

Inhibitors of Social Media as an Innovative tool for Advertising and Marketing Communication in Maruthi and Co

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ABSTRACT

Digital marketing is the platform for the electronic communication which is used by the marketers to endorse the goods and the services towards the marketplace. The supreme purpose of the digital marketing is concerned with consumers and allows the customers to intermingle with the product by digital media. It is a strategy of using the purpose of the undertaken study is to examine the effectiveness of online advertising and also about the promoting activities through internet. It is the emerging options used for marketing in simpler ways. Social Media has quickly gained prominence as it provides people with the opportunity to communicate and share posts and topics. The development of information technology, followed by the advancement of digital communication tools, has encouraged businesses to change the way of communicating the product. This study shows precautions to be taken for effective implementation of digital marketing to reap tremendous potential to increase in sales. This helps for a larger audience than you could through traditional methods, and target the prospects who are most likely to buy your product or service.

Keywords: social media, advertising, marketing, and communication tool

1. INTRODUCTION

Social media is considered as a substantial mean which not only support the consumers but the firms also to have a good mean of interaction and developing everlasting bond with the consumers. . Social networking means that individuals having similar interests and

characteristics come together at one single platform or source or any channel sharing their ideas, reviews and interacting with people of same nature. Socializing is done through various means such as sending messages, sharing photos, blogging, web links, websites and discussion channels (Harris and Parker, 2009); and for this interaction there are various applications present like Facebook, WhatsApp, Instagram, Twitter etc. The study will also assess the various social media advertising tools used by SMEs, and the challenges associated with the use of social media as an advertising and marketing communication tool. The theoretical benefit is that the study would add knowledge to the existing literature by some new empirical findings from a developing country setting so far as constraints associated with the integration of social media as an advertising and marketing communication tool is concerned. The result will also benefit industry players to make strategic decisions on how to implement the findings to achieve their goals.

2.0 LITERATURE REVIEW

2.1 Internet accessibility

The cost of internet services is seen to be higher in most developing countries where customers/clients normally don't want to spend on it during the assessment of a firm's products and services. According to Ericson et al. (2016) about challenges of SMEs in innovation agenda and strategies revealed that innovations and digital solutions through social media stands the best chance for SMEs to compete in advertising its products and service in a post-modern era but the internet accessibility slows down the adoption of such technological support system.

2.2 Perceived cost

The cost is considered by managers/owners based on their financial stability or position to know the way forward since such technology (social media) usually require more moneys to be spent on installations and purchased of modern equipment. However it found that although social media can serve as a powerful tool for SMEs in its promotion, the cost associated with it has always deterred owners or entrepreneurs from adopting it as an advertising tool because of their financial base or limited financial resources and that of their customers/clients. Enterprises from developing countries usually faced cost as a challenge that affects its functionality for the longterm sustainability of such integration of technology

2.3 Marketing expertise

The investigated factors influencing the use of social media by SMEs and its performance, using Facebook as a classical example, and concluded that the adoption of social media by SMEs as an advertising tool is a good marketing tool but certain factors warrant its usage for management acceptance such as compatibility, cost, trust, and interactivity. It also found that although social media can serve as a powerful tool for SMEs in its promotion, the cost associated with it has always deterred owners or entrepreneurs from adopting it as an advertising tool because of their financial base or limited financial resources and that of their customers/clients.

3.0 Methodology

The primary data for the research was collected using a structured questionnaire, the sample set size was 100 respondents. The questionnaire was prepared in a way to gather data necessary for the study the collected data was carefully scrutinized and analyzed using various statistical methodologies. A questionnaire was developed and administered to several small and medium enterprises in the fashion industry through the online survey and self-administered questionnaire. The researchers largely targeted the managerial staff of small and medium enterprises

ADANCO 2.0 software was considered as a statistical tool to be used for data processing/analysis through the Partial Least Square-Structural Equation Modelling (PLS-SEM).

Details		Frequency	Percentage (%)
Gender	Male	127	24.90
	Female	385	75.10
Age	20-30	203.30	39.70
	31-40	255.00	49.80
	41-50	41.98	8.20
	51 and above	11.72	2.30
Educational Level	BECE/SSSCE/Diploma/HND	343.55	67.10
	Undergraduate/Bachelor Degree	133.12	26.00
	PGD/Master's/PhD	35.33	6.90
Company Size	Micro (1-10 employees)	217.09	42.40
	Small (11-50 employees)	85.50	16.70
	Medium (51-100 employees)	69.63	13.60
	Large (100 above)	139.78	27.30
Work Experience	1-5 years	346.62	67.70
	6-10 years	97.79	19.10
	10-15 years	45.57	8.90

	15 and above	22.02	4.30
Company websites	Yes	205.82	40.20
	No	306.18	59.80
Social Media (Sales)	Yes	398.34	77.80
	No	19.96	3.90
	Maybe	93.70	18.30
Social Media Tools	Wall Postings	217.08	42.40
	Video	73.73	14.40
	Photo Gallery	201.22	39.30
	Pop-Ups	19.97	3.90

4.0 RESULT

The present study largely focused on social media as an advertising/marketing communication tool for SMEs in the fashion industry in the context of Ghana (a developing country). The sole aim of this present study is to reveal some challenges associated with the usage of social media as an advertising/ marketing communication tool towards SMEs in the fashion industry. However, available studies indicated that the various challenging factors affecting social media as a tool for advertising/marketing communication can be addressed in the medium to long-term goals. Interestingly, the findings further showed that 'company size' as well as 'availability of social media channel/tool' significantly control for the outcome variable (internet/social media) as a marketing communication. The modern process of identifying the economic effects of media advertising requires significant analytical efforts and, thus, additional calculations in view of the significant virtualization of production, marketing and financial variables.

Constructs	rho (ρ_A)	rho (ρ_C)	alpha (α)	The average variance extracted (AVE)
Managerial skills	0.8437	0.8428	0.7668	0.5000
Cost	0.8333	0.8836	0.8263	0.6000
Internet Accessibility	0.7168	0.8052	0.6762	0.5000
System/Link Upgrade	0.7169	0.8088	0.7060	0.5000
Financial Constraints/Challenges	0.8175	0.8560	0.7861	0.5000

Relationship	Beta (β)	Standard bootstrap results					Empirical remarks
		Mean value	SD error	t-value	Effect size (Cohen's f^2)	P-value	
H1: MS \rightarrow SMAT	0.2315	0.2337	0.0489	4.7327	0.0569	0.0000	Supported
H2: CT \rightarrow SMAT	0.1291	0.1256	0.0587	2.1992	0.0146	0.0281	Supported
H3: SU \rightarrow SMAT	0.2277	0.2292	0.0413	5.5168	0.0693	0.0000	Supported
H4: FC \rightarrow SMAT	0.1861	0.1894	0.0431	4.3147	0.0370	0.0000	Supported

H5: IA → SMAT	0.1716	0.1720	0.0431	3.9803	0.0460	0.0001	Supported
Company-size → SMAT	-0.1437	-0.1433	0.0314	-4.5773	0.0327	0.0000	Supported
Dependent variable:	Coefficient of determination (R^2)				Adjusted R^2		
Internet Accessibility (IA)	0.4150				0.4080		

4.1 Findings of the study

The relationship between the research constructs used loaded and assessed carefully in consonant with each construct. Also, as revealed by (J. F. Hair et al., 2019), all the factor loadings were found to be above 0.5 as a threshold. From the factor loadings, 0.5012 and 0.8793 were respectively recorded for both minimum and maximum load. Moreover, the details of the research constructs concerning their corresponding items. The results revealed that managerial skills/marketing expertise (MS/ME), Cost (CT), Internet accessibility (IA), system upgrade (SU), and financial challenges (FC) have a significant impact on social media as an advertising tool SMAT. To this, the regression coefficients are also displayed that is Beta (β), T-values, P-values, etc. Furthermore, the model fit depicts the control variable effect as a predictor variable (SMAT. The R^2 coefficient determination was also assessed based on the regression model. Finally, the percentage of variation of the dependent variable as established by the independent variable was R^2 of IA (41%)

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