

INFLUENCE OF SOCIAL MEDIA PLATFORM SELECTION OF MOOC COURSE WITH SPECIAL REFERENCE TO TECHOLAS TECHNOLOGY

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ABSTRACT

Given the limited amount of research conducted to date on the content and effectiveness of social media platform for Mooc course. First, it explores which social media platforms (Facebook, LinkedIn, Pinterest, Twitter and YouTube) leading companies use to communicate about Moocactivities and the impact of this selection on brand equity. Second, this study further explores how brand equity is impacted by firms' communications about specific types of Mooc activities (environment, community, employee and customer) on differing social media platforms. The results suggest that leading organizations whom are crafting social media-based Mooc campaigns in ways that link relevant content, social media platform and stakeholder interests have higher levels of brand equity. Further, the results suggest there are many untapped opportunities organizations have yet to take advantage of in terms of content and social media platforms used for Mooc course. This study provides a groundwork for future research on communicating specific dimensions of Mooc activity, the best platform(s) for communicating these dimensions and the examination of how best to engage stakeholders through the interactive nature of social media resources.

Keywords: Social media platform, Mooc course, selection on brand equity, social media resources.

1. INTRODUCTION

The Social media marketing is the process of using social media channels to communicate others with an objective of widening the customer base. Social media encompasses different forms of communication, marketing, entertainment and networking. This new set of collaboration tools enables many types of interactions that were previously not available to common person. Social media provides several benefits to the industry. The world of education has undergone a significant transformation in recent years, with the advent of online education. Traditional classroom settings have given way to virtual classrooms, and textbooks are being replaced by digital resources. However, one of the most remarkable changes in the educational landscape is the integration of social media into online learning. Social media platforms have evolved from being mere tools for personal communication and entertainment to becoming powerful tools for education and collaboration. In this article, we will explore the role of social media in online education, focusing on how it facilitates collaborative learning and enhances the overall educational experience.

2. OBJECTIVES OF THE STUDY

- To study the impact of Social media marketing on consumer buying decision process.
- To measure the change in perception of the consumers through the content and engagement on Social Medias.
- To understand how business businesses can engage more customers to increase the brand value.
- To measure the positive influence of services social media advertising.

2.1 SCOPE OF THE STUDY

Scope of the Study Social media has become a convenient way to communicate and has improved the shopper's and marketers' communication medium. Customers' purchase decision is influenced through social media by group communication. Social media is a new platform for exchanging information about services. It is, therefore, necessary to understand the impact of social media marketing on consumer buying behavior

2.2 LIMITATIONS OF THE STUDY

- The study is confined to a small region of Palakkad
- The data collected is totally primary data given by Palakkad region respondents. There is chance for personal bias.
- Lack of accuracy can be reason for inappropriate conclusion or suggestions.
- Most the young people came for regarding social media handles as compared to elderly people.
- Elder people lacking knowledge about Social media marketing and not able adapt for SSM as compared to their traditional marketing experience.

3. METHODOLOGY

‘Research’ means a scientific and systematic search for pertinent information on a specific topic. Research is a careful investigation or inquiry especially through search for new facts in any branch of knowledge. Research comprises defining and redefining problems, formulating hypothesis or suggested solution; collecting, organizing and evaluating data; making deduction and reaching conclusions; and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis.

3.1 RESEARCH DESIGN

Research design is purely the framework or plan for a study that guides the collection and the analysis of data. It is blue print that is followed in completing a study

Descriptive Research

The research design for this research is descriptive in nature. Descriptive research studies attempt to obtain a clear and accurate descriptive of a situation. The main characteristics of this method are that the researcher has no control over the variables: he can only report what had happened or what is happening. The methods of research utilized in descriptive research are survey method of all kinds, including comparative and correlation methods.

3.2 SAMPLING METHOD

Simple random sampling has been used in this research as the selection of each respondent has equal probability and there is no bias in it.

Sampling Size:

The sampling size taken for the study is 120 respondents.

4. METHOD OF DATA COLLECTION

Primary Data:

The primary data is collect through structure questionnaire. This is the collected through field survey and thus happens to be original in character.

Secondary data

The secondary data is collected through company websites, books and journals.

4.1 STATISTICAL TOOLS

- Percentage Analysis
- Chi-Square Test
- Correlation
- Anova

5. FINDINGS AND STUDY

1. It is Majority 78.9% of the respondents are Male category.
2. It is Majority 24.4% of the respondents are age group between 43-53 years.
3. The Maximum 80.5% of the respondents are Married person.
4. The Maximum 34.1% of the respondents are Graduate qualification.
5. The Maximum 26.8% of the respondents are earn monthly income Between Rs. 25,001-30,000.
6. The Maximum 30.1% of the respondents are Below 2 year experience
7. The Maximum 35.8% of the respondents are FACEBOOK is influence for purchase decision.
8. The Maximum 30.9% of the respondents are service content is daily influenced.
9. The Maximum 30.1% of the respondents are prefer Computer Science about kinds of services mostly preferred.
10. The Maximum 32.5% of the respondents strongly agree and agree that social media help to purchase decision.
11. The Maximum 39% of the respondents are usually proper service is attract customer.
12. The Maximum 28.5% of the respondents are strongly agree that social media advertisement is influenced to purchase.
13. It is Majority, 41.5% of the respondents are satisfied the advertisement helps to find new brand.
14. The Maximum 25.2% of the respondents are Neutral that instant response to service.
15. It is Majority, 33.3% of the respondents are Satisfied the supply good quality
16. The Maximum 34.1% of the respondents are strongly agree that customer help to make a buying decision.
17. It is Majority 34.1% of the respondents are marketing help to huge customers is usually.
18. It is Majority, 37.4% of the respondents are Satisfied the easy to find their target.
19. It is majority 30.1% of the respondents are Satisfied the selling activities.

20. It is majority 35% of the respondents are advantages of social media is Increased Brand recognition and Conversion ratio.
21. the 33.3% of the respondents are Agree that Reviews From Influencers, 32.5% of the respondents are Agree that Reviews From Social Media Connections, 27.6% of the respondents are Strongly agree and Agree that Brands Social Media Presence, 32.5% of the respondents are Agree that Social Media Advertising and remaining 32.5% of the respondents are Agree that Trending & Popular Algorithms.

It is majority 25.2% of the respondents are Highly satisfied the essential for decision making process.

6. SUGGESTIONS

- Social media marketing should be presented attractively, and consumers should think that the services can improve their standard of living.
- Social media marketing should use all online platforms to reach large groups.
- The information given through social media marketing should contain detailed information to satisfy the viewers.
- Online advertising is getting modified occasionally; thus, the organization should adopt the necessary change to reach the customers.
- If business firms are targeting a particular group, then the marketing should be in such a manner.

7. CONCLUSION

Social media is an inexpensive platform that gives a wide reach to the brand. The study is conducted in the Palakkad. After the study, it is clear that social media marketing impacts consumer buying behaviour and consumers think that social media marketing is a good thing and is perceived positively. The number of internet users is increasing every day, and they have admitted that social networks are a new dimension that has become a part of the business.

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