



Establishing Relationship Among Social Media Marketing Promotional Strategies, Promotional Stages and Promotional Criteria

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Abstract: *Lately, online media has become pervasive and generally significant for person to person communication, content sharing furthermore, web based getting to. Because of its unwavering quality, consistency and prompt highlights, online media opens a wide place for organizations like internet advertising. Showcasing which happens by means of web-based media is known as friendly media showcasing. Web-based media showcasing has made workable for organizations to arrive at designated customers without any problem, really and immediately. Other than that, web-based media promoting likewise faces a few difficulties in the field. This article contends via web-based media marketing's benefits and disservices in present time. Today, buyers gain another job with online media. Purchasers are becoming content creators and, subsequently, practical shoppers rather than simply consuming, as before. Online media applications or instruments that work with this are sites, miniature contributing to a blog applications (like Twitter), person to person communication destinations (like Facebook), webcasts, and video and photograph sharing locales (like YouTube and Flickr). Considering this reality, it is valuable for organizations, particularly advertisers, to coordinate online media into showcasing and their promoting procedures. This study has endeavored to distinguish the significant benefits not set in stone by the advancement of Web innovation in the space of web-based media showcasing. Web-based media is the cutting edge instrument for advertisers who attempt each mean to receive their message out to their objective business sectors. The normal entrepreneurs or advertisers don't completely get the dangers and difficulties in it. The field is still so new that it is challenging to assess the capabilities of web-based media "specialists" who offer their administrations on the web. Thus, before an organization venture into the field of web-based media promoting, they need to finish full exploration on web-based media rehearses. An association needs to dominate fundamental standards and strategies of involving online media as an successful device to make due in the field of online media showcasing.*

Keywords: *Electronics Goods, Social Media, Consumer Behavior, Small Retailers.*

1. Introduction

Kanpur is a very big city lying under the state of Uttar Pradesh. The total population is more than one crore of district is nearly and many languages are spoken over here. There are a big retail stores and many different shops are there in the various cities of this district, and nowadays

many changes are taking place. Research has trying to see that now social media marketing is changing the situation and taking place of traditional channels of marketing. Not only young generation but old age consumers, working women, homemakers women those who are working in



various organization like Banks, Private organizations and many more industries have shown their interest in social marketing.

In modern world, is the world of technology where social media marketing is rising too rapidly? Study show that many consumers are shifting from traditional way to modern way of purchasing the goods and services too. We have seen that social websites are rising day by day like Flipkart, Amazon and many more. The way of thinking of consumers and many customers are shifting i.e. changing. The perception of young as well as middle age and even old age consumers are changing and moving. Some consumers are thinking that it has low cost that means as compare to other ways means older way is relatively cheaper. So, social media and various networking sites are developing day by day and consumers are attracting towards them. Many students, housewives, working class people are changing their mind from traditional way to modern way. It is now really true that social networking which are doing the job of marketing are mean to changing the mind and thinking of many and various consumers.

So researcher trying to find out how social media has changing the thinking and way of many consumers who are living in that district for that research has collected much information about that and trying to find out in part of social networking sites or social media marketing on consumer buying behavior.

Many small business owners underuse low-cost options for marketing, such as social media marketing. For small businesses to remain competitive in a larger marketplace, use of low-cost marketing tools has become increasingly important (Perry, 2014). Small businesses fail at an alarming rate. Fifty-four percent of small businesses will fail within the first 5 years of operating. However, some small business owners use effective marketing to ensure success within their business. Many business owners use social media advertising to interact with consumers personally. Small businesses could attract consumers' attention by creating rich content on their websites. The business owners remain tasked with meeting the demands of consumers while developing the business to be sustainable in a competitive market.

Roswinanto and Strutton (2014) posited that marketing, in generalized terms, was a way to introduce consumers to products or brands sold. Advertising is the resource used to market brands and products to consumers (Kurtin, 2016). Small business owner's use advertising to identify markets to create a plan that will aid in product sales and sustainability while ensuring consumer demand (Yong-Gun, Byon, Ammon, & Park, 2016).

With the social media boom, many marketers use social media advertising to increase sales; however, some business

owners lack the knowledge and technological expertise to implement social media marketing strategies (Stavrianea & Kavoura, 2015). Business owners have easier and quicker access when promoting a product online for loyal followers (Atwong, 2015). Marketers use social media advertising to target an audience and build relationships with consumers who may not have discovered a product due to limited information. Marketing for small business owners will expand the product's appeal (Fisher, 2015). Traditional marketers focus on spreading branding and products through billboards, commercials, and printed advertising. Millions of people use Internet search engines to view products listed online.

"The Present study explored the social media marketing strategies that small retail business owners use to increase sales. Business leaders who do not use social media as a marketing tool experience decreased sales and profitability. The literature posited that only 26% of small business owners use social media marketing to increase sales. The general business problem was business owners who do not use social media marketing limit profitability growth. The specific business problem was that some small retail business owners lack social media marketing strategies to increase sales".

2. Literature Review

Constantinides et al., (2011), Examined and detailed that Social Media separates Shopper's practices. Socio, Demographic, situational and mental components affect shopper's buying conduct. Financial specialists can deal with up more viable web-based media selling exercises by ordering web-based media clients by their age, sexual orientation, scholastic level, topographical area and occupation/pay level. Similarly, mental variables like learning, inspiration, discernment and character, Socio-social elements like family, economic wellbeing and family culture. These factors give advantages to finance managers to discover and focus on the customers of online media through legitimate web-based media promoting exercises. Diffley et al., (2011), In their exploration examination, plainly, Marketers have broken down whether web-based media destinations might be utilized as a decent instrument for selling and regardless of whether to include purchasers to partake in advertising via web-based media locales. They say that organizations should embrace an unmistakable methodology that draws in customers as opposed to stacking their inbox. Assuming additional selling promotions are pushed on to the customers, customers will get disappointed over the item. This creator discusses fostering a legitimate way to deal with use sites as



promoting apparatus. As an end the creator proposes that organizations needs to create great connection with customers to make online media destinations a superior apparatus for selling.

Erkan Akar et al., (2011), in their examination uncovered what influences consumer's mentalities towards selling through web-based media. For a finance manager, Shopper people group go about as new commercial centres for financial specialists. The investigation plans to detect the variables that affect the consumer's disposition towards selling an item on a web-based media stage.

Edison (2011), in his new investigation, on clients of on-line informal organizations in America uncovered that about 52% of United States residents have at least one or extra interpersonal organization profiles. The examination showed that one fourth of on-line social promoting clients purchase their number one brands, on these on-line interpersonal organizations locales, of which numerous clients use Face book as brand pages. The outcome shows that on-line interpersonal organizations turned into a wellspring of data on items for purchasing dynamic by shoppers.

Karimov et al., (2011), In their exploration recommending that buying of items online might be considered dangerous by clients due to the need to make actual item investigation, absence of individual data contact, and now and again the deficiency of secure exchanges. The endeavours towards expanding the fundamental issue of confidence in customer conduct can be upheld with the work of online media channels, similar to Face book, YouTube, Twitter, and friends web journals as they upgrade the impression of social presence also, customers might utilize web-based media as a specialized device which can work with them choose what to look for. The new expansion to the abilities of web-based media is the expansion of versatile applications to speak with others.

Stephen Guo et al., (2011), this paper investigates a Chinese commercial centre, Taobao, which is the world's biggest web based business webpage. Incorporated moment electronic informing apparatus makes Taboo high from its rivals. In our examination, this investigation practices how a person's exchange is installed in the web-based media. The investigations finishes up a model for buying an item through purchaser proposal, assuming an individual needs for an item, how he will act to choose the shop. The model uses information recovery procedures from the sites and exhibits how friendly factors will assist with understanding customer conduct.

Drell (2011), this examination investigations the web conduct of clients of web-based media and uncovered 2 principle sorts of data shared through on the web. They were arranged as high data sharers and uninformed sharers. In

this examination, out of 100%, High data sharers of on-line shoppers were 20% and have a place with the time of youngsters, they are devoted to brands, and had a few of electronic hardware to share the data. Then again, Low data sharers of on-line customers were are 80%, were normally more established, and focused on quality rather than brand..

3. Research Design

This study is mainly based on primary data collected from the target population like retail business organizations owners/ employees those who were heading the retail store and the store selection was based on four kind of product category retail outlets like Convenience store, Shopping store, Specialty store and unsought store.

The instrument (survey) design for this study was based on a review of literature from prior studies. In order to create a valid working instrument, the instrument was developed with the input and helps of professionals in the field of retail marketing and was approved by University professors. The main data collection instrument for this study was a structured questionnaire through survey. The instrument was made up of two parts. Parts one (06) and two (32) measure the effectiveness of social media marketing channels used by the retail marketers. This part of the instrument was based on a 5-point Likert scale (1 = Strongly Disagree, 2= Disagree, 3 = Neutral, 4= Agree, 5 = Strongly Agree).

The responses were taken on the Likerts-5-Point Scale in which their perception towards social media marketing was assessed from them. The respondents were motivated to take part in fill the questionnaire by themselves and also for answering the questions as scheduled. Total no of 400 questionnaire were distributed and out of which only 391 were submitted by the respondents filled completely and fit for final data analysis purpose of the study, whether 6 Questionnaires were incomplete and 3 were returned blank

4. Data Analysis & Finding

To establish the relationship among social media promotion strategies and promotional stages and promotional criteria in context of social media platform used by small retailers in Kanpur. For the purpose of achieving above mentioned objective of the present study and testing below hypothesis of the current study we used multiple regression analysis to find out the association between marketing promotional strategies and promotional stages, promotional criteria in term of social media platforms adopted by small retailers in Kanpur city



H₀: There is no significant relationship exists in marketing promotional strategies and promotional stages, promotional criteria in term of social media platforms adopted by small retailers in Kanpur city.

Table: 1: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.932	.870	.868	1.39248

a. Predictors: (Constant), Promotional stages, and Promotional criteria

This table 1 tells the percentage of variability in the dependent variables is accounted for by all of the independent variables together. The coefficient of multiple determinations R² is 0.870; therefore, about 87% of the variations in the Promotional strategies are explained by Promotional stages, and Promotional criteria of the studied phenomena.

Table: 2 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4743.668	5	948.734	489.293	.000
	Residual	711.609	367	1.939		
	Total	5455.276	372			

a. Predictors: (Constant), Promotional stages, and Promotional criteria
b. Dependent Variable: Promotional strategies

This ANOVA table 2 gives an F-test to determine whether the model is a good fit for the data. According to this table p-value is less than 0 .05, thus model is good fit for the data.

Table: 3 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Results
		B	Std. Error	Beta			
1	(Constant)	2.476	.548		4.520	.000	Rejected
	Promotional stages	.479	.086	.183	5.594	.000	Rejected
	Promotional criteria	.570	.050	.408	11.309	.000	Rejected

a. Dependent Variable: Promotional strategies

In the above Table: 4.11 Coefficients has been summarizing statistic as following expressions;

Hypotheses - $H_0: \beta = 0$

Inferences - We Reject H_0 , since all $P < .001 < 0.01$

Equation - Promotional strategies = 2.476 + (.479) Promotional stages + (.570) Promotional criteria.

Conclusion - The regression equation appears to be very useful for making predictions.

Explanation - In the above table - the Coefficient section of the table tells about which variables contribute to the model and the β (slopes) represents the marginal change in the dependent variable associated with one unit change in the corresponding independent variable, if other independent variable remain constant. The $p < .05$ means that we'll be wrong no more than 5% of the time and it is also confirm that the coefficients value comes just not due to a sample error.

The above information reflects that the model is fit to predict the associations between Promotional strategies and Promotional stages, Promotional criteria have strong and positive relationship. A strong and positive relationship established in among the social media promotion strategies, promotional stages, and promotional criteria in context of social media platform used by small retailers in Kanpur city.

9. Conclusion

The above information reflects that the model is fit to predict the associations between Promotional strategies and Promotional stages, Promotional criteria have strong and positive relationship. A strong and positive relationship established in among the social media promotion strategies, promotional stages, and promotional criteria in context of social media platform used by small retailers in Kanpur city. The investigation analysis showed that vital enlistment and determination affected representative execution in the retail store in Kanpur Uttar Pradesh and explicitly in a positive way. In a relationship examination the discoveries shown that there was solid positive and noteworthy connection between marketing promotional strategies and promotional stages, promotional criteria in term of social media platforms adopted by small retailers in Kanpur city.

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