



COMPARATIVE ANALYSIS OF TRADITIONAL AND MODERN SOCIAL MEDIA MARKETING COMMUNICATION CHANNELS

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Abstract

Globally, companies are increasingly using social media. The rapid use of social media is changing the way organizations respond to consumer's needs and wants and changing the way they respond to their competitors. Marketers now have the opportunity to engage in broader and more innovative form of online mass media communications by using social media. Social media represents communication opportunities for marketers to reach wider audiences and allows for marketers to access valuable information which affects building and maintaining consumer relationships. The growth of social media has helped in decision making of the consumer in global online environments. Social media helps in creating online brand communication, providing consumers with means of searching particular brands in online environments and creating new platform for consumers to interact with the brand and other consumers. In this paper an attempt is made to know the usefulness of social media communication and identify the Best Possible tool of Social media marketing.

The result of this research shows the Comparative analysis of Traditional and Modern Social Media Marketing Channels. Further, study reveals the. Reliability, Credibility, Attractiveness, Desirability, Memorability of social media marketing.

Keywords: Social Media, Marketing, Communication, Channels.

Introduction

Social media is rapidly becoming one of the most important aspects of digital marketing, which provides incredible benefits to small as well as big national company that helps to reach millions of customers worldwide. Marketing today is an organization function and a set of process for creating, Communication and delivering values to customers and for managing customers relationships. Social media is an essential part of business marketing strategy. It helps business to connect directly with their existing and prospective customers to increase brand awareness and brand loyalty in a cost effective way and also boost sales and revenues of the business. According to 2019 social media statistics, there are now 3.2 billion users around the globe. That is about 42 per cent of our total present population, who are active on social media sites. With more and more people assembling on social media sites and using social networking sites regularly and efficiently, the social media industry is bound to become greater in the upcoming years. It's booming like never earlier. With such remarkable growth, every corporate today needs to leverage proper social media networks in the best possible way. Because their target audience is moving around the popular social networks. By regular updating the right social media marketing strategy, it will leads to increased traffic, improved brand loyalty, healthier customer satisfaction and much more (Wikipedia Accessed in 2020). The earlier start, the business can see the faster growth in their business.

Traditional Media of Marketing

Presently, in 21st century and people do not find time to come and interact with each other. Social media helps in connecting themselves with social networking sites through which now people can stay far and yet remain connected. Traditional advertising channels refer to those old advertising media that existed before the advent of the internet. Over the years traditional advertising channels have been used in promotions, marketers have used traditional forms of marketing such as, sales promotion; media advertising, public relations and direct marketing persuade existing customers to continue buying their products or services. This has been done with an aim of increasing sales through branding. On the other hand Engagement which differentiated social media from traditional media means the ability to reach out and get a reaction from someone. It is one of the key ways in which Social Media differs from traditional marketing activity. Engagement can range from simple interactions, messages, games and quizzes through to fully managed advocate forums depending on the strategy and resource. Some of Traditional Media Tools, which are used for the marketing are:

- a. Newspaper
- b. Magazine
- c. Radio
- d. Television

Modern Social Media Marketing

Marketing is today an organizational function and a set of process for creating, communicating and delivering value to customers and for managing customer's relationship (Lamba & Kaur, 2020, p.1). Private ventures likewise utilize informal communication destinations as a special strategy. Organizations can take after peoples' long domain of friendly communication site utilizes as a part of the neighborhood promote different arrangements. These can be restrictive and as "get a free drink with a duplicate of this tweet". This kind of message urges different local people to take after the business on the destinations keeping in mind the end goal to get the special arrangement. All the while, the business is getting seen and advancing itself. The term web based social networking are generally used to depict long domain of friendly communication destination. The popular Modern Social Media Marketing channels are:

- a. Social media
- b. Search Engine
- c. E-mail
- d. Other websites
- e.

Literature Review

Bilal, Ashfaq & Shahzad (2014), they examined the role of Social Media YouTube, Blogs, and Twitter etc. and Social Networks Facebook, Google, Linked In on Consumer Decision Making in context of the Apparel Industry. The method of data collection for this research involved the survey of students and faculty of University of Gujrat, Pakistan by distribution of a self-administered questionnaire among them. Analysis technique employed is Logistic Regression. The research is restricted to the students and faculty of University of Gujrat and constituent colleges. The people of different cities and students from both Private and Public sector universities in the country must be surveyed before any generalizations are made in this regard. They suggested that companies must exhibit an exceptional online presence and engage with customers at a personalized level in order to ensure increased brand awareness and purchase of their brands by the increasingly tech/Internet savvy customers.

Rugva & Prenaj (2016), in their study social media as marketing tool for SMEs, opportunities and challenges, They highlighted social media as marketing tool for SME's. Study deals with the issue of social media and its influence on SME's. It classifies social media and explores the possibilities and challenges of social network in business. They described features and the evaluation of social media and also highlighted the features of social networking sites that came into existence during 21st century, they used secondary data for research, information collected from internet and the existing literature in the field of marketing including social media marketing. They used qualitative method to identify opportunities and challenges of social media marketing. They analyzed social media marketing benefits and challenges for SME. Study found that social media online advertisement is highly effective and SME should make effort to adopt it, make room for it because it is a beneficial marketing strategy for them.

Kamath & Deshmukh (2018), in this paper they found, that social media is perceived positively by consumers as compared to traditional media. It is considered interesting, informative,

trustworthy and credible by most consumers. So, Marketers must consider positive this positive perception and plan for and implement social media marketing in their marketing Programme. She has found during the analysis that purchases intention affects brand choice more significant than e-WOM. Likewise, researcher has found that brand awareness of social media has great influence on brand choice and also noticed that social media is playing a significant role in various aspects

Venkateswaralu & Mylvaganam (2020), explained in this study, it has been understood that recommendation based on application of thematic analysis would have helped more effectively. Proposed objectives have been met in literature review and data analysis. Apart from this, proper management of time and estimation of budget would be positive for further development as a future scope. This study concluded that “social media marketing”, Leaf-ed's business that produces beauty and personal care to customers, can be able to expand in competitive markets. However, industry that produces beauty and personal care products and effective form of promotional activities would help in increasing the familiarity of brand among customers.

Objectives of the Study

1. To know the usefulness of social media communication.
2. To Identify the Best Possible tool of Social media marketing for brand communication.

Material and Discussions

The study is primarily based on primary data. The Data was collected with help of close ended E-questionnaire from different zones of Delhi. The sampling elements comprised of 600 out of 492 responded and the rate of response remains 82 per cent. For sampling, multiple random sampling was used to select the sample. In **first stage** by using cluster sampling, the whole area of Delhi was divided into five regions. Which are (1) North Delhi (2) South Delhi (3) East Delhi (4) West Delhi (5) Central Delhi. In **second stage** by using judgment-cum-convenience sampling each region was divided on the basis of demographic variables. At **final stage** by using quota sampling, a sample of 600 consumers was taken proportionately from all five regions. Out of 600, 492 respondents have responded and found suitable for study. Consistent with the study objectives the statistical tools Mean, Standard Deviation, Skewness, Rank and Chi-square test was applied to test the hypotheses.

Hypotheses

H1: Social Media communication doesn't useful for customers.

H2: Social Media doesn't Best Possible tool of Social media marketing.

USEFULNESS OF SOCIAL MEDIA COMMUNICATION

In the following section of this research paper an attempt has been made to know the usefulness of social media communication about brand on five point Likert scale:

Reliability

The table depicts the usefulness of various aspects of social media among the respondents. Mean value is 4.252, it is above the average value. Standard deviation is .861 which indicates less variation among the responses of the respondents about the reliability of brand communication on

social media. Skewness represents data is negatively skewed. Chi-square value is less than the significant level (0.05). So it can be concluded that significant difference among the respondent's knowledge level is at the 5 per cent level of significance. In addition, Ranking methods has been applied and reliability has been ranked 3rd on the basis of Mean value. Therefore, a marketer has to work more on the Reliability of a product by using proper social media.

Credibility

The table reveals that the credibility on social media, Mean value score of total responses is 4.258 with less standard deviation .834, which means majority of the responses falling between agree and highly agree. The negative value of Skewness is indicating concentration of more opinion towards higher side of mean score. While analyzing the distribution of opinion of respondents with the help of Chi-square test of goodness of fit is 577.959 which shows significant difference in the distribution of opinion of responses and it also supports the above finding. Ranking methods has been applied and credibility of Social Media Communication has been ranked 2nd on the basis of Mean value. Brand credibility play an important role in the marketing of a product. Therefore, a marketer has to work more on the credibility of a product by using proper social media tool. This way they can win the faith of their consumers.

Attractiveness

It is quite clear from table that communication on social media can make brand more attractive. The Chi- square value is 561.963 and P-value is less than the significance level (0.05) Mean is above the average value and standard deviation is 0.845, Skewness represents the data is negatively skewed. . So it can be concluded that there is a statistically significant difference among the respondent's awareness level. Ranking methods has been applied and it has been ranked 1st on the basis of Mean value. Further, high awareness of brand attract consumers and shows their popularity amongst the consumers. In order to face high competition from their competitors a company has to work more on this in the future.

Desirability

It is analyzed from the table that, the mean score 4.243 and standard deviation indicates that the opinion of majority of respondent fall in the middle of two choices i.e. highly agree and agree to the statement that desirability of brand communication on social media. Standard deviation is .852 which indicates less variation among the responses of the respondents. Skewness represents the data is negatively skewed. The chi-square value 533.244 is less than the significant level (0.05) which means Chi- square test of goodness of fit shows significant difference in the distribution of opinion of the respondents which also supports above findings. In addition, Ranking methods has been applied and desirability has been ranked 4th on the basis of Mean value. Therefore, it can be said that to increase the desirability of Particular brand by way if using different social media means and a company has to spend more on different social media channels.

Table No 1
Usefulness of Social Media Communication

Usefulness of SM Communication	Highly Agree	Agree	Neutral	Disagree	Highly Disagree	Total	Mean	SD	Sk	Chi-square	P-Value	Rank
Reliable	206	246	10	18	12	492	4.252	.861	-1.775	560.033	0.000	3
	41.86%	50%	2.03%	3.65%	2.43%	100%						
Credible	203	252	7	21	9	492	4.258	.834	-1.717	577.959	0.000	2
	41.26%	51.21%	1.42%	4.26%	1.82%	100%						
Attractive	210	243	10	19	10	492	4.268	.845	-1.741	561.963	0.000	1
	42.68%	49.39%	2.03%	3.86%	2.03%	100%						
Desirable	205	241	16	21	9	492	4.243	.852	-1.619	533.244	0.000	4
	41.67%	48.98%	3.25%	4.26%	1.82%	100%						
Positive Image	202	245	15	Are 12	18	492	4.221	.905	-1.838	539.728	0.000	5
	41.05%	49.79%	3.04%	2.43%	3.65%	100%						

Source: Primary Data

Desirability

The views of the respondents regarding communication on social media can make brand more desirable has been depicted in table. The mean score 4.243 and standard deviation indicates that the opinion of majority of respondent fall in the middle of two choices i.e. highly agree and agree to the statement that desirability of brand communication on social media. Standard deviation is .852 which indicates less variation among the responses of the respondents. Skewness represents the data is negatively skewed. The chi-square value 533.244 is less than the significant level (0.05) which means Chi- square test of goodness of fit shows significant difference in the distribution of opinion of the respondents which also supports above findings. In addition, Ranking methods has been applied and desirability has been ranked 4th on the basis of Mean value. Therefore, it can be said that to increase the desirability of Particular brand by way if using different social media means and a company has to spend more on different social media channels.

Positive Image

It is also observed from the above table that communication on social media make more positive image of brand, Mean value is 4.221, so it is clearly seen above the average value. Standard deviation is -.905 which indicates less variation among the responses. Skewness represents that data is negatively skewed. The Chi-square value is less than the significant level (0.05). So, it can be concluded that there is a significant difference among the respondent's regarding positive image of brand awareness. Apart from above tools, Ranking methods has also been applied and reliability has been ranked 5th on the basis of Mean value that Social media communication built the positive image among the customers. In order to make the positive image of the product highly agreed amongst their prospective consumers, a marketer should more focus on the effective social media marketing channels. This may they can make more positive image of their product.

BEST POSSIBLE TOOLS OF SOCIAL MEDIA MARKETING

This section has been devoted to the opinion of the respondent regarding the best possible tool of social media marketing for brand communication. The focus of discussion is mainly concerned with the effectiveness of advertising on various social media marketing channels. Viz. Television, Radio, Search engines, Social media, Newspapers and Magazines, Email and other websites.

Television

The table no. 2 depicts the relationship between brand communication and best possible tool of social media marketing. It is observed that brand communication of Particular brand has been increased by advertisement on television. This may be because most respondents have familiar with television and is one of the most popular SMM tool. Mean value is 4.048, so it is clearly seen above the average value. Standard deviation is 1.013 which indicates high variation among the responses of the respondents about the brand communication and best possible tool of SMM. Skewness represents that it is negatively skewed. Chi-square value is less than the significant level (0.05). So that it can be concluded that significant difference among the

respondent's awareness level is at the 5 per cent level of significance. In addition, Ranking methods has been applied and television has been ranked 3rd on the basis of Mean value.

As, we know that visible can create long-lasting impact on the mind of a customer. Therefore, a marketer and manufacturer of particular product has to develop such as advertisement programs which creates positive image in the mind of customer. This will help them in competing with their competitors.

Radio

After analysis of table, it reveals that radio is the best possible tool of social media marketing for brand communication. Mean value score of total responses is 3.957 with high deviation 1.021, which means majority of the responses falling between agree and highly agree. Skewness value is -.237. While analyzing the distribution of opinion of respondent with the help of Chi-square test of goodness of fit is 494.138. It shows significant difference in the distribution of opinion of responses and it also supports the above finding. Ranking methods has been applied and Radio has been ranked 4th on the basis of mean value.

Search Engine

It is quite clear from the table that effectiveness of search engines for brand communication is also plays an important role to enhance the brand knowledge. Chi- square value is 259.606 and P-value is less than the significance level (0.05), Mean is above the average value and standard deviation is 1.230. Skewness represents the data is negatively skewed. So it can be concluded that null hypotheses is rejected and alternate hypothesis is accepted. It means there is statistically highly significant difference among the respondents in search engines. Ranking methods has been applied and it has been ranked 7th on the basis of Mean value. In this era of ICT, technology plays a vital role in the popularizing the products among the customers. Therefore, marketers has to develop some advertising programs which are attractive and easily accessible by the customers through various search engines.

Table no 2

Best Tools of Social Media Marketing with regard to Brand Communication

Social Media marketing channels	Highly Agree	Agree	Neutral	Disagree	Highly Disagree	Total	Mean	SD	Sk	Chi-square	P-Value	Rank
Television	206	164	68	37	17	492	4.048	1.013	-.569	388.793	.000	3
	41.87%	33.33%	13.82%	7.52%	3.45%	100%						
Radio	233	213	43	8	5	492	3.957	1.021	-.237	494.138	.000	4
	47.35%	43.29%	8.73%	1.62%	1.01%	100%						
Search Engines	216	144	59	51	22	492	3.804	1.230	-.539	259.606	.000	7
	34.90%	29.26%	11.99%	10.36%	4.47%	100%						
Social media	201	231	17	32	11	492	4.176	.935	-1.498	475.439	.000	1
	40.85%	46.95%	3.45%	6.50%	2.23%	100%						
Newspapers and Magazines	234	173	14	54	17	492	4.124	1.114	-1.329	403.183	.000	2
	47.56%	35.16%	2.84%	10.97%	3.45%	100%						
E-Mail	266	163	8	34	21	492	3.943	1.237	-.655	513.955	.000	5
	54.06%	33.13%	1.62%	6.91%	4.26%	100%						
Other Websites	232	163	78	12	7	492	3.831	1.156	-.500	276.435	.000	6
	47.15%	33.13%	15.85%	2.43%	1.42%	100%						

Source: Primary Data

Social media.

It is also observed from the table that Chi-square value is 475.439 with P-value .000, which is less than the significant level (0.05). Mean value is 4.176, so it is clearly seen above the average value. Standard deviation is .935 which indicates less variation among the responses of the respondents about the social media as a best possible tool of SMM. The negatively value of skewed indicates that data is negatively skewed. So it can be concluded that significant difference among the respondents. Apart from the above trots ranking methods has been applied and social media has been ranked 1st on the basis of Mean value. So it can be concluded that social media is one of the best social media marketing tool which is easily accessible and build more positive image of the brand in the mind of customers.

Newspapers and Magazines.

It is quite clear from the table that, the Mean score 4.124 and standard deviation 1.114 indicates the high dispersion among the respondents opinion. Skewness represents the data is negatively skewed. The Chi-square value 403.183 is less than the significant level (0.05), which means Chi-square test of goodness of fit shows significant difference in the distribution of opinion of the respondents which also supports above findings. In addition, Ranking methods has been applied and newspaper and magazines has been ranked 2nd on the basis of mean value.

E-Mail.

The data depicted in the above table shows that effectiveness of E-mail for brand knowledge of the product and services. The Mean value is above the average value and standard deviation is 1.237. Skewness represents the data is negatively skewed. Chi- square value is 513.955 and P-value is less than the significance level (0.05). So it can be concluded that significant difference among the respondent's opinion. Ranking methods has been applied and it has been ranked 5th on the basis of Mean value.

Other Websites.

It is also observed from the table that 3.831 per cent Mean value is above the average value. Standard deviation is 1.156 which indicates high variation among the responses of the respondents that communication on social media make more positive image for brand. Skewness value is -.500. Chi-square value is 276.435 and P-value is less than the significant level (0.05). So it can be concluded that significant difference among the respondent's regarding positive image on the other websites. In addition, Ranking methods has been applied and reliability has been ranked 6th on the basis of Mean value.

Conclusion

Social media has become a popular and effective marketing tool because of its viral nature, but still it can't be implemented in isolation, without augmenting with other forms of traditional advertising channels. Social media marketing is a multi-faceted approach. The primary objective of social media marketing is to create a long-lasting relationship between the target audience and

the brand. It is helping to grow business by creating brand awareness, engaging with customers, and finding new customers. Social media is now working as communication tool for business, which helps in building brand image and customers relationship. The analysis section of this research paper demonstrates that majority of respondents have accepted that social media has the best possible tool as compared with other Social Media marketing channels, such as Television, Search Engines, Newspapers and Magazines, E-Mail, Other Websites. Analysis section also validates the usefulness of social media communication about the brand is measured on the basis of reliability, credibility, attractive, desirable and positive image of the product. On the basis of findings, it is concluded that modern social media marketing channels are playing an important role to assemble businessman, existing and prospective customers. And disseminates unbiased opinion and feedback among the customers and businessman, which creates a huge potential for a business as well as the prospective customers. Every business have opportunity to create goodwill among the customer by creating knowledge, ideas, awareness, recognition in the minds of the customers. And customer have an opportunity to filter right information to pick up right product. So Therefore, the Modern Social Media marketing channels are playing a significant role in communication among the all stakeholders.

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