



AN IMPACT OF FACEBOOK NETWORKING IN PROMOTING SOCIAL CAUSE

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Abstract

Social marketing is a process that uses marketing principles and techniques to influence target audience behaviours that will benefit society as well as the individual. This strategically oriented discipline relies on creating, communicating, delivering and exchanging offering that have positive value for individuals, clients, partners and society at large. Facebook is a social network media helps to connect and stay with friends forever. It has been found used even by common people. It has facilitated to upload images, photos and videos. Advertisement involved with social marketing are beginning to recognize the sea change that is coming due to the spread of interactive media usage through out many subpopulations of interest. Social networks like facebook plays an important role in reaching large numbers of young people directly with prevention messages. Based on the awareness level, it was found that messages are not effectively reaching the intended target audience and public. It must be created in a creative way so that it stays on the public mind; increased level of awareness helps eradicate the problems of an individual as well as the society. Thus, social advertisement promoted through facebook is effective and benefits of that awareness will reach the public more.

Introduction

Social marketing is a process that uses marketing principles and techniques to influence target audience behaviours that will benefit society as well as the individual. This strategically oriented discipline relies on creating, communicating, delivering and exchanging offering that have positive value for individuals, clients, partners and society at large.

Social marketing is about :

- Ñ Influencing behaviours
- Ñ Utilizing a systematic planning process that applies marketing principles and techniques
- Ñ Focusing on priority target audience segments and
- Ñ Delivering a positive benefit for society.

Facebook is a social network media helps to connect and stay with friends forever. It has been found used even by common people. It has facilitated to upload images, photos and videos. An important feature of facebook is

Group Features

Helps to add status, post images / videos with interacting features.

Tagging

It has facilitated with tagging enabling friends, friends of friends to see and convey messages.

Add Status

Helps to add status of the person like giving view point, likes and dislikes, facts, etc.

Likes

To like something we look and like for.

Share

To share something what we like to our friends.

Comment

Ideas can be rooted out or suggestions can be offered.

Statement of the Problem

Advertising contributes substantially to social marketing. It acts as a tool that helps masses to be more conscious. We cannot deny the fact that advertising has persuasive and powerful influence on society. The campaigns related to anti-smoking, anti-drug, AIDS, anti-pollution, nutritional awareness, birth control, ethnic and social discrimination are all a part of social advertising. Of late, we find use of this tool to protect public interests. Today, social media networking plays a vital role for promoting social advertisement. This study makes an attempt to analyse the impact of facebook networking in promoting social cause.



Scope of the Study

The scope of the study is confined only the Coimbatore city with special reference to highlight the impact of facebook networking in promoting social cause.

Research Methodology

I. Data Collection

Data used in the study is based on primary and secondary data. Primary data is based on interview schedule through and is collected through structured questionnaire. Secondary data is collected from books, journals, magazines, newspapers and websites.

II. Sampling and Sample Size

Convenient sampling technique is chosen for the study. A convenient sample is one of the main types of non-profitability sampling. A convenient sampling is made up of people who are easy to reach. Due to the time constraints, the sample size is limited to 100.

III. Period Covered by the Study

The period of the study covers from December 2014 to February 2015.

IV. Tools and Techniques Used for Data Analysis

The statistical tools and techniques used for the study are as follows:

- Simple percentage method
- Chi – square test

Limitations of the Study

The samples taken for the study comprises 100 respondents.

The study is applicable to Coimbatore city only. So findings cannot be generalized to other areas.

Review of Literature

Periklis Polyzoidis (2012)¹ examines the degree of the application of social marketing in Greece, a country where the economics and social crisis has made the use of social marketing imperative. It was found that the community has not yet fully adopted the theory behind social marketing. Most campaigns are focused on the armature promotion of social messages are not integrated samples of social marketing. They do not adopt marketing mix practices and they do not include the elements of formative research, segmenting the target audience, pre testing and evaluating.

A.H.Hussain Alfrout (2012)² has identified the factors influencing the social marketing to improve the living conditions of individuals thought the promotion of positive approach to life. It also include the concept of tourism marketing statistics shows that a large proportion of the community need support guidance, education and special attention to turn the categories of productive and useful in society. This study recommended that the requirements of humanitarian tourism should endeavor to acquaint with the factors influencing the social marketing. Also it is to adopt the social marketing process by using social networking sites as a promotional tool capable of identifying people wants and needs that meets their expectation.

Christine Domegan (2007)³ examined that the plastic bag levy, smoke-free public buildings and road safety advertisements mean that social marketing is poised to provide the behavioural changing individual at the center of the process and orchestrating a society wide network of relationship and partnerships to author such goals, using extensive reach and evidence based information and evaluation. They found out the social marketing delivers innovative insights into the social and economic exchange process that under ties science outreach programmer.

Analysis and Interpretation

Table 1: Frequency of Accessing Facebook

S. No	Frequency of Accessing Facebook	Number of Respondents	Percentage
1	Frequently	64	64
2	Occasionally	36	36
	Total	100	100

Source : Primary Data

The above table shows that 64% of the respondents accessing facebook frequently while the rest 36% accessing facebook occasionally.

Majority (64%) of the respondents accessing facebook frequently.

Table 2: View of Social Advertising in Facebook

S. No	View of Social Advertising in Facebook	Number of Respondents	Percentage (%)
1	Yes	71	71
2	No	29	29
	Total	100	100

Source : Primary Data

The above table shows that 71% of the respondents came across social advertising on facebook while the rest 29% do not come across social advertising on facebook.

Majority (71%) of the respondents came across social advertising on facebook.

Table 3: Presentation of Social Advertising in Facebook

S. No	Presentation of Social Advertising in Facebook	Number of Respondents	Percentage (%)
1	Pictorial Form	47	47
2	Audio	18	18
3	Audio / Video	35	35
	Total	100	100

Source : Primary Data

The above table shows that 47% of the social advertisement presented in facebook are in pictorial form while the rest 18% sees it in audio form.

Most (47%) of the social advertisement presented in facebook are in pictorial form.

Table 4: Features of Social Advertising in Facebook

S. No	Features of Social Advertising in Facebook	Number of Respondents	Percentage (%)
1	Attractive	58	58
2	Irritating	6	6
3	Ignorable	4	4
4	Necessary	22	22
5	Information	10	10
6	Others	0	0
	Total	100	100

Source : Primary Data

The above table shows that 58% of the social advertisement are attractive while the rest 4% are ignorable.

Majority (58%) of the social advertisement are attractive.

Table 5: Responsibility for Conducting Social Advertisement

S. No	Responsibility for Conducting Social Advertisement	Number of Respondents	Percentage (%)
1	Government Ministry	28	28
2	Media	34	34
3	Ngo	3	3
4	Private Company	16	16



5	School & Colleges	11	11
6	Network Itself	8	8
	Total	100	100

Source : Primary Data

The above table shows that 34% of the respondents says that the media is responsible for conducting social advertisement in facebook while the rest 3% of the respondents says that NGO is responsible for conducting social advertisement.

Most (34%) of the respondents says that the media is responsible for conducting social advertisement in facebook.

Findings

1. Majority (64%) of the respondents accessing facebook frequently.
2. Majority (71%) of the respondents came across social advertising on facebook.
3. Most (47%) of the social advertisement presented in facebook are in pictorial form.
4. Majority (58%) of the social advertisement are attractive.
5. Most (34%) of the respondents says that the media is responsible for conducting social advertisement in facebook.

Suggestions

Social marketers can make production in the regional language where it can be easily reached and understandable. Avoid dubbed version.

Social marketers should also considered the comments thrown by the target audience to improve the advertisement better.

social advertisement should not only based up on its effects of doing something but also provide information for preventing it.

Conclusion

Advertisement involved with social marketing are beginning to recognize the sea change that is coming due to the spread of interactive media usage through out many subpopulations of interest. Social networks like facebook plays an important role in reaching large numbers of young people directly with prevention messages. Based on the awareness level, it was found that messages are not effectively reaching the intended target audience and public. It must be created in a creative way so that it stays on the public mind; increased level of awareness helps eradicate the problems of an individual as well as the society. Thus, social advertisement promoted through facebook is effective and benefits of that awareness will reach the public more.

References

1. **Periklis Polyzoidis (2012)** Social marketing in Greece: time to wake up, Social marketing quarterly, Vol 19(1), PP 3 – 12.
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