



**Effectiveness Of Social Media Marketing With Reference To Aloha
Brain Development Center, Junagadh**

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ABSTRACT

In India, the use of social media and digital media is growing very rapidly. Some of the social media platforms are like Facebook, LinkedIn, Twitter, Google+, Skype, YouTube, Pinterest, Google My Business etc. are extensively used for the purpose of communication and it is a one of the biggest strength of social media. This online sharing of information also promotes the communication skills among the learners/students of educational institutes. Besides, all these benefits, this research is focused on understanding the effect of social media awareness of educational institutes among the parents who are actively using social media on daily basis. The objective of this paper is to study the effectiveness of social networking sites on the purpose of serving the better education in Junagadh. For, this purpose primary and secondary data is used and researcher has tried to review studies based on education that how much parents put efforts by using social media and learning its importance to their child's education and overall development.

Keywords: -

Aloha Brain Development, Education, Social Media



SOCIAL MEDIA EFFECTIVENESS – INTRODUCTION

Social Media is a platform that let us to participate in social networking. We can share our posts on various social media platforms to improve business validity. Today is the best source of news updates, marketing, education and entertainment. Social media is a powerful channel of a marketing – a game changer of any business.

With the ease of internet access, the **number of social media users in India** stood at **326.1 million** in **2018**. The increase is relatively lower as compared to the growth that occurred between 2016 and 2017. With almost 2.5 billion monthly active users as of fourth quarter of 2019, Facebook is the biggest social networks worldwide. Social media is an effective platform for conversation and sharing, powered by services such as the ones mentioned above. While one of the major uses of social media is keeping in touch with friends and relatives around the world.

Hence, this paper aims is to conducted a survey on effectiveness of social media sites which is using by parents for educational purposes mostly. Nowadays, educationalists also creates a parent's surveys and groups on social networking sites like majority in Facebook, LinkedIn and some other websites through they are also get knowledge the reality on the based each situation for education importance and thinking of parents' mind and if mandatory they try to keep forces on to changes their thoughts by the ways of researches and conducting meetings and conferences.



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So that, as of now scenario not any single institute, school, classes or universities are not possible that they are not using these professional social media platforms for their advertisements and brand awareness among parents. Also, parents are see and search on social media for best educational programs for their kid future form birth till earnable person through get better skills, talents and knowledge. Thus, these research is conducted by primary study through questionnaires by collecting 243 samples of parent's reviews on effectiveness and importance of social media on education from social networking sites advertisements.



LITREATURE REVIEW

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AkashdeepBhardwaj, VinayAvasthi, Sam Goundar (2018) the extensive use of social networking in India has been on the rise among the new generation youths. In today's world, life cannot imagine without Facebook, You Tube, WhatsApp, Instagram, LinkedIn or Twitter accounts and online handles. Research studies on this new age social media impact and usage within India have been limited to specific surveys and theories. The objectives of this study is an attempt to investigate the extent of social networking impact on the Indian youth. There are two aspects – Positive and Negative that consider through this research concluded by the uses of different social media sites such as Facebook, Twitter, LinkedIn, Google+, Pinterest, Instagram, Gaming sites, Tumblr and Blogs.



ManikantTripathi, Shiwangi Singh, SoniGhimire, SeemaShukla and Shailendra Kumar (2018) social media is an internet-based tool. People not only share their information or ideas, but also do serious discussions regarding human health care on social media. There are about 2.46 billion users of social media world-wide during 2017, it is estimated that – 12% rise will occur by 2019. Whereas, in India – 28% of population is using internet out of which – 10% are active on social media. Thus, it is an urgent demand to develop a proper understanding about the long-term impacts of social media on human health. The concise review focuses on the positive and negative impacts of social media and social networking sites on human health.

Dr MoloyGhosal (2018) the main objective of this research paper was to find out voters' opinion about the impact of social media buzz by different parties on social media. The primary section on questionnaire demanded respondents to fill the demographic details like name, age, sex, qualification, occupation etc. A convenient sampling technique was employed. Face to face interviews was conducted among 200 voters from different areas of New Delhi, India; who are also active members of any of the social media. All participants took part in interview were assured about anonymity and confidentiality about their identity and data shared.

P. Vigneswarallavarasan (2017) the literature is classified in two axes – Level of analysis (people & society, platforms and firms) and Activities (features, tactics, management & measurement). Other areas of research – platforms' business models and operations in India, management of social media strategy within organizations, usage of specific features of platforms, and homegrown platforms are still unexplored.

SumitChaturvedi, Dr Sachin Gupta, Dr Devendra Singh Hada (2017) the last decade witnessed an explosion of social media networks such as Facebook, Twitter, You Tube, Google+, etc. This research paper is attempt to analysis the youth buyer behaviour for apparels in Jaipur city. Youth is conceivably the most complicated demographic group to



communicate with. Not only they have a short attention span, they are also subtle in media consumption, indecisive in brand preference, and simply challenging to engage and entertain. Marketers spend millions in marketing research every year trying to predict, or anticipate, changing youth behaviours. It tries to understand the behaviour of youth whether buying decisions are really affected by the social media promotions done by companies. The data was collected by survey methods of 50 respondents through random sampling, this will help to companies to know about social media promotions trend in Jaipur.

Anand Y. Kenchakkanavar & Dr Gururaj S. Hadagali (2016) the main purpose of the present study is to shed light on the importance of social media, particularly Social Networking Sites (SNSs) in Library and Information Centers (LICs). Libraries are slowly adopting SNSs to provide effective services to its user's community without wasting much of their time. So, this research is only based on Social Media Networking Sites and Library facilities importance and users of their increased ratio in social media networking sites.

Palla Malathi Reddy, Dr. L. Kuladeep Kumar (2016) advertising decision, as a class is more difficult to model than other business decisions. Many of the methods have been developed for modeling the marketing decisions and inadequate when checked with the real world, so that marketing decision is increasing in complexity at an accelerating pace. Research is conducted by using sampling method and survey conducted with the help of structured questionnaire. The study uses a descriptive research method. The results say that the social media effectiveness leads to Economic Measures (Impact), Influence to Good Planning (Influences) and Market Analytics (Response).

Biswa B. Das, Rabi N Subudhi (2016) this research paper is covered the aspects of 'Age Group' related to 'Engagement Pattern' within the framework of Digital & Social Media Marketing. The aim is to create engagement opportunity and build up the relationship value and maintain it with long term objective. The main research was conducted through a structured questionnaire with close ended questions covering the aspects like, basic



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demographic information and some key engagement activities. It tries to capture as to, how they look at online reviews and online purchases. Finally, their behaviour in terms of sharing the online experiences within friends, family and social group is examined. It may be inferred here that the age group 18-25 years, is quite positively active on social media and very much commits and contributes to sharing of their online experiences and influencing the buying decisions of their peers, family and social groups.

Sreeja Rajesh, Jithin Michael (2015) social medias are providing lots of services to its users. This paper studies how the services provided by the social media are helpful students in education. This paper also tries to explain the effectiveness of social media in young people. The social is popular now because of the availability of the internet and also the technologies which help to make this availability to our hands like Mobiles, Tablets, etc. this paper makes study of the effectiveness of social media in Education Field. The importance of this paper because 89% of the people with 18-29 age limit are in part of any kind of social media and students will use the social media once in a while for any kind of educational purposes.



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PROBLEM STATEMENT

“A study on social media effectiveness with reference to Aloha – Brain Development Centre” to ensure that social media is effective tool for child’s better education.

OBJECTIVES OF THE STUDY

- ✓ To determine the effectiveness of internet advertising in creation of awareness and extending of reach at Aloha classes in Junagadh city.
- ✓ To know the satisfaction level of parents about Aloha.
- ✓ To know the most effective tool of advertisement for Aloha classes.
- ✓ To discover the purpose of using social media.



RESEARCH METHODOLOGY

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Particulars	
Research Design	Descriptive
Sources of Data	Primary Data and Secondary Data
Data Collection Method	Primary and Secondary
Population	Population of the study is parents of the students studying at Aloha Centre, Junagadh
Sampling Method	Convenience Sampling
Sample Size	243



Data Collection Instrument	Primary Through Questionnaire
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RESULTS AND FINDINGS

As a part of demographics questions, 55.97% (136 respondents) females took part in this survey, while rest of the 44.03% are male respondents.

From this survey concluded that 31-35 age group i.e. 31.69% more actively use of social media and those respondents are employees by occupation information.

According to this survey, respondents/parents are graduates which is 46.09%, after that post graduates, under graduates and rest of the respondents are other degrees.

Now we focuses on survey questions, 25% respondents are actively daily on Facebook, 12%, 13% and 20% are respectively on LinkedIn, Twitter and Google then rest of the 30% are on Instagram and other social networking sites.

Highest time spent on social media 4-6 hours per week is 30.45% (74 respondents/parents) and ratio of 0 hour spent means no time use on social media is 7.41% (18 respondents).

We can conclude that 28.40% respondents are subscribe the educational communities of social networking sites on social media is agreed with survey.



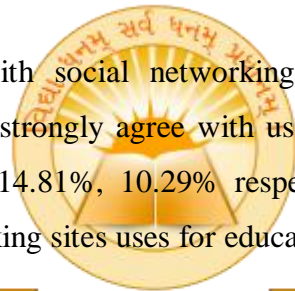
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Second component of that the 34.98% respondents subscribe to informational communities which is higher in this question. Third component is 34.16% are subscribe to entertainment communities and rest of the 2.47% are follow other sites/communities on social media.

Parents are enrolled their child in aloha between the 7-9 years age group is 33.33% responses. Between the age of 3-6 years is 28.40% after that 22.63% is between the age of 10-12 years at last component of age group is between 13-16 years is less likewise, 15.64%.

Parents are more thinking to importance of English language so that the ratio of English course is high i.e. 25.93%, 15.64% is a less responses on the mental arithmetic programme.

30.04% parents are neutrally with social networking sites are useful for educational programmes, 22.63% parents are strongly agree with usefulness, 22.22% parents are agree with usefulness and rest of the 14.81%, 10.29% respectively responses as disagree and strongly disagree of social networking sites uses for educational programmes.

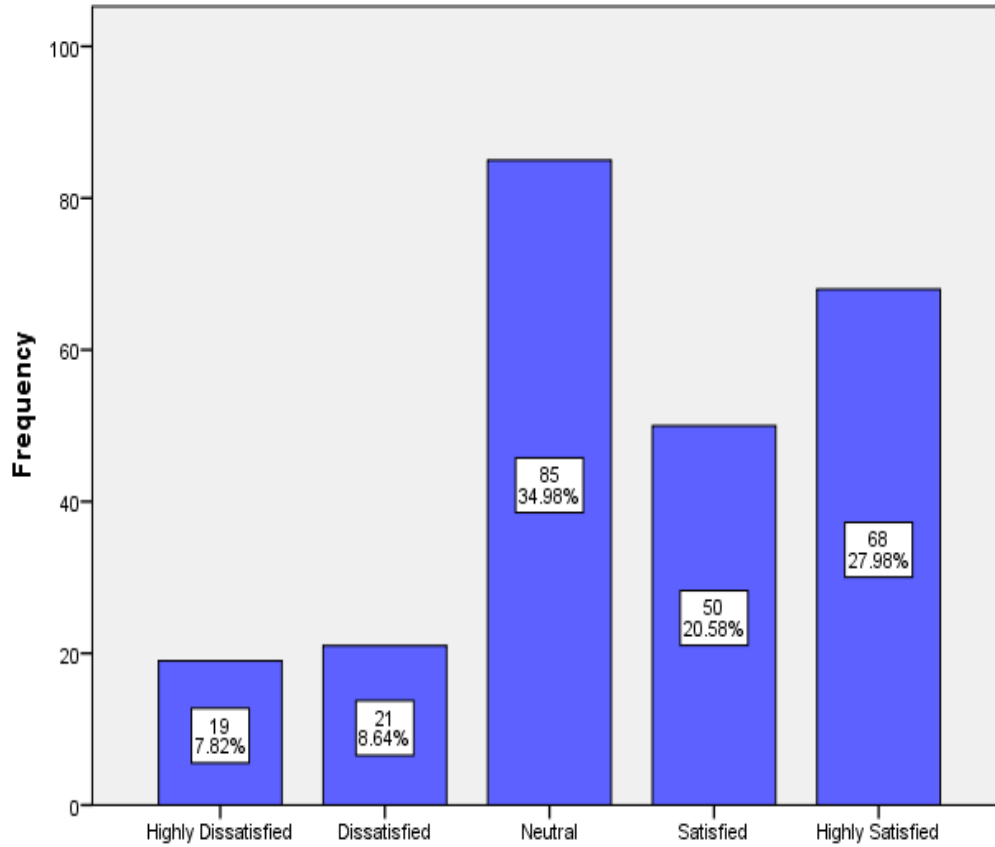


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Chart 1: Level of Satisfaction of the parents towards Aloha programs



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Please state the level of satisfaction towards Aloha programs

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Source: Researcher's data compilation

118 respondents out of total 243, that is nearly 48% of the respondents were satisfied with the Aloha programs held at Junagadh centre.

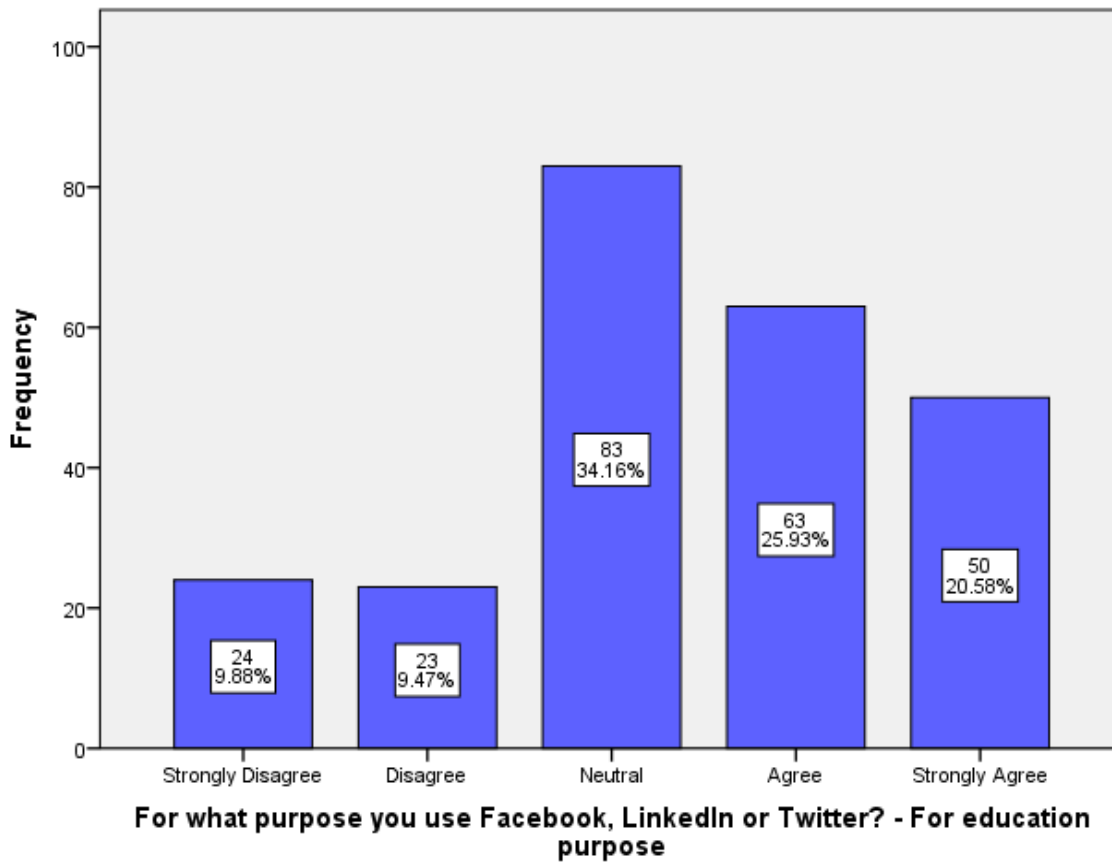


Chart 2: Using social media sites, preferably for educational purpose



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We have seen that 25% respondents are daily uses Social media platform for the purpose of educational updates that 34.16% of them are neutral either Yes or No, other 25.93% respondents are agree that they are use daily social media for educational purpose and updates with technology.

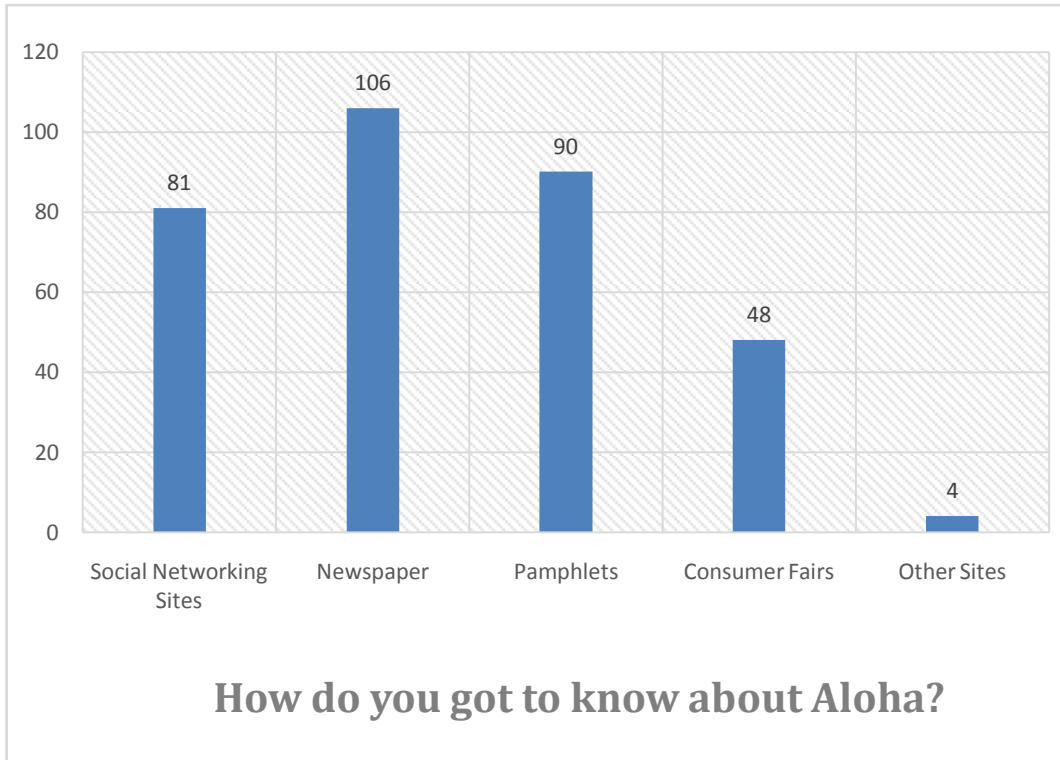


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Social networking sites are able to seek related information quickly is agreeing by 30.45% (74 respondents) and 12.35% (30 respondents) are strongly disagree with that the social media is not a proper medium to seek related field information quickly.



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At the finding and results concluded with that the awareness of Aloha programs majorly 32% respondents through newspapers, 27% aware through pamphlets, 25% are aware about Aloha through SNSs (Social Networking Sites) and rest of the 16% respondents know through consumer fairs and other social media platforms.

CONCLUSION



To concluded this research, it is revealed that social media is very effectively uses to parents and young generation also to update yourself and knowledge. This paper survey is analyzed to prove that is used to study its effectiveness in education field and discover that it is useful tool in educational purposes and beyond. It is also explained that educational institutes, franchises are more promote their programs on social media platforms and social networking sites that are proven by satisfaction of parents' to seen education development in Junagadh.

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