A COMPARATIVE STUDY BETWEEN FACEBOOK AND INSTAGRAM AS THE PRIMARY MARKETING PLATFORM FOR BUSINESS

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ABSTRACT

Social media has completely changed the way we interact and communicate with one another. It has also emerged as a vital platform for businesses to connect with and engage with their target markets. The use of social media platforms to advertise goods, services, or brands and develop a following of devoted customers is known as social media marketing. It includes producing and disseminating content, interacting with people, and putting strategies into practice in order to meet marketing objective. A comparative study was conducted between Facebook and Instagram users as it can be the primary marketing platform for business. A sample survey was conducted in city of Chennai with a population of 101 having more than 76% of sample with an age between 18 to 24. The study concluded that The overwhelming preference for Instagram over Facebook, as evidenced by the social media platform preferences, indicates a strong inclination towards visual-centric content and multimedia sharing.

Keywords: Social, Media, Facebook, Instagram, digital marketing, Marketing platform etc

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1. INTRODUCTION

Social media marketing is a digital marketing strategy that utilizes social media platforms to promote products, services, or brands and engage with target audiences. It has become an essential component of marketing campaigns due to the widespread popularity and influence of social media platforms. It has a wider scope of reaching the audience, targeted advertising, Greater brand awareness,Enhanced customer engagement, Cost-effective marketing etc

Different social media platforms

While there are numerous other social media platforms available catering to different niches

and demographics. Here is a few of the

most used social media platforms:-

1. Instagram

2. Facebook

3. Twitter

4. Linkedln

5. Youtube

6. Snapchat

7. Tiktok

Additionally, new platforms are constantly emerging as the social media landscape continues

to evolve.

Need for the study

As people are moving towards digital world it is better to investigate consumer perceptions and preferences regarding the use of Facebook and Instagram as primary marketing platforms for businesses as these two is primarily evolved .The research seeks to understand the factors influencing consumer engagement, trust, and purchase behavior on these platforms, with the ultimate goal of helping businesses optimize their marketing strategies and allocate resources effectively in the evolving digital landscape

2. SCOPE OF THE STUDY

The scope of the study "A comparative study between Facebook and Instagram as the primary marketing platform for businesses" would typically involve examining and analyzing the effectiveness and suitability of Facebook and Instagram as marketing platforms for businesses

Objectives of the study

1. Assess the effectiveness of Facebook and Instagram as marketing platforms for businesses in terms of reaching target audiences, generating leads, and driving sales.

2. Examine the demographic characteristics and user behavior of Facebook and Instagram users to determine which platform is better suited for different types of businesses.

3. Analyze the advertising options and features available on Facebook and Instagram to identify the strengths and weaknesses of each platform for marketing purposes.

3. REVIEW OF LITERATURE

Swathi et al 2022, The research shows that out of the 40 respondents only 2.5% uses facebook while an 82.5% uses instagram and the rest uses snapchat. This here shows how instagram is the most frequented out of all the social media. While 87.5% of the respondents has the opinion that instagram has the best features out of all the other social media.

Verma, S., & Kapoor, D. (2017), this review provides an overview of social media marketing and may include discussions on consumer behavior on platforms like Facebook and Instagram for recreation and enjoyment the useit.

Smith, A. N., Fischer, E., & Yongjian, C. (2012) This study explores how user-generated content varies across different social media platforms, providing insights into potential differences between Facebook and Instagram . The study also highlighted how does brand-related usergenerated content differ across YouTube, Facebook, and Twitter.

4. RESEARCH METHODOLOGY

The research design involved in the study is exploratory research in nature and convenient sampling method is chosen for data collection. 101 samples were selected in and around Chennai data were collected through survey method and questionnaire. Pilot study were conducted on 14 responded reliability test were conducted and on showing data is reliable percentage analysis was applied for data interpretation and Statistical tools like Chi square and One way ANOVA were applied to justify the findings

Limitations of the study:

Duration of the study is limited to less than 3 months. Collecting data properly from employees become difficulty due to the time constraint. Busy schedule of the consumers also effected to some extent. There is a chance for bias in the information given by the respondents. The study was based on sample hence results were not fully absolute.

5. DATA ANALYSIS AND INTERPRETATION

The reliability statistics reveled that the data consistent and reliabile

Cronbach's Alpha	No of Items
0.741	14

- Gender Imbalance: The surveyed population of 101 individuals shows a notable gender imbalance, with 78.2% being male and 21.8% female.
- Age Distribution: A significant concentration of individuals (76.2%) falls within the 18-24 age range, suggesting a focus on a younger demographic. The distribution declines with age, indicating potential targeting of a specific age cohort in the study.
- Occupational Distribution: The majority (66.3%) of the surveyed individuals identify as students, influencing interpretations related to financial status, lifestyle, and consumption patterns.
- High Affirmative Response: In response to an unspecified question, 97% of individuals answered "yes," indicating a strong consensus or agreement within the surveyed population.
- Social Media Preferences: Instagram is the dominant social media platform, preferred by 80.2% of respondents. Facebook follows but with a lower percentage (14.9%). The data suggests a trend towards visual-centric platforms.
- Diverse Engagement Levels: For an unspecified activity, the population shows diverse engagement levels, with 24.8% engaging multiple times a day and 24.8% claiming never to engage. This suggests a varied range of behaviors within the sample.
- Habitual Engagement: Another activity shows a prevalent and habitual engagement pattern, with 74.3% engaging multiple times a day. This indicates a high level of regularity and frequency.
- Platform Perception: Regarding social media platforms, 59.4% favor Instagram, while 17.8% favor Facebook. A notable proportion is uncertain about any significant difference (14.9%), suggesting a nuanced consideration of platform preferences.

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INTERNATIONAL JOURNAL OF PROGRESSIVE
RESEARCH IN ENGINEERING MANAGEMENT
AND SCIENCE (IJPREMS)

Vol. 04, Issue 07, July 2024, pp: 264-266

e-ISSN :
2583-1062

Impact
Factor:
5.725

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.972ᵃ	2	.226
Likelihood Ratio	4.871	2	.088
Linear-by-Linear Association	2.269	1	.132
N of Valid Cases	101		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 1.96.

ANOVA

How likely are you to make purchase directly through Facebook or Instagram?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.475	3	1.825	.966	.412
Within Groups	183.297	97	1.890		
Total	188.772	100			

- **Statistical Analysis:** Chi-Square tests and ANOVA results provide statistical insights. Chi-Square tests show non-significant associations, while ANOVA suggests no significant difference among group means. The cautionary note on Chi-Square results emphasizes potential limitations due to low expected counts.

6. CONCLUSION

From the study it is concluded that the findings reveals several noteworthy trends and patterns within the studied population. Firstly, there is a significant gender imbalance, with a predominance of males. Secondly, the age distribution skews towards a younger demographic, particularly those between 18-24 years old, indicating a targeted focus on this age group. Thirdly, a majority of the surveyed individuals identify as students, which could impact interpretations related to their financial status and consumption patterns. The overwhelmingly affirmative response to a question suggests a strong consensus within the group. Instagram emerges as the preferred social media platform, indicating a trend towards visually-driven platforms. The engagement levels vary across activities, with some showing diverse engagement while others exhibit habitual engagement patterns. Despite preferences for Instagram, a notable proportion of individuals are uncertain about platform differences, indicating a nuanced perception. Lastly, while statistical analyses provide insights, caution is advised due to potential limitations, particularly in Chi-Square results. Overall, these findings offer valuable insights into the behavior and preferences of the surveyed population, with implications for various domains including marketing, social research, and platform development.

7. REFERENCE

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