

IJEAST

INTERNATIONAL JOURNAL
OF ENGINEERING APPLIED SCIENCE
AND TECHNOLOGY

VOLUME : 4 ISSUE : 12 Print / Issue Publication Date: 10-Jun-2020

ISSN : 2455-2143

DOI : 10.33564/IJEAST.2020.v04i12.015

Indexed In

Google SCHOLAR OPEN ACCESS doi Crossref

WWW.IJEAST.COM

editor@ijeast.com

International Journal of Engineering Applied Sciences and Technology, 2020
Vol. 4, Issue 12, ISSN No. 2455-2143, Pages 115-121
Published Online April 2020 in IJEAST (http://www.ijeast.com)



TO STUDY THE PERCEPTION OF BUSINESS OWNERS CONSIDERING SOCIAL MEDIA A SALES TOOL

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***Abstract*— Social Media is being in charge of all the industrial or non-industrial activities and content authorized as the king of those Social Media platforms. This paper is an attempt to study the perception of a business owner towards social media and their behavior toward social media marketing. All the data collected for this paper are the evaluation of the experience a business owner has while dealing their business using any social media platform in this era of fermentation in E-commerce activities. This paper discusses the idea of using social media as a sales tool and it also draws attention to consequences faced by a business owner while dealing with social media.**

Keywords— **Social selling, Social Media, Sales tool, Digital Marketing.**

I. INTRODUCTION

In this socially growing and fermenting era people are going digital and so are the sources of socializing and networking which bring us to the evolution of digital platforms know as social media. Social media has been addressed even before the advent of Facebook, Instagram or Snapchat as we use it on daily basis to start and end our day. After the advent of social media a lot of things has changed and still evolving in many ways which is served as an opportunity in a silver vessel for all the business owners and entrepreneurs out on the field. Whether he/she is the beginner or master of this game, social media gives parallel opportunity to each and every player in the field the difference is judged on the basis of the content. Content is known as the king of Social Media. Content can be in any form like in Video, Audio or in written and it can be created by pouring creativity in affiliating interest. Everyone might be aware about the term Digital Marketing and that digital marketing has help reach mass number of audience all over the globe. Digital Marketing refers to the art of utilizing electronic platforms to promote and connect with the target audience. World is going online and so are all the Businesses. Social media has also set a trend on online selling those service providers has served many facilities to make it easy for all the business owners and entrepreneurs to sell their offerings on social media and that's where we come across the term Social Selling. The process of selling any service or product via any social media platform is known as Social Selling. And the trend of social selling has influenced me to conduct this survey to know what influences those business owners to choose social media for their offerings. This paper is sectioned in different parts which include review of literature followed by research methodology, findings, recommendation and conclusion of the entire survey.

II. REVIWE OF LITERATURE

G.V. Chandra Mouli, M. Ananth Kumar and P. CH. Praveen Kumar (2017) conducted a research on "Facebook & Societal Marketing: A Strategic Assessment of Social Media Influence on Eco-Friendly Products Promotion". The paper defines various problems involved in using social media to promote eco-friendly products and examines typical digital marketing consequences on consumer buying dynamics. This study used quantitative method and the sampling unit consists two categories of people like students and working professionals and only Facebook account holders were considered for the survey apart from consulting senior marketing people. Judgmental Random Sampling method was used to select sample respondents of 384 sample unit and Data were collected using the questionnaire. Likerts summated rating technique was the method adopted. The responses to those statements by all the sample size was recorded and tabulated and was analyzed with classy statistical tools. The research was concluded by stating the fact that almost all the literate young people in India has a Facebook account and Facebook has referred as a powerful tool in increasing sales from the marketers point of view and the consumer also took it as a time saving tool and effective in terms of getting updated information.

M. Nick Hajli (2013) conducted a research survey on "A Study of the Impact of Social Media on Consumers". The main thrust of this paper focuses on examining the role of social factors on trust, which can influence an individual's intention to buy. The study was conducted through online and

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paper questionnaires. The participants are mostly resident in the UK and London (85%), although the research attracted some international participants. A total of 500 emails and 300 paper questionnaires offered 237 usable questionnaires for use. Participants ranged from 18 to 45 years old: 60% men and 40% women. The present study uses structural equation modeling (SEM). The study uses the re-sampling method for significance testing and bootstrapping of 500 re-samples and 237 cases per sample in order to assess the path significance, which provides the basis for confidence intervals allowing an estimation of factor stability The data emerging from a survey show how social media facilitate the social interaction of consumers, leading to increased trust and intention to buy. The results also show that trust has a significant direct effect on intention to buy. The perceived usefulness (PU) of a site is also identified as a contributory factor.

Shwu-lng Wu (2003) conducted a research on "The Relationship between Consumer Characteristics and Attitude toward Online Shopping". The purpose of the experiment was to examine Internet user concerns and perceptions of online shopping and measure the attitude of Internet users toward online shopping using the Fishbein model. The primary data from this research were collected using a survey of 600 Internet users through personal interviews; Members were randomly selected in Taiwan. Respondent ages ranged from 15 to 40 years old. This study used analysis of variance via Fishbein model. Future research can use the Fishbein intention model to account for the additional complexity introduced by more factors.

Georgios Tsimonis and Sergios Dimitriadis (2013) conducted a research on "Brand Strategies in Social Media" The purpose of this paper is to: first, examine why companies create brand pages in social media, how they use them, what policies and strategies they follow, and what outcomes do they expect; and second – from firms' point of view – how users are benefited from such pages. A qualitative study approach was employed for this study. Data were collected from personal interviews with 14 marketing managers responsible for the social media activity of their company, providing preliminary evidence about the actions firms take, the motivations that led them to getting involved, and the derived outcomes. The basic motivations are the increasing popularity of social media, competitors' presence, headquarters' strategy, and cost reduction pressure. Interact with customers, create/enhance relationships with customers, brand awareness, customer engagement, promote products/increase of sales and the more targeted acquisition of new customers, were referred to as the main expected outcomes for companies.

Muaid Momany and Abdullah Alshboul (2016) conducted a study on "Social Media Marketing: Utilizing Social Media to Advance Brand Awareness and Increase Online Sales." The objective of this study is examining the impact of the social media outreach efforts on the brand awareness, and online sales among bed and breakfast establishments, as perceived by the proprietors of those establishments. The target sample size for this study was 120. The actual sample size was 144. Convenience sampling was used to select the sample for the study; Survey Monkey's participant solicitation service was employed. Based on this study, it can be concluded that, when controlling for the covariates (location, number of rooms, when open), there is a strong relationship between perceived social media outreach efforts and both perceived brand awareness and perceived percent of online sales.

III. RESEARCH OBJECTIVES

- To study the perception towards social media as a sales tool.
- To identify the behavior of business owners towards social media marketing.

IV. RESEARCH METHODOLOGY

The problem statement for this survey is to know the perception of a business owner towards social media and their behavior towards social media marketing. A descriptive research design was adopted to conduct this survey where data was collected via structured questionnaire specifically designed for the purpose of understanding the perception of business owners. The questionnaire was circulated among various business owners from both manufacturing and service industry along with the businesses working as an intermediate such as retailer, wholesaler etcetera. The sample size included both beginner and experienced business owners with no age limit required. 150 business owners from Surat city located in Gujarat, India participated in this survey. The sampling method used was convenience sampling, a type of non-probability sampling. Frequency distribution, Chi-square technique has been used to analyze data.

V. RESULTS AND DISCUSSIONS

CHI-SQUARE Test

H_0: There is no significance relation between the types of business and the perception of business owner's perception toward social media.

H_1: There is a significance relation between the Types of business and the perception of business owner's perception towards social media.

	Value	df	Asymp. Sig. (2-sided)	Remark
Social media positively impacts you as a marketing tool.	2.315[a]	4	.678	Accept
Social Social Media is an informative tool	10.225[a]	6	.115	Accept
Social media helping you in widening the scope of your business	10.884[a]	4	.028	Reject

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Social media helps in getting up to latest trends	9.677[a]	4	.046	Reject
Social Media do affect consumer buying behaviour	5.556[a]	8	.697	Accept
Social media provides you a platform to showcase your work or business	12.000[a]	8	.151	Accept
Social media improves your Return on Investment ratio.	17.237[a]	8	.028	Reject
Promoting through social media adds less cost to your promotional activities.	12.976[a]	8	.113	Accept
Managing social media accounts requires efforts and time cost.	8.712[a]	6	.190	Accept
Selling via Internet benefit your business	2.315[a]	4	.678	Accept
Social Media helps connect more people	12.243[a]	8	.141	Accept
Social media marketing drive revenues	8.712[a]	6	.190	Accept
Social Media can be a competitive platform	9.677[a]	4	.046	Reject

Table 1: Chi-square between the types of business and the perception of business owner's towards social media.

The above table illustrates the affiliation between the types of business and the perception of business owner's perception towards social media. Here the associated significant value is less than 0.05 in few statements so it can be said that the type of business does affect the perception of business owner towards social media.

H_0: There is no significance relation between the kind of commercial chain and the perception of business owner's perception toward social media.
H_1: There is a significance relation between the kind of commercial chain and the perception of business owner's perception towards social media.

	Value	df	Asymp. Sig. (2-sided)	Remark
Social media positively impacts you as a marketing tool.	1.376[a]	2	.502	Accept
Social Social Media is an informative tool	8.942[a]	3	.030	Reject
Social media helping you in widening the scope of your business	1.861[a]	2	.394	Accept
Social media helps in getting up to latest trends	5.474[a]	4	.242	Accept
Social Media do affect consumer buying behaviour	5.252[a]	4	.262	Accept
Social media provides you a platform to showcase your work or business	6.308[a]	4	.177	Accept
Social media improves your Return on Investment ratio.	5.144[a]	4	.273	Accept
Promoting through social media adds less cost to your promotional activities.	9.196[a]	3	.027	Reject
Managing social media accounts requires efforts and time cost.	1.376[a]	2	.502	Accept
Selling via Internet benefit your business	6.803[a]	4	.147	Accept
Social Media helps connect more people	9.196[a]	3	.027	Reject
Social media marketing drive revenues	1.861[a]	2	.394	Accept
Social Media can be a competitive platform				

Table 2: Chi-square between the kind of commercial chain and the perception of business owner's perception towards social media.

The above table illustrates the affiliation between the kind of commercial chain and the perception of business owner's perception towards social media. Here the associated significant value is less than 0.05 in three statements so null hypothesis is accepting so it can be said that there is a significance relation between the kind of commercial chain and the perception of business owner's perception toward social media.

H_0: There is no significance relation between company having an e-commerce website and the perception of business owner's perception toward social media.
H_1: There is a significance relation between company having an e-commerce website and the perception of business owner's perception towards social media.

	Value	df	Asymp. Sig. (2-sided)	Remark
Social media positively impacts you as a marketing tool.	16.612[a]	2	.000	Reject
Social Social media is an informative tool.	7.431[a]	3	.059	Accept
Social media helping you in widening the scope of	4.415[a]	2	.110	Accept

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your business				
Social media helps in getting up to latest trends	4.942[a]	2	.085	Accept
Social Media do affect consumer buying behaviour	5.898[a]	4	.207	Accept
Social media provides you a platform to showcase your work or business	13.563[a]	4	.009	Reject
Social media improves your Return on Investment ratio.	4.080[a]	4	.395	Accept
Promoting through social media adds less cost to your promotional activities.	11.335[a]	4	.023	Reject
Managing social media accounts requires efforts and time cost.	15.885[a]	3	.001	Reject
Selling via Internet benefit your business	16.612[a]	2	.000	Reject
Social Media helps connect more people	4.077[a]	4	.396	Accept
Social media marketing drive revenues	15.885[a]	3	.001	Reject
Social Media can be a competitive platform	4.942[a]	2	.085	Accept

Table 3: Chi-square between company having an e-commerce website and the perception of business owner's perception towards social media.

The above table reflects the association between the companies having an e-commerce website and their perception towards the use of social media for their business. In addition, there are 6 statements where the associated significant value is less than 0.05 so null hypothesis is fail to accept so it can be said that there is a significance relation between company having an e-commerce website and their perception of business owners that social media positively impacts you as a marketing tool, managing social media accounts requires efforts and time cost, Selling via Internet benefit your business and social media marketing drive revenues. And the rest of the statement's significant value is more than 0.05 so null hypothesis accepts so it can be said that there is no significant relationship between a company having an e-commerce website and the other statements mentioned.

H_0: There is no significance relation between using social media to promote products and services and the perception of business owner's perception toward social media.
H_1: There is a significance relation between using social media to promote products and services and the perception of business owner's perception towards social media.

	Value	df	Asymp. Sig. (2-sided)	Remark
Social media positively impacts you as a marketing tool.	7.347[a]	2	.025	Reject
Social Social media is an informative tool.	2.616[a]	3	.455	Accept
Social media helping you in widening the scope of your business	26.736[a]	2	.000	Reject
Social media helps in getting up to latest trends	4.869[a]	2	.088	Accept
Social Media do affect consumer buying behaviour	6.112[a]	4	.191	Accept
Social media provides you a platform to showcase your work or business	10.664[a]	4	.031	Reject
Social media improves your Return on Investment ratio.	7.153[a]	4	.128	Accept
Promoting through social media adds less cost to your promotional activities.	2.824[a]	4	.588	Accept
Managing social media accounts requires efforts and time cost.	6.945[a]	3	.074	Accept
Selling via Internet benefit your business	7.347[a]	2	.025	Reject
Social Media helps connect more people	8.326[a]	4	.080	Accept
Social media marketing drive revenues	6.945[a]	3	.074	Accept
Social Media can be a competitive platform	4.869[a]	2	.088	Accept

Table 4: Chi-square between using social media to promote products and services and the perception of business owner's perception towards social media.

The above table illustrates the association between using social media to promote products and services and the perception of business owner's perception towards social media where there are four statements who's significant value is less than 0.05 so null hypothesis is fail to accept so we can say that there is a relation between the person's perception towards using social media to promote their business and whether or not it's helping them widen the scope of your business. And the other statement's significant value is more than 0.05 which says that there is no significance impression

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of using social media to promote their business and other agreements.

H_0: There is no significance relation between the type of business and the reasons to choose social media compare to other marketing channels.

H_1: There is a significance relation the type of business and the reasons to choose social media compare to other marketing channels.

	Value	df	Asymp. Sig. (2-sided)	Remark
High consumer attracting platform.	15.253[a]	8	.054	Accept
In trend for today's market.	20.325[a]	6	.002	Reject
Influences youngster easily.	8.767[a]	4	.067	Accept
Cost effective for a business.	8.169[a]	8	.417	Accept
Gain Marketplace Insights.	18.350[a]	6	.005	Reject
Improved Brand Loyalty.	9.036[a]	6	.172	Accept
Better Customer Satisfaction.	43.304[a]	8	.000	Reject
Faster, Easier Communication.	14.848[a]	6	.021	Reject
Boost Organic Visibility.	17.251[a]	6	.008	Reject
Track Your Competition.	14.185[a]	6	.028	Reject

Table 5: Chi-square between the type of business and the reasons to choose social media compare to other marketing channels.

The above table illustrates the association between the type of business the respondents are indulged in and the reasons to choose social media compare to other marketing channels. According to the data there are 6 statements whose significance value is less than 0.05 where it fails to accept and specifies that there is a affiliation between the type of business and the reason to choose social media being the trending platform for today's market and also the reason that it provides better customer satisfaction, in addition the other reason's significant value is more than 0.05 where the null hypothesis accepts and states that there is no significant relationship between the types of business and the reason to choose social media over other marketing channels.

H_0: There is no significance relation between the kind of commercial chain and the reasons to choose social media compare to other marketing channels.

H_1: There is a significance relation the kind of commercial chain and the reasons to choose social media compare to other marketing channels.

	Value	df	Asymp. Sig. (2-sided)	Remark
High consumer attracting platform.	2.081[a]	4	.721	Accept
In trend for today's market.	7.545[a]	3	.056	Accept
Influences youngster easily.	7.400[a]	2	.025	Reject
Cost effective for a business.	25.000[a]	4	.000	Reject
Gain Marketplace Insights.	1.680[a]	3	.641	Accept
Improved Brand Loyalty.	24.033[a]	3	.000	Reject
Better Customer Satisfaction.	4.811[a]	4	.307	Accept
Faster, Easy Communication.	13.019[a]	3	.005	Reject
Boost Organic Visibility.	14.310[a]	3	.003	Reject
Track Your Competition.	7.920[a]	3	.048	Reject

Table 6: Chi-square between the kind of commercial chain and the reasons to choose social media compare to other marketing channels.

The above table states the relationship between the kind of commercial chain the respondents uses and the reasons for choosing social media over other marketing channels. Here there are 6 reasons whose significant value is less than 0.05 which shows that it fails to accept and refers that it affects the behaviour of business owner when they compare the commercial chain they use and that it is cost effective for their business, it affects their brand loyalty at all and also doubts if it boost their organic visibility.

H_0: There is no significance relation between company having an e-commerce website and the reasons to choose social media compare to other marketing channels.

H_1: There is a significance relation company having an e-commerce website and the reasons to choose social media compare to other marketing channels.

	Value	df	Asymp. Sig. (2-sided)	Remark
High consumer attracting platform.	9.542[a]	4	.049	Reject

In trend for today's market.	2.219[a]	3	.528	Accept
Influences youngster easily.	2.987[a]	2	.225	Accept
Cost effective for a business.	8.383[a]	4	.079	Accept
Gain Marketplace Insights.	7.681[a]	3	.053	Accept
Improved Brand Loyalty.	7.817[a]	3	.050	Neutral
Better Customer Satisfaction.	4.982[a]	4	.289	Accept
Faster, Easy Communication.	.842[a]	3	.839	Accept
Boost Organic Visibility.	1.385[a]	3	.709	Accept
Track Your Competition.	8.218[a]	3	.042	Reject

Table 7: Chi-square between company having an e-commerce website and the reasons to choose social media compare to other marketing channels.

The above table shows the significant relationship between a company having a e-commerce website and the reason to choose social media compare to other marketing channels. Here the significant value is less than 0.05 in two reasons states so it clearly states that the null hypothesis accepts which refers that there is a significant relation between a company having e-commerce website and their interest in choosing social media over other marketing channels.

VI. CONCLUSION

To conclude the study it can be said that there's a significant relation between what type of business a person runs, the kind of commercial chain they use, whether or not they own an e-commerce website, the time period of using social media to promote their offerings online and their perception towards social media. Moreover, there are many factors which affects the reasons which influences a business owners to choose social media over other marketing channel, specifically whether they own a manufacturing company or involved in service industry, or which commercial chain a company is dealing through also affects their interest towards choosing social media and not other marketing tools. Company using an e-commerce website or the statement otherwise also affects the perception of business owner to choose social media to interact with their audience. The only demerit highlighted is as the social media is the trending platform it has become quite competitive and also some users spread negativity via spam comments online but the overall effectiveness of the social media for business purpose is rated positive.

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IJEAST

INTERNATIONAL JOURNAL
OF ENGINEERING APPLIED SCIENCE AND TECHNOLOGY

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H-INDEX	i10-INDEX	IJEAST CITATIONS	PEER-REVIEWED & OPEN ACCESS
33	154	9,647 (IJEAST CITATIONS)	PUBLISHED MONTHLY

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2455-2143