

---

# ROLE OF SOCIAL MEDIA IN ADVERTISING OF HANDLOOM PRODUCTS AND CUSTOMER SATISFACTION

**Nasina.Balasubrahmanyam**

PhD Research Scholar, Vellore Institute of Technology Vellore, India.

**M. Muthumeenakshi**

Sr. Assistant Professor, Vellore Institute of Technology, Vellore, India

## ABSTRACT

*Handloom sector is very prehistoric industry; it produces quality of products with the use of cotton and silk yarn. It creates more than 12 million weavers employment opportunities in the country. In handloom sector is required for Advertising strategy to essential boost the sale of handloom products. In the current situation promotion methods gradually changed. It is the good sign of handloom sector. Particularly handloom sector sales volume is constant position in that situation social media came in to market. Present scenario social media plays very important role and very big opportunities to handloom sellers and buyers, because connection of all brands in to one umbrella. It is the innovative technique of manufacturing units to sell the branded products through social media. Advertising strategy has followed by domestic and globalized companies with the help of social media, particularly handloom products are selling in the requirements of customer satisfaction. This paper explains about services of social media, social media advertising and role of social media in advertising of handloom products and customer satisfaction. In this study the researcher has taken 100 respondents of handloom customers.*

**Keywords:** Social media, social media Advertising, Advertising of handloom products and Customer Satisfaction

**Cite this Article:** Nasina Balasubrahmanyam and M Muthumeenakshi, Role of Social Media in Advertising of Handloom Products and Customer Satisfaction, *International Journal of Management* 11(11), 2020, pp 2469-2476

<http://iaeme.com/Home/issue/IJM?Volume=11&Issue=11>

---

## 1. INTRODUCTION

Handloom segment weaving quality of products with innovative designs; it is very attractive and completely traditional weaving. It is the representative of Indian culture, which is one of

the oldest artisan work in the world. Handloom weavers are weaving quality of handloom products with these new social media such as Face Book, Twitter, and Linked in, YouTube, What's App, Instagram and Google. According to the report of digital transaction, internet users will reach to 564.5 million by the end of 2019. Astonishing designs. Handloom segment not only the old segment it plays very important role in Indian economy. In the past decade onwards handloom weavers are adopted innovative machines in the weaving process, it is very supportive to handloom weavers. However lack of advertising in handloom products in the market, after introduction of social media slowly increase the sales volume of handloom products. In the present situation 12 million jobs employment opportunities are created directly and indirectly in the country.

Advertising is the tool of expansion of handloom industry. Domestic advertising is very important for manufactures because to increase the sales of handloom products. In the current trend the development of social media apps majority of customers are using mobile phones which results to increase the sales volume of handloom products. It is advantage for handloom sector in the last few years buying and selling activities enormously changed. The social media plays very important role in trading of handloom products. By social media users is increasing steadily. Social media advertising is one of the significant type of online marketing, all small scale industries are advertising of their products/services and brands through social media websites such as face book, twitter, linked in, you tube, what's app, Instagram and Google. In the survey of media bistro 73% small scale industries are using social media.

## 2. REVIEW OF LITERATURE

Briscoe (2009), has stated that social media depends upon the internet based communication. It is a World Wide Web platform. It is very easy to exchange the information, to work together, share information and knowledge, data valuable information, opinions, reviews and relationships. Kalyan and Haenles (2010), has explains that social media creates unbelievable services to customers. Social media apps are giving full length information to the customers.

Bare foot & Szabo (2010), concluded that social media apps to provide to advertising the company brand and also handloom products features, finally customers are believing social networks, it results manufacturing units recurring the business through the use of internet such as e-mails and online advertising. Castronovo (2012) has declared that social media plays a crucial role in advertising of handloom products. Social media provide services in the requirement of customer satisfaction.

Bernoff & Charlence (2011) has stated that social media plays very important role in advertising of handloom products. Manufacturing companies invented all types of brands with less cost in the market. It results to increase the morale of customers. Amo & Romero (2010) has acknowledged that manufacturing companies are offering number of discounts to customers because of Social media apps are providing quality information with less cost and also provides digital transactions facilities to customers. It is play a crucial role in the advertising of handloom products in customer satisfaction.

## 3. ROLE OF SOCIAL MEDIA IN ADVERTISING

Social Media acting as a very powerful role in the country, all the businesses are adopted social media it is expanding their relationship in the aspect of political advertisements, national defense information, government information, public relationship, manufacturing company brands to mutually exchange the information to final consumers. In the current scenario most of the customers are getting market information through social media.

- Social media provides clear picture about product features and shown the product colors and design of the product.

- Social media to strength in the relationship between manufacturing companies and final consumers
- Social media helps to traders it leads traders to sell the product with less expense and getting more profits.
- Social media provides advertising facilities in the market to sell the manufacturing products with less risk.
- Social media provides fair services in the requirements of customer satisfaction

S.NO	Name of Social Media	Expands Services
1.	Face book	According to the advertisers survey face book users in India 281 billion in the year of 2018. It provides a significant relationship of friends, to identify the brands with regards to customer preferences, manufacturers to sell the product with high targeted audience.
2.	Twitter	According to the Indian report the users are 30.4 million users are using it is one among biggest social media on the internet, to generate the personal account, to generate the tweets, to advertising your content and share your ideas and thoughts.
3.	Linked in	According to the internet report 53 million users are using this social media. To increase the connections between business holders, to join group and share the services and information between them.
4.	You tube	According to the advertisers survey the YouTube it is very easy to show the high quality videos with regards to handloom products.
5.	What's app	According to the Indian survey 300 million users. It is very useful to public because easily can send the photos, messages, contacts, videos, to make video call at any place and to see manufacturing brands directly through online.
6.	Instagram	It is used to buy the products through online without hesitating, it is used relies on images with regards all manufacturing brands.
7	Google	According to Indian report 627 million users are using. It is outwardly fast web browser. It provides the connection between manufactures and final customers in the market. It shows all the brands images and price tags, it leads the customer would compare the products and take the decision which product to buy, which product is not to buy.

#### 4. OBJECTIVES OF THE STUDY

- To analyze the effectiveness of different types of social media and Advertising of hand loom products
- To study the influence of social media in Advertising of hand loom products and customer satisfaction

#### Hypothesis:

*H01: There is no significant effect of social media on Advertising of handloom products.*

*H02: There is no significant relationship between social media and customer satisfaction on Handloom products.*

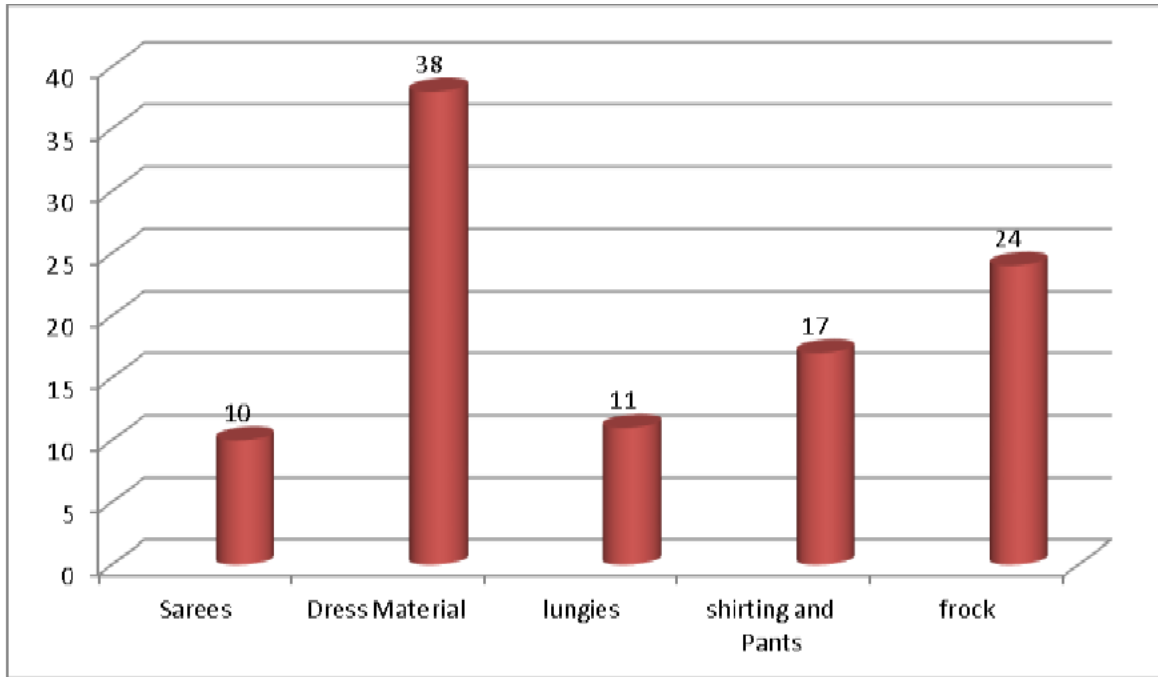
#### 5. RESEARCH METHODOLOGY

Present study conducted in the form of quantitative methodology. Data collected from the respondents by using structured questionnaire, the researcher used convenient sampling technique. The handloom customers are filled the questionnaire to the role of social media in

Advertising of handloom products. The researcher implemented Likert Scale and collected opinions from the respondents. Likert scale starts with 1. Strongly agree and close with 5. Strongly Disagree. (Dundas 2008)

### 5.1. Data Analysis

The current study output were analyzed SPSS. 22.0 Version software. The reliability analysis was positive and researcher found consistency of questionnaire. The researcher used frequency analysis, regression and correlation technique in the study area.



**Figure 1.Data Analysis**

In this study, social media of handloom customers are 10% of respondents are preferring sarees, 38% of the respondents prefer dress materials, 11% of the respondents prefer lungies, 17% of the respondents are preferring shirting and pants, 24% of the respondents are prefer frock

### 5.2. Reliability Statistics

**Table 1** Reliability Statistics.

Cronbach Alpha	Number of Items
0.986	29

The above table 1 explains the primary data collected from 100 handloom customers. The reliability analysis is good; the Cronbach Alpha value is 0.986.

### 5.3. Frequency Analysis

**Gender:** It is clear that 76% of respondents of male handloom customers and 24% of respondents are female handloom customers.

**Education:** The above table shows that 3% of handloom customers are up to 10<sup>th</sup> class, 14% of the customers are intermediate, 37% of the customers are under graduation and 46% of customers are post graduation in the study.

**Age:** The above table concluded that 47% of the customers are the age between 18 to 28 years, 34% of the customers are 28 to 38 years, 11% of the customers are 38 to 48 years, 6% of the customers are 48 to 58 years and 2% of the customers are the age of above 58 years.

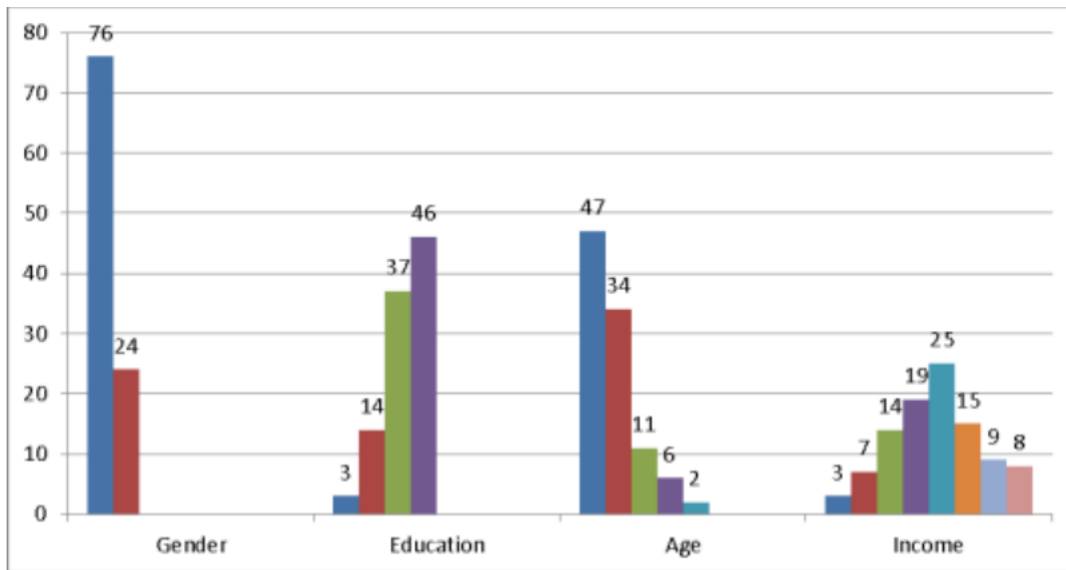


Figure 2. Frequency analysis

**Income:** The above table stated that 3% of the customers are earning is Rs 5 to 10 thousands, 7% of the customers are earning is Rs 10 to 15 thousands, 14% of the customers are earning 15 to 20 thousands, 19% of the customers are earning 20 to 25 thousands, 25% of the customers are earning 25 to 30 thousands, 15% of the customers are earning 30 to 35 thousands, 9% of the customers are earning Rs 35 to 40 thousands and 8% of the customers are earning above Rs 40 thousands.

#### 5.4. Regression analysis

Table 2. Model Summary.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistic					Durbin Watson
					R square Change	F Change	Df	Df	Sig. F Change	
1	0.888	0.789	0.787	5.13334	0.789	365.955	1	98	0.000	0.053

- Predictors (Constant) Advertising of handloom products
- Dependent variable: Social Media

A value of 0.888, in this model, explains a good level of forecast. The "R Square" column shows the  $R^2$  value (also called the coefficient of determination), which is the quantity of difference in the DV that can be made clear by the Social media (technically, it is the quantity of variation accounted for by the regression model above and beyond the mean model). You can see from the value of 0.789 specify that Social Media explain 0.78%.of the variability of the Advertising of handloom products.

Table 3. ANOVA

Model	Sum of Square	Df	Mean Square	F	Sig.
Regression	9643.346	1	9643.346	365.955	0.000
Residual	2582.414	98	26.351		
Total	12225.760	99			

- Dependent Variable: Social Media

- Predictors: Constant: Advertising of Handloom products

The *F*-ratio in the ANOVA table tests whether the total regression model is a good match for the data. The table indicates that the Advertising of handloom products statistically significantly predict the Social Media,  $F(1, 98) = 365.955, p < 0.05$  (i.e., the regression model is a good fit for the data)

**Table 4.Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficient	T	Sig.	95% Confidence Interval for B	
	B	Std.Error	Beta				
Constant	-6.510	1.560		-4.172	0.000	-9.607	-3.414
Marketing of Handloom Product	1.400	0.073	0.888	19.130	0.000	1.255	1.545

- Dependent Variable: Social Media

Test each predictor (IV) is Alpha = 0.05

Advertising of handloom product Sig. ( $P < .000$ )

It is the amount of unique variance among (DV), a predictor (IV) accounts for Statistically Significant that is (Sig greater than zero)?

If P Value  $< 0.05$  then statistically significant.

So reject the Null hypothesis and accept the alternative hypothesis

It means there is a significant effect of social media in Advertising of handloom products.

### 5.5. Residual Statistics

**Table 5.Residual statistics**

Description	Minimum	Maximum	Mean	Std.Deviation	N
Predicted Value	1.8880	34.0815	21.6800	9.86953	100
Residual	-6.68320	12.91848	0.0000	5.10735	100
Std. Predicted Value	-2.005	1.257	0.000	1.000	100
Std. Residual	-1.302	2.517	0.000	0.995	100

- Dependent Variable: SM

**Table 6.Correlation**

	Pearson Correlation	Influence of Social Media	Advertising of Handloom Products
SM	Pearson Correlation Sig. (2-tailed) N	1.000 100	0.951 100
AHP	Pearson Correlation Sig. (2-tailed) N	0.951 100	1.000 100

*Correlation is Significant at the 0.01 level (2-tailed)*

In correlation each variable must monotonically relationship between two variables In this case social media services increase marketing of handloom product also increase. Influence of social media services decrease automatically to reduce the sales of handloom products.

## 6. FINDINGS

- 46% of Post graduates are using social media
- 47% of the age group between 18 to 28 years respondents is using social media.
- Majority of the handloom customers are participating in Social Media the income range between Rs 25 to 30 Thousands.
- The regression value is 0.888 which means the difference in Advertising of handloom products that can be explained by Social Media. Social media explains that 51.33 variability of the Advertising of handloom products.
- Monotonically relationship there is significant relationship between social media and advertising of handloom products and customer satisfaction.

## 7. RECOMMENDATIONS

- Social media apps should provide fair service and also to catch the attention of customers with a less time.
- It should be truthful and sincere regarding marketing of handloom products.
- Social Media should response of customer requirements
- Social Media should increase the confidence about the customers to increase the quality service.
- It should provide understandable services to customers.

## 8. CONCLUSION

In current trend the social media plays a very crucial role in advertising of handloom products and customer satisfaction. All manufacturing units are adopting social media platforms, which results to build the relationship and communication between manufactures and customers. In proper utilization of social media has the enormous advantages for handloom sector which makes to increase the knowledge of customers of handloom products, to minimize the Advertising cost for sellers, reduce the product price for customers, to increase the sales of handloom products and finally to increase the customer satisfaction. Utilizing of social media such as Face book, twitter, linked in, you tube, whats app, instagram and Google helps to increase the scale and sophistication. As per the Indian survey last five years all the manufacturing units have utilized social media Apps. As a result all customers have got information easily and the right of entry in to the online this made customer's knowledge increase the handloom product sales.

It is recommended that government should support the handloom segment for using of social media with less cost and to differentiate the handloom and machine made products. It is one of the greatest marketing tools for advertising of their handloom products and finally which leads responsiveness surrounded by the customers of handloom products. It is concluded that social media plays a very dynamic role in selling of handloom products in the market and customer satisfaction.

## REFERENCES

- [1] Advertising Age, "Crisis RX for Double Click." (2000). *Advertising Age*, 71 (9): 58.

- [2] Arthur, d., Sherman, C., Appel, d. & Moore, L. (2006). “Why young consumers adopt interactive technologies. *Young Consumers*”, 7(3), pp. 35–38.
- [3] Awad, N.f., Dellarocas, C. & Zhang, X. (2006). “The digital divide of word of mouth. *Proceedings of the first Midwest united States Association for Information Systems*”, Grand Rapids, MI (May 5-6).
- [4] Barefoot, D., and J. Szabo. (2010). “Friends with benefits: A social media-marketing handbook”. San Francisco: No Starch Press.
- [5] Borges, B. (2009). “Marketing 2.0 Bridging the Gape between Seller and Buyer through Social Media Marketing” (First Edition ed.). Tucson, Arizona: Wheatmark.
- [6] Dr.Veena, R, Humbe,(2014). Role of Social Media in Marketing of Handloom Products: *International Journal of Science and Research*. ISSN 2319 7064, Volume 3 Issue7, Page 136-139.