



A Study to Understand the Pattern of Media Selection for Marketing by Businesses Post Lockdown

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ABSTRACT

Advertising is the most crucial and difficult tasks for the businesses especially selection of the advertising medium. It has become more difficult Post-covid. The start-ups and companies are trying to get through digital medium of advertising. The present study aim to this research is to review the parallel working of the traditional and digital methods of advertising for effective awareness of the brand or business. Total of 100 Business were investigated by structured questionnaires. The data was analyzed using SPSS software. Two Likert type scale was used to evaluate answers varying from strongly effective to strongly ineffective. Normality test were applied to ensure the suitability of data & authenticity of responses. Non-Parametric & Parametric test were used Reliability Statistic, CHI - SQUARE Test & DESCRIPTIVE ANALYSIS TEST. This article aims to provide an insight to businesses on how to understand the pattern of media selection for marketing by businesses post lockdown.

Key Words: Digital marketing, Traditional methods, Media selection, Marketing, Post lockdown

INTRODUCTION

A study to understand the pattern of media selection for marketing by businesses post lockdown. The companies now a days opt for traditional as well as digital way of marketing the business because all takes the 360 degree approach of optimum utilization of resources. Thus trying to find the preferences regarding the budgets, media, forms of marketing by different kind of business.

LITERATURE REVIEW

(SANJAY BHAYANI & NISHANT V. VACHHANI, 2018) Marketing goods is a basic phenomenon of every society. The objective of marketing is to make products available to consumers as per the current demand. Marketing is no more a simple exercise. It has undergone changes to reach consumers. Marketing has been done physically since long. Consumers are becoming smarter in terms of purchasing. This requires innovation in marketing. This paper helps us to identify preferences of the people. Prime focus is to understand the difference between conventional way of marketing products and technological way of marketing products in India. The current paper recognizes the differences in consumer opinions by availing distinguished services of traditional as well as internet marketing strategies. Internet is changing ways to reach consumer fast and is a more convenient way than customary means of marketing. Internet offers 24x7, 365 days a year web facilities which is more convenient for consumers these days. Consumers are becoming more Information Technology (IT) savvy in their searching as well as purchasing preferences. (ANDREAS M. KAPLAN, MICHAEL HAENLEIN, 2010) The concept of Social Media is top of the agenda for many business executives today. Decision makers, as well as consultants, try to identify ways in which firms can make profitable use of applications such as Wikipedia, YouTube, Facebook, Second Life, and Twitter. Yet despite this interest, there seems to be very limited understanding of what the term "Social Media" exactly means; this article intends to provide some clarification. We begin by describing the concept of Social Media, and discuss how it differs from related concepts such as Web 2.0 and User Generated Content. Based on this definition, we then provide a classification of Social Media which group applications currently subsumed under the generalized term into more specific categories by characteristic: collaborative projects, blogs, content communities, social networking sites, virtual game worlds, and virtual social worlds. Finally, we present 10 pieces of advice for companies which decide to utilize Social Media. Obviously, Mobile Social Media does not come without a price. Some would argue that while it enables the detailed following of friends half-way across the world, it can foster a society where we don't know the names of our own next-door neighbours. Be that as it may, and independent of Users of the world, unite! The challenges and opportunities of Social Media whether or not one approves of such an evolution, it seems undisputable that (Mobile) Social Media will be the locomotive via which the World Wide Web evolves. Business, take note—and don't miss this train! (OLEG V. PAVLOV, NIGEL MELVILLE B, ROBERT K. PLICE, 2007) Email marketing is a legitimate, lucrative, and widely used business tool that is in danger of being overrun by unwanted commercial email (also known as spam). Conventional approaches to maintaining the robustness of legitimate email attack pieces of the problem. In contrast, this article asserts that the email marketing infrastructure is a complex system requiring holistic analysis. In

order to understand the underlying dynamics of the spam industry and to examine alternative mitigation strategies, the article develops a system dynamics model. The modeling process reveals that the system conforms to the limits-to-growth generic structure. Simulations suggest that filtering may have the unintended consequence of increasing the global amount of spam. The unexpected increase comes about because better filters can actually assist spammers by abating an information deficit. (HELENA ALVES, CRISTINA FERNANDES, MARIO RAPOSO, 2016) This study carries out content analysis and systemizes articles on social media marketing in the Web of Science database. Forty-four studies were analyzed in accordance with a variation on the systematic review approach, involving synthesis- and interpretation-based assessment. The results demonstrate how most of the studies analysed focus on the consumer perspective in terms of usage, share, and influence of social media on consumer decisions, and perceptions. The studies focusing on the firm's perspective centred not only on the usage of social media, but also on their implementation, optimization, and measurement of results. The majority of studies are quantitative and published in recent years. This study not only reached certain conclusions for both theory and practice, but also defined future lines of research according to the gaps detected by the study's results. However, more studies are necessary to explore the perspectives of companies as they engage in social media marketing, especially in terms of understanding the key barriers and obstacles to their usage. The results also point to the need for qualitative studies to better grasp recourse to social media marketing utilization within the framework of marketing strategies.

RESEARCH OBJECTIVES:

The aim of the research is to study the following objectives:

- To understand the preference of media selection by companies for marketing
- Lockdown aftermaths effects on marketing methods of different businesses
- The parallel importance of traditional and digital marketing mediums

RESEARCH METHODOLOGY:

This study is based on primary data as the secondary information is not suitable for quantitative scale measurement. A detailed structured survey questionnaire was used to collect data from the participants' convenience sampling method from major organization. 200 questionnaires were distributed in different business. At the end to collect data 100 respondents were received. Finally, the valid data (n) used for this study stood at 100. The survey was conducted during December 2021 to April 2022 by google form`. Statistical methods used to analyze the data that we collected from the respondents is statistical software SPSS for the statistical analysis. During this study, the responses and information collected from the survey were tested using statistical techniques like Kolmogorov-Smirnov^a were used to test normality. The data collected from 100 respondents were analyzed using descriptive statistics. In addition, Chi -Square test was used to analyze a significant relationship between sector or kind of business and current marketing media selection by companies.

DATA ANALYSIS AND INTERPRETATION:

H0: The data are distributed normally

H1: The data are not distributed normally

Tests of Normality						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
What are the factors/criteria which guide you to choose the current marketing media for your business? [Previous experiences]	.317	99	.000	.752	99	.000
What are the factors/criteria which guide you to choose the current marketing media for your business? [Cost]	.232	99	.000	.831	99	.000
What are the factors/criteria which guide you to choose the current marketing media for your business? [Target market]	.212	99	.000	.827	99	.000
What are the factors/criteria which guide you to choose the current marketing media for your business? [Budget]	.294	99	.000	.768	99	.000

What are the factors/criteria which guide you to choose the current marketing media for your business? [Competitors/ peers choice]	.207	99	.000	.860	99	.000
What are the factors/criteria which guide you to choose the current marketing media for your business? [Media effectiveness]	.265	99	.000	.864	99	.000
What are the factors/criteria which guide you to choose the current marketing media for your business? [Ad agency]	.208	99	.000	.894	99	.000
What are the factors/criteria which guide you to choose the current marketing media for your business? [Recommendations by others]	.238	99	.000	.872	99	.000
a. Lilliefors Significance Correction						

Interpretation:

The null hypothesis is rejected thus showing that the data are not normally distributed.

CHI – SQUARE**Hypothesis:**

H0: There is a significant relationship between sector or kind of business and current marketing media selection by companies

H1: There is no significant relationship between sector or kind of business and current marketing media selection by companies

1. What are the factors/criteria which guide you to choose the current marketing media for your business?

Factors for selection of current marketing media for business		Value	DF	Asymptotic Significance (2 sides)	Null result
Previous experience	Sector or kind of business	14.816	14	.391	Accepted
Cost		14.124	21	.846	Accepted
Target market		283.451	21	.128	Accepted
Budget		13.395	24	.496	Accepted
Competitors/ peers choice		40.679	28	.057	Accepted
Media effectiveness		17.526	28	.937	Accepted
Ad agency		34.516	28	.184	Accepted
Recommendation by others					Accepted
			25.614	28	.594

Hypothesis:

H0: There is a significant relationship between No. of years in business and current marketing media selection by companies

H1: There is no significant relationship between No. of years in business and current marketing media selection by companies

2. What are the factors/criteria which guide you to choose the current marketing media for your business?

Factors for selection of current marketing media for business		Value	DF	Asymptotic Significance (2 sides)	Null result
Previous experience	No. of years in business	15.349	8	.053	Accepted
Cost		7.663	12	.811	Accepted
Target market		13.069	12	.364	Accepted
Budget		4.728	8	.786	Accepted
Competitors/ peers choice		11.670	16	.766	Accepted
Media effectiveness		19.208	16	.258	Accepted
Ad agency		27.661	16	.035	Rejected
Recommendation by others					Accepted
			12.352	16	.719

Hypothesis:

H0: There is a significant relationship between turnover of the business and current marketing media selection by companies

H1: There is no significant relationship between turnover of the business and current marketing media selection by companies

3. What are the factors/criteria which guide you to choose the current marketing media for your business?

Factors for selection of current marketing media for business		Value	DF	Asymptotic Significance (2 sides)	Null result
Previous experience	Turnover of the business (Yearly)	12.065	10	.281	Accepted
Cost		10.732	15	.771	Accepted
Target market		12.078	15	.673	Accepted
Budget		8.634	10	.567	Accepted
Competitors/ peers choice		12.908	20	.881	Accepted
Media effectiveness		19.574	20	.258	Accepted
Ad agency		31.611	20	.048	Rejected
Recommendation by others					Rejected
			38.063	20	.009

CONCLUSION:

The above analysis and data represents that there is no much deviation in budget sanctioned for the marketing because covid situation made all the businesses to sit back and process the loss. Thus, post covid made all businesses realized that online platforms are effective and have many people browsing all the day. Companies are adapting the parallel working of the mediums are traditional and online as well. This helps Digital marketing businesses to boost their industry and creating tons of opportunities for the youth to create something or work for the companies without lacking interest. There is a relation between all the factors and it gives us the representation of the data that online platforms are getting effective just like traditional ones.

FINDINGS OF THE STUDY:

- Majority of respondent's turnover lies between 0-10 lac and least in 30-40 lac.
- 25% of respondents are having service providing kind of business.
- Out of all 30% of total respondents mostly had their business for < or 5 years.
- Majority of people uses or prefer social media for marketing their business along with newspaper or say traditional methods.
- There is a relationship between factors selection for marketing media and Turnover of business, Kind of business and no. of years in business.
- Recently, almost 85% of businesses use digital marketing.
- 91.2% of businesses think that after lockdown digital platform is more effective and suitable for marketing

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