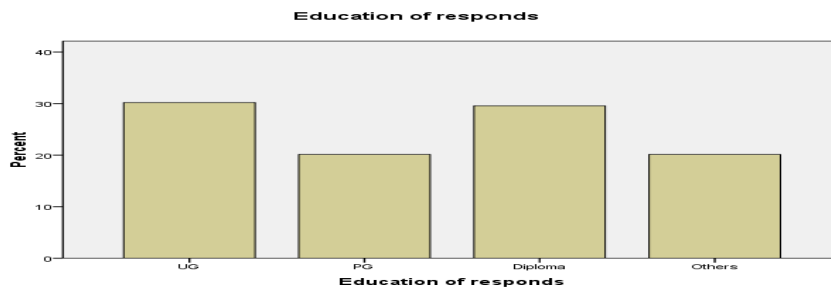
a) *Inference:* From this analysis, majority of the respondents are between 15-20 age groups.

Table no: 4.3

Table Name: Education of the respondents

S.NO	Particulars	No of respondents	Percentages
1	UG	48	30.2
2	PG	32	20.1
3	Diploma	47	29.6
4	Others	32	20.1
	Total	159	100

Figure no 4.3



3) *Interpretation:* From the above table shows that, 30.2% are UG, 20.1% are PG, 29.6% are Diploma, 20.1% are of the respondents are others.

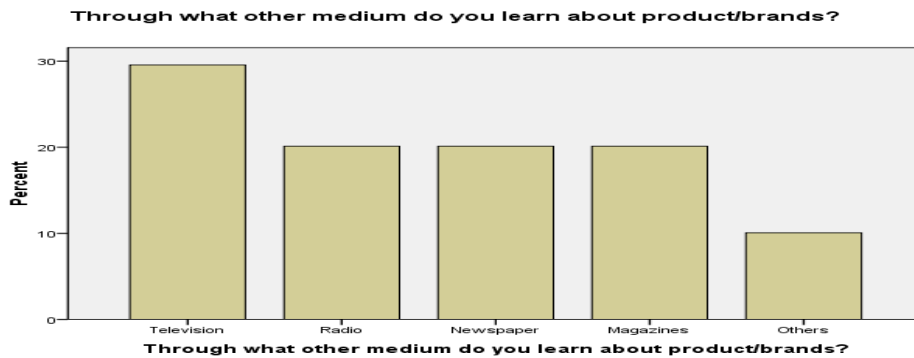
a) *Inference:* From this analysis, majority of the respondents are UG of degree.

Table no: 4.4

Table Name: Frequency distribution on do you learn about product/brands

S.NO	Particulars	No of respondents	Percentages
1	Television	47	29.6
2	Radio	32	20.1
3	Newspaper	32	20.1
4	Magazines	32	20.1
5	Others	16	10.1
	Total	159	100.0

Figure no 4.4



- 4) *Interpretation* : The above table shows that, the maximum of 29.6% are learn about product/brand of traditional marketing and the minimum 10.1% are others learn about product/brand in marketing.
- a) *Inference*: From this analysis, majority of the respondents are learn to about product television.

Table no: 4.5 Table Name: Frequency distribution how many per day you spend in traditional media

S.NO	Particulars	No of respondents	Percentages
1	2-4 hours	43	27.0
2	4-5 hours	58	36.5
3	6-10 hours	37	23.3
4	Above 11 hours	21	13.2
5	Total	159	100

Figure no: 4.5



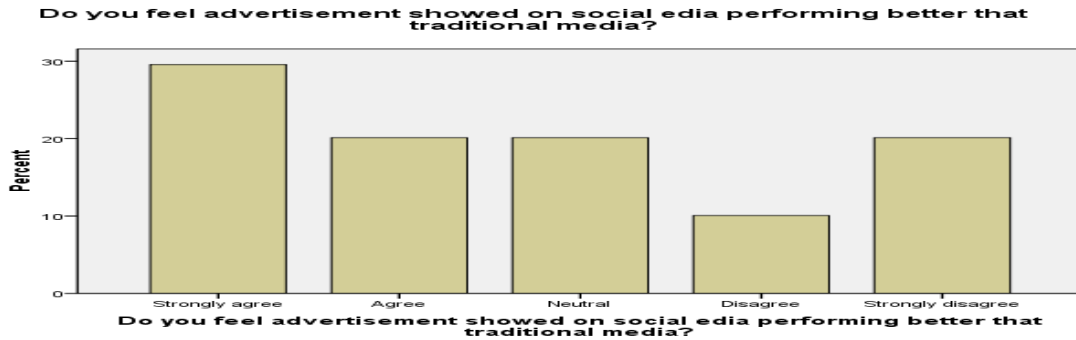
- 5) *Interpretation*: From the above table shows that, maximum of 36.5% are 4-5 hours, of the respondents, the minimum of 13.2% of above 11 hours of the respondents in per day you spend in traditional media.
- a) *Inference*: From this analysis, majority of the respondents are per day to spend in 4-5 hours.

Table no: 4.6

Table Name: Social media better than traditional media of the respondents

S.NO	Particulars	No of respondents	Percentages
1	Strongly agree	47	29.6
2	Agree	32	20.1
3	Neutral	32	20.1
4	Disagree	16	10.1
5	Strongly disagree	32	20.1
	Total	159	100.0

Figure no 4.6



- 6) *Interpretation:* From the above table shows that, maximum of 29.6% are Strongly agree of the respondents, minimum of 10.1% are Disagree of the respondents in feel advertisement showed on social media.
- a) *Inference:* From this analysis, majority of the respondents are strongly agree.

CHI- Square Test

A. *Checking The Relationship Between Modern And Traditional Advertisement*

- 1) *H0:* There is no relationship between modern and traditional advertisement
- 2) *H1:* There is no relationship between modern and traditional advertisement

Table no 4.7
Table name: modern and traditional advertisement

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.114E2 ^a	12	.000
Likelihood Ratio	257.302	12	.000
Linear-by-Linear Association	18.601	1	.000
N of Valid Cases	159		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.24.

a) *Chi-square result*

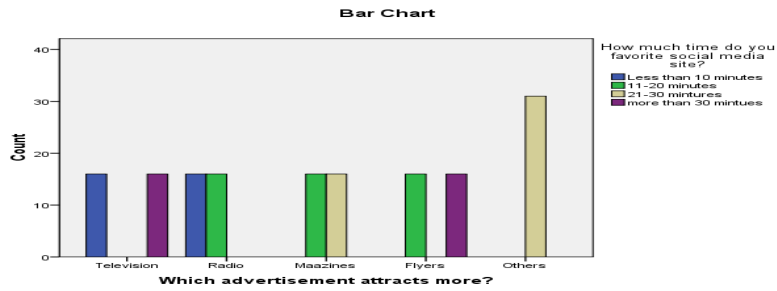
Calculated Value : 2.114E2^a

Degrees of freedom : 12

Tabulated Value : 21.026

Significant Level : 5% Level

Comparison : 2.114E2^a> 21.026



b) *Interpretation:* Calculate value in higher then table value, Therefore, there is no relationship between modern and traditional advertisement.

B. Checking Relationships Between Age And Social Networking Site

1) *H0:* There is no relationship between age and social networking site

2) *H1:* There is a relationship between age and social networking site

Table no 4.8
Table name: Age and social networking site
Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.923E2 ^a	12	.000
Likelihood Ratio	227.770	12	.000
Linear-by-Linear Association	3.900	1	.048
N of Valid Cases	159		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.24.

a) Chi-square result

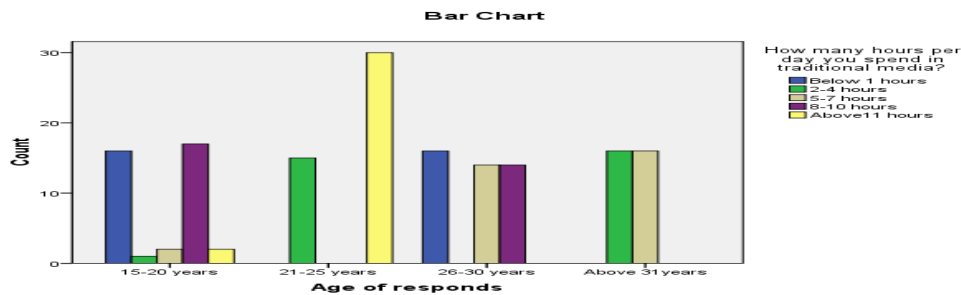
Calculated Value : 1.923E2^a

Degrees of freedom : 12

Tabulated Value : 21.026

Significant Level : 5% Level

Comparison : 2.114E2^a < 21.026



b) *Interpretation:* Calculate value in higher then table value, Therefore, There is a relationship between age and social networking site. Hence, H0 is rejected and H1 is accepted

C. Checking Relationships Between Income Level And Customer Engagement

- 1) H0: There is no relationship between income level and customer engagement
- 2) H1: There is a relationship between income level and customer engagement

Table no 4.8
Table name: Income level and customer engagement
Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.125E2 ^a	12	.000
Likelihood Ratio	258.721	12	.000
Linear-by-Linear Association	.862	1	.353
N of Valid Cases	159		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.24.

a) Chi-Square Result

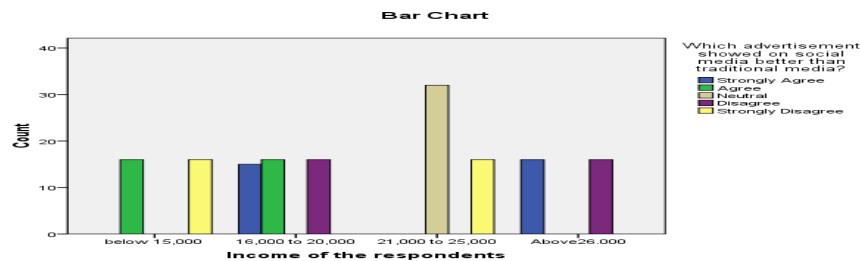
Calculated Value : 2.125E2^a

Degrees of freedom : 12

Tabulated Value : 21.026

Significant Level : 5% Level

Comparison : 2.125E2^a < 21.026



b) Interpretation: Calculate value in higher than table value, Hence, H0 is rejected and H1 is accepted. Therefore, There is a relationship between income level and customer engagement.

VI. FINDING

A. Percentage Analysis

- 1) The majority of the respondents are female
- 2) The majority of the respondents are between 15-20 years.
- 3) The majority of the respondents are UG degree.
- 4) The majority of the respondents are television on learn of the product and brand.
- 5) The majority of the respondents are 4-5 hours' time spent on traditional media.
- 6) The majority of the respondents are strongly agree on social media better than traditional media.

B. Chi-Square Analysis

- 1) To analyses whether modern media influences traditional media which this chi- square test were used, from this obtained value is 2.114E2^a, table value for degree of freedom is 12 and level of significance 5% table value comes as 21.026, this shows that modern between on traditional media.



- 2) To analysis whether age influence social networking site which this chi-square test were used, from this obtained $1.923E2^a$, table value for degree of freedom is 12 and level of significance 5% table value comes as 21.026, this shows that age influence between social networking site.
- 3) To analysis whether income influence customer engagement which this chi-square test were used, from this obtained $2.125E2^a$, table value for degree of freedom is 12 and level of significance 5% table value comes as 21.026, this shows that income influence between social networking site.

VII. CONCLUSION

There are various approaches that have been used in finding answers of objectives stated in the research, such distributed questionnaires and as some of the methods used to analyze the data obtained by using validity and reliability analysis, correlation and multiple regression analysis

As a conclusion, this research is about the factors influencing the effectiveness of traditional and social media marketing. It can be concluded all the independent variables gives the moderate relationship. this study shows that, it might be the respondents more experience about customer attitudes. This says that if brand awareness was increased by management the brand attitudes also increased.

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